



Will Power

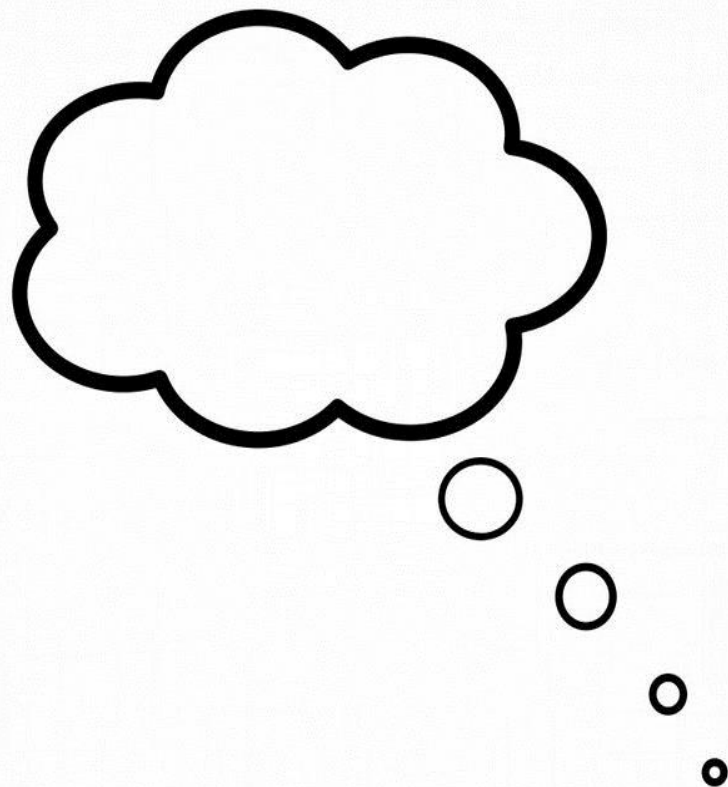
Inspiring more Canadians to leave
a charitable gift in their Will

Our story

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.



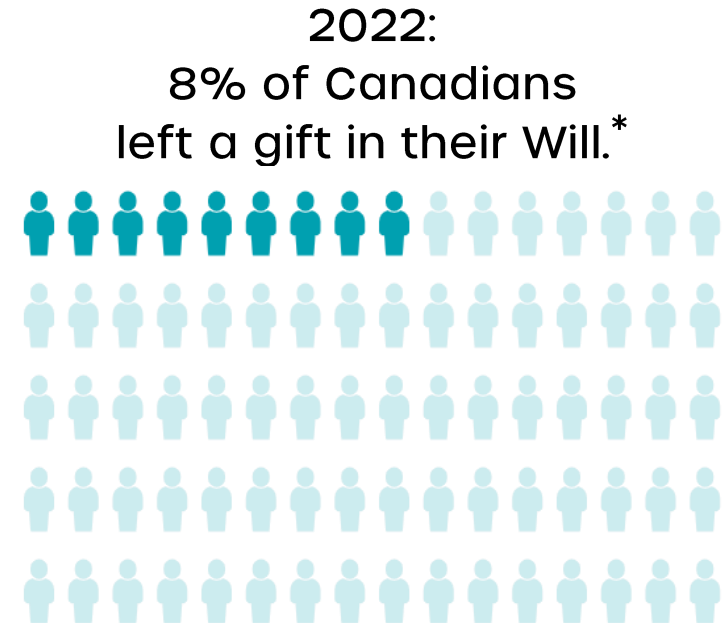
