



# Will Power

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Inspiring more Canadians to leave  
a charitable gift in their Will

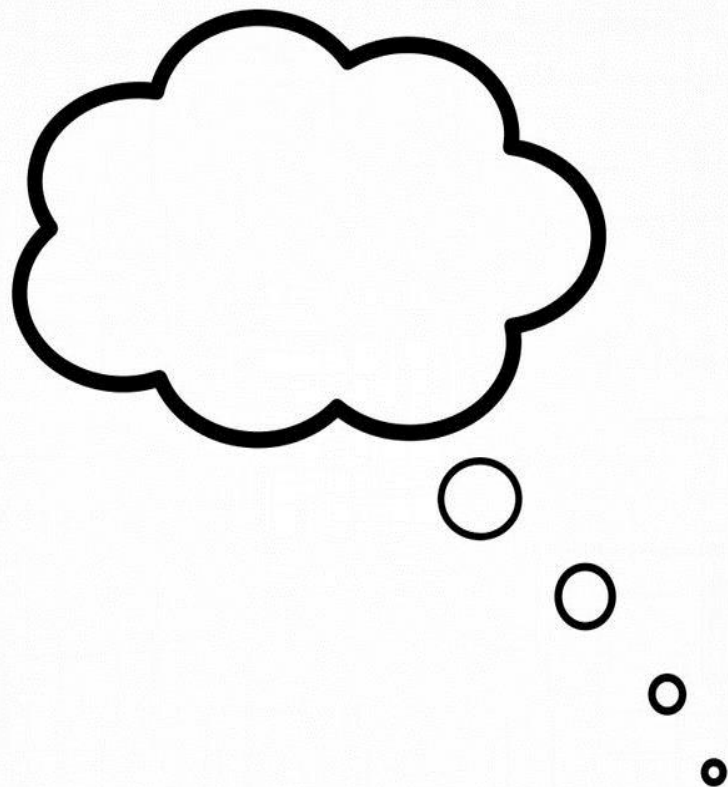
# Our story

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The [Canadian Association of Gift Planners \(CAGP\)](#) is a national association that is all about creating a better world through strategic charitable giving.

By encouraging Canadians to plan out their charitable donations – using gifts in Wills, gifts of life insurance, etc. – we can turn the everyday donor into an extraordinary philanthropist.



