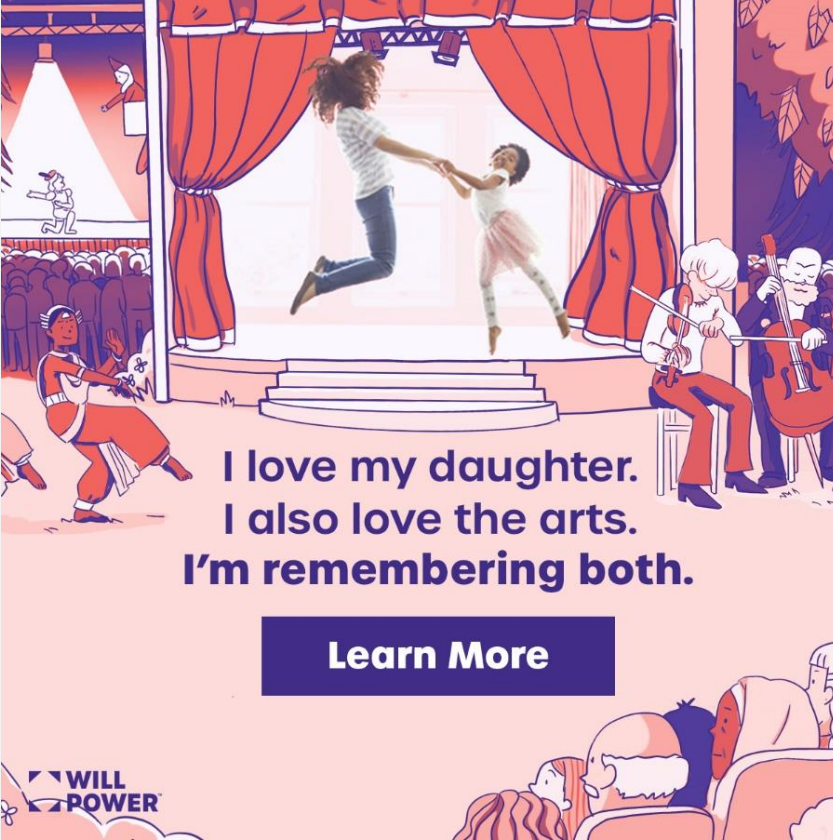


**WillPower.ca**  
31 August 2021 · 🌐

You don't have to choose between loved ones and the causes you care about. You can support both in your Will. Discover how you can change the world with a charitable gift in your Will at [willpower.ca](http://willpower.ca)



I love my daughter.  
I also love the arts.  
I'm remembering both.

[Learn More](#)

**WILL POWER**

WILLPOWER.CA  
Support Loved Ones and Charity in Your Will [Learn More](#)

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Watch the campaign videos  
on the [CAGP Youtube Channel](#)

Will Power is the  
biggest effort in  
our history to make  
leaving a gift in a  
Will to charity the  
social norm.

# Join Will Power as an Advisor Partner

Will Power is made up of a progressive group of charities, financial advisors, and legal professionals who are supporters of the campaign, and use their voice to propel the movement forward.

As an advisor partner you receive training on strategic gift planning, marketing tools to help start new conversations with clients, and are connected with a growing contingent of Canadians looking for advice on their estate and charitable giving.

Advisor partners need only be a member of [CAGP](#) to join the campaign:

**\$375/year**

Do you currently have an active CAGP membership and want to become a Will Power partner? Contact us to get started.

Some of our 500 charity and advisor partners on [willpower.ca](http://willpower.ca):



# Partner Benefits

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<b>1</b>	<b>Your dedicated page on the <a href="#">Find a Financial Advisor</a> or <a href="#">Find a Lawyer/Notary</a> tool at <a href="#">willpower.ca</a></b>	<p>Partners have their own page on willpower.ca. This is where users* who are exploring gifts in Wills can find advisors for help planning their estate. Partners can customize their page and track metrics at any time.</p> <p>*As of November 2021, there were 130,000 users visiting willpower.ca</p>
<b>2</b>	<b>The Will Power Marketing Toolkit</b>	<p>Partners receive a marketing toolkit, created new each year. You can use the marketing toolkit to leverage the campaign and reach out to clients with valuable advice on estate and charitable gift planning.</p> <p>The marketing toolkit contains a series of pre-written communications, accompanying Will Power creative (video &amp; static images) for co-branding, key messages, and a suggested communications schedule.</p>
<b>3</b>	<b>Free “Intro to Gift Planning” CAGP Course</b>	<p>Advisor partners are invited to a two hour “Intro to Gift Planning” online course hosted by CAGP, Canada’s leading educators in strategic gift planning. This course is an abridged version of CAGP’s popular <a href="#">Gift Planning Fundamentals</a>, covering the charitable landscape, gift planning vehicles, and best practices for philanthropic conversations with clients.</p>
<b>4</b>	<b>Other CAGP Membership Benefits</b>	<p>Advisor partners also receive a host of other benefits tied to their <a href="#">CAGP membership</a>, including gift planning tools &amp; resources, professional development credits for a variety of advisor associations, and connection to a network of charity leaders and advisors peers with expertise in philanthropy.</p>



**Use your voice to dramatically  
increase funding for social good.**

**Become a Will Power partner at  
[www.cagp-acpdp.org/en/will-power](http://www.cagp-acpdp.org/en/will-power)**

Questions? Contact Nancy Ho, Campaign Manager, at [nho@cagp-acpdp.org](mailto:nho@cagp-acpdp.org)