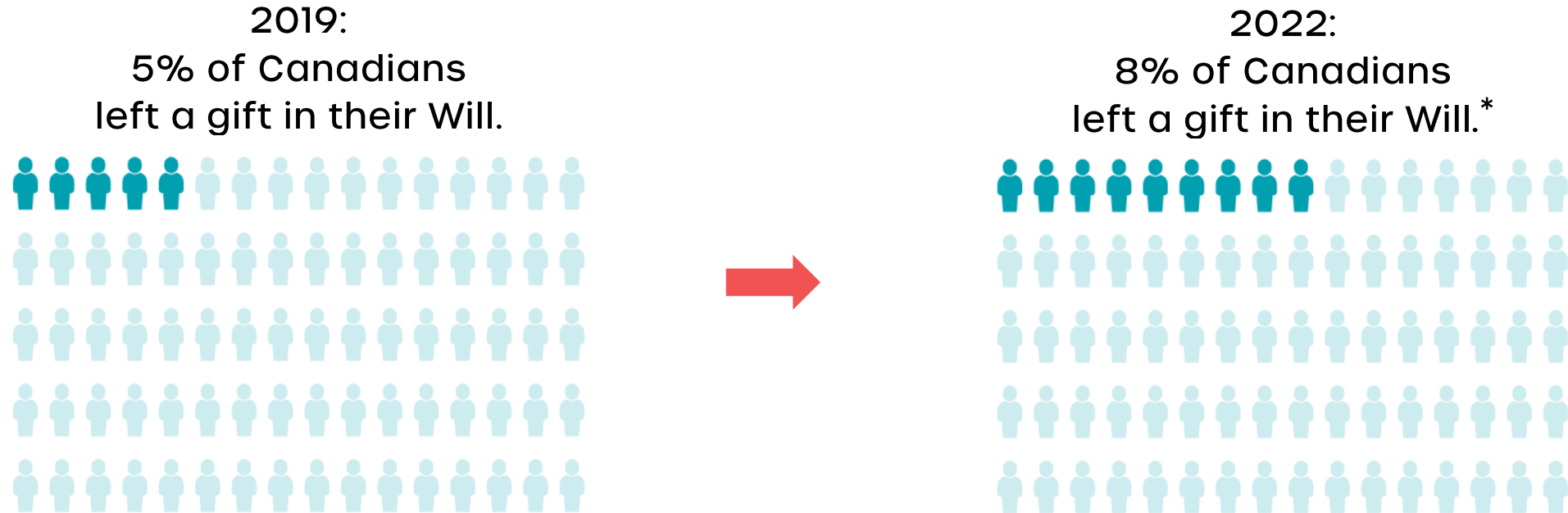


**In 2019, we asked ourselves...  
what would happen if even  
a few more Canadians left a  
gift in their Will to charity.  
The answer? Billions of  
dollars for social good.**

**In 2020, Will Power was created, CAGP's public awareness campaign & the biggest effort in Canada's history to make gifts in Wills a social norm.**



# What we've seen in just 3 years

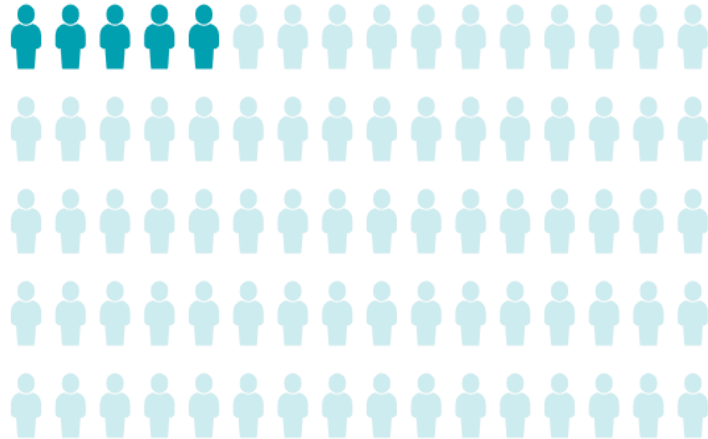


**1.2M more Canadians** have left a gift in their Will  
to charity, an expected **\$37B for social good!**

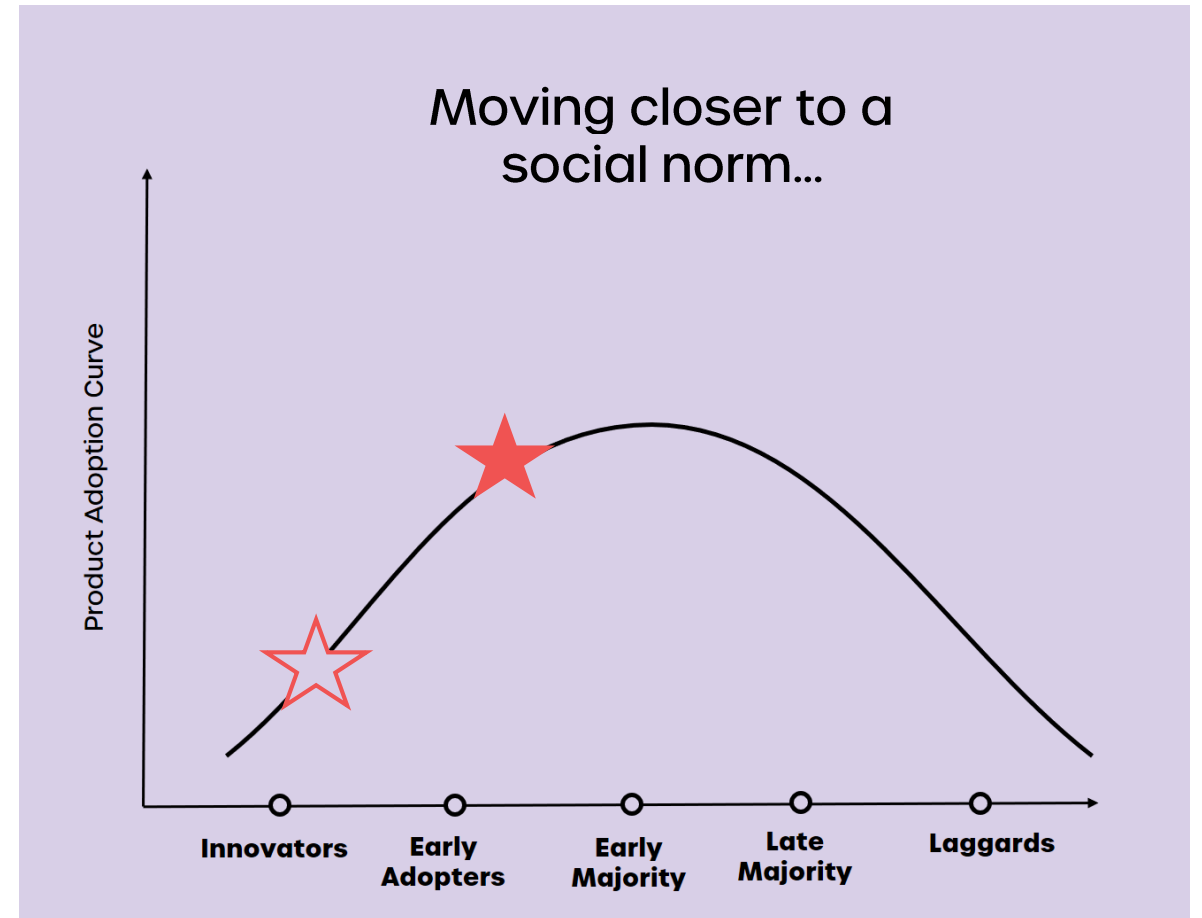
\*Results from Environics public polling conducted Dec. 2-6 2022.

# Our (new) goal

By 2030:  
13% of Canadians  
leave a gift in their Will.



An extra **\$58B** for social good!



# Campaign marketing

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Watch the campaign videos [here](#).

Campaign ads have been moving the dial:

**18% of Canadians** know about Will Power

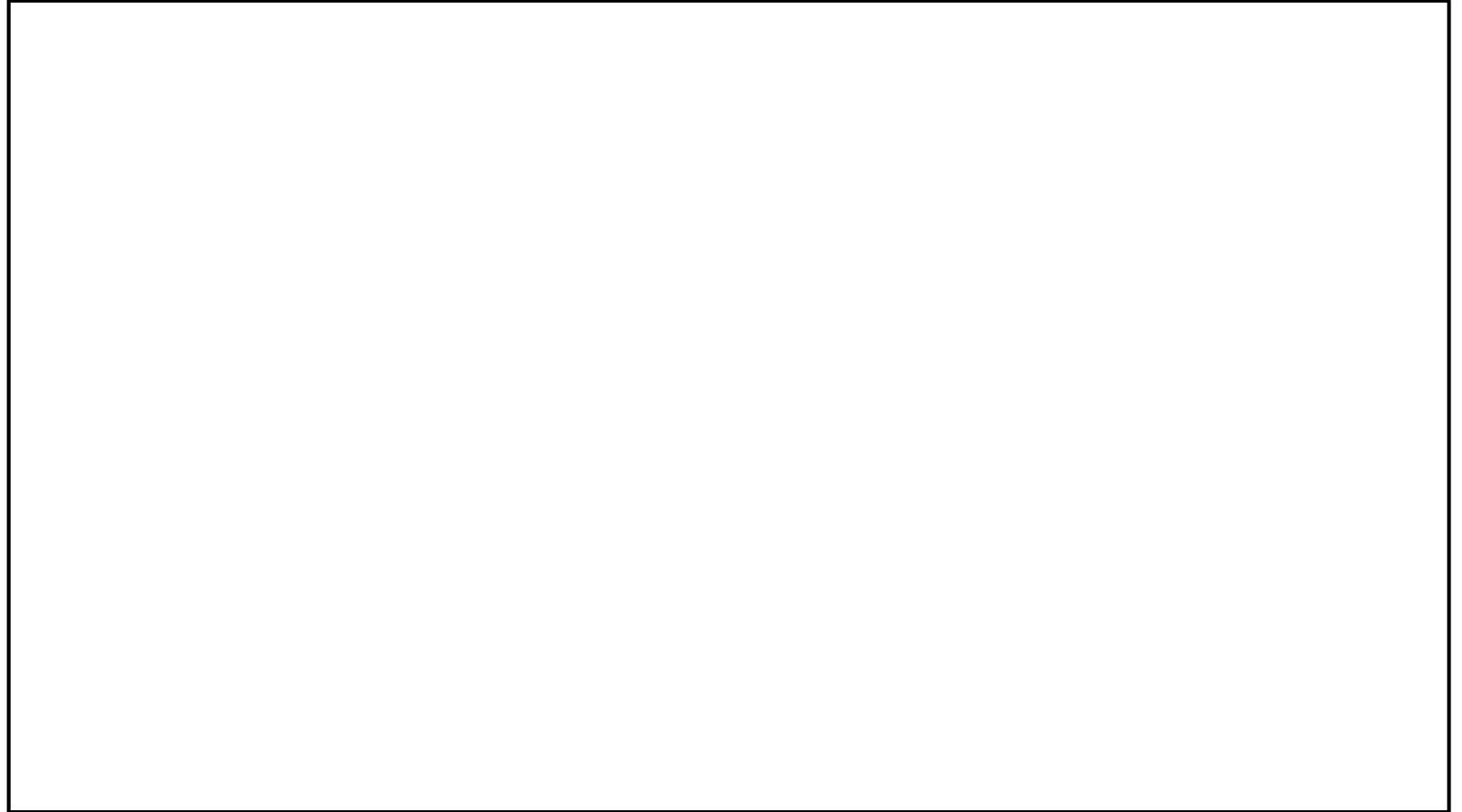
**2.7M Canadians** are now interested in leaving a gift in their Will because they saw a Will Power ad.

\*Environics public poll conducted Nov. 8-11 2022.

# Sneak peek at what's new in 2023/24

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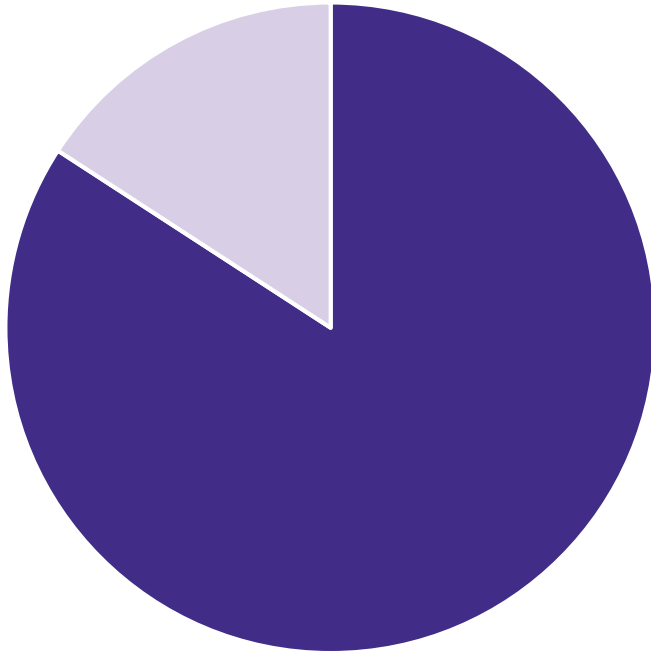
Please note: This is a draft  
for illustration purposes only.  
Final copy, imagery, and  
sound is in production.



Watch the draft video [here](#).



Campaign marketing reaches  
**all areas of the country,**  
in English & French.



- Digital marketing on Facebook, Instagram, Youtube, Display, Search
- Sponsored articles in major newspapers, media relations



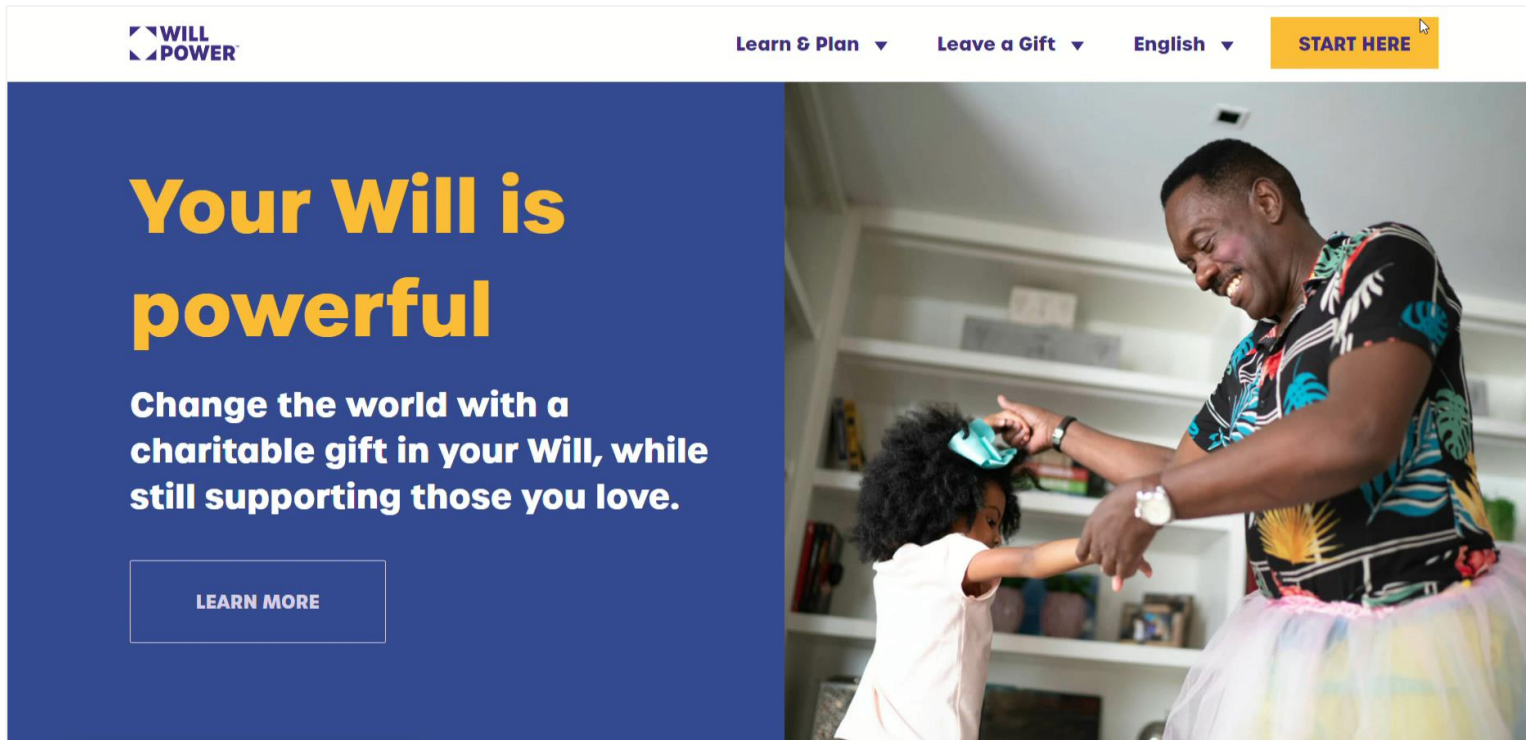
The screenshot shows a National Post article titled "Four reasons Canadians are rethinking their estate plans" with a sub-headline "Leave a meaningful legacy by supporting the people and causes you care about". The article is dated Sep 01, 2022. A WillPower.ca calculator overlay is visible on the right side of the article, titled "Calculate how to make the most out of your Will". The calculator shows a "My liabilities" section with a value of \$500 and a "My assets" section with a value of \$617,500. The calculator also includes a "Charitable Gifts in Your Will" section with a value of \$500 and a "My Will" section with a value of \$617,500. The calculator is branded with the WillPower.ca logo.

#### Charitable Gifts in Your Will? | It Doesn't Have to be Hard

[www.willpower.ca](https://www.willpower.ca)

Discover how to support a charity and the ones you love in your Will. Maximize the power of your Will with our easy-to-use tools.

# Campaign website



**360,000 users** and counting on [willpower.ca](http://willpower.ca); people learning about leaving a gift in their Will, browsing charities to support, & connecting with advisors for advice.

Visit the campaign website at [www.willpower.ca](http://www.willpower.ca)

# Our Audience

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- Age: 35 - 75
- Middle income +
- Location: across Canada, urban & rural








**Join our community  
of 550 charities,  
financial advisors, &  
legal professionals that  
support the movement  
and use it to connect  
with donors and clients.**




Grace Cleveland, CEA, TEP  
Lawyer, Cleveland Doan LLP


**“I feel it’s really important that we’re empowering advisors to make sure they’re aware and talking to clients about how they can benefit the causes close to their heart at the same time as meeting obligations to family and friends.”**

# Connect with new clients




Learn & Plan ▾ Leave a Gift ▾ English ▾ [START HERE](#)




**Sonia Egey-Samu PFP, CIM, CEA, FCSI**  
  
Senior Wealth Advisor, Clarity Wealth Counsel Inc.


**About Sonia Egey-Samu PFP, CIM, CEA, FCSI**


- Over the past 17 years, Sonia has had the privilege of helping couples in/near Retirement have meaningful conversations to align their money with their deepest values. She founded her private practice, Clarity Wealth Counsel Inc., in 2014 after 10 years working at the major financial institutions.
- Her firm has continued to be awarded Top Advisory Team year over year. Sonia is an active member of the Estate Planning Council, is on the Executive Committee for the Canadian Association of Gift Planners, as well as President of the Certified Executor Advisors Network in Edmonton.

 Free Consultation

**Contact Sonia Egey-Samu PFP, CIM, CEA, FCSI about adding a charitable gift to your Will**

 [info@claritywc.ca](mailto:info@claritywc.ca)

 780-418-6900

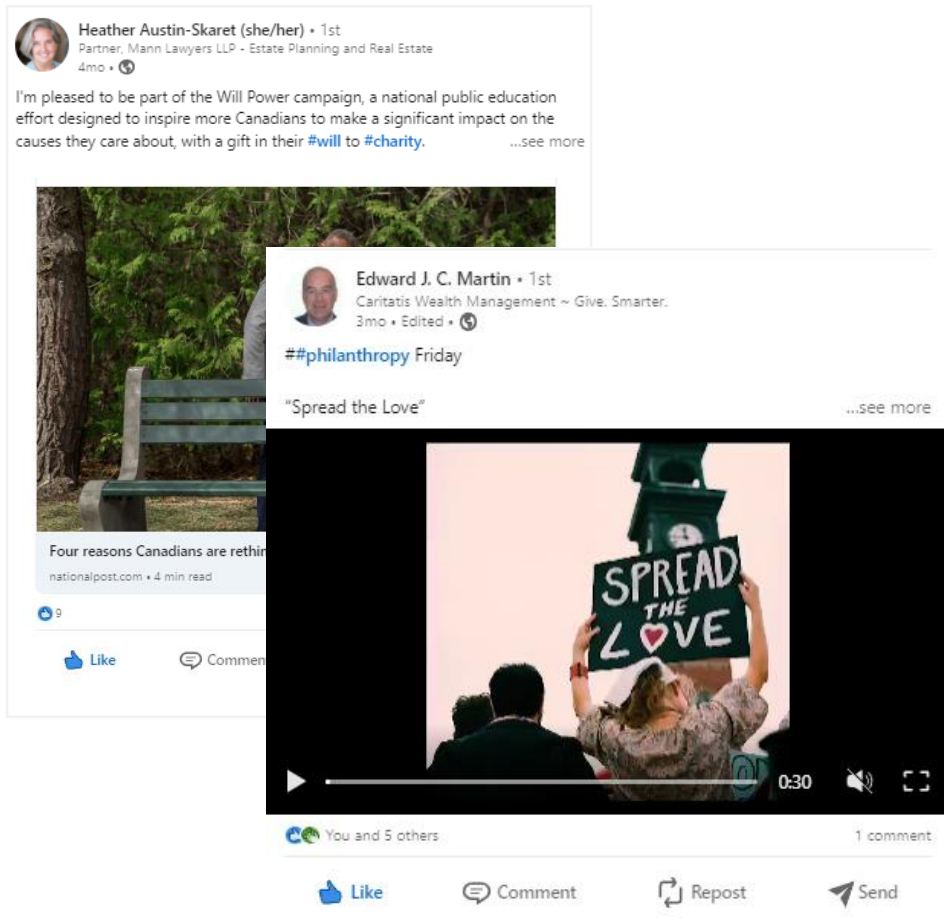
 [Sonia's website](#)

Advisors have their own page in the [Find a Financial Advisor](#) / [Find a Lawyer or Notary](#) tool on willpower.ca, where people considering a gift in their Will look for help taking their next steps.

	Avg. Clicks to Contact*
Financial Advisors	35
Legal Professionals	63

\*Timeline: Sept. 2021-Nov 2022

# Pre-made marketing materials



Advisors receive a marketing toolkit with ready-to-go marketing materials signaling their involvement in the campaign :

- 2 template social media posts & creative
- Will Power videos & static ads
- Suggested communications schedule & campaign key messages and branding

New in  
2023/24

New in  
2023/24



# Training & Networking

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- Further gift planning resources, training, and connection to a network of charity & advisor professionals through the CAGP
- Free “Intro to Gift Planning” course by CAGP



# Partner Fees

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Advisor partners must be a [CAGP member](#) to join the campaign.



An Associate CAGP membership fee is \$375/year

## Partner Benefits:

- 1 Your page on the Will Power website.**
- 2 The Will Power Marketing toolkit.**
- 3 One free CAGP course.**



Progress couldn't happen without you.

**Register for the next Will Power campaign :**

**[www.cagp-acpdp.org/en/will-power](http://www.cagp-acpdp.org/en/will-power)**



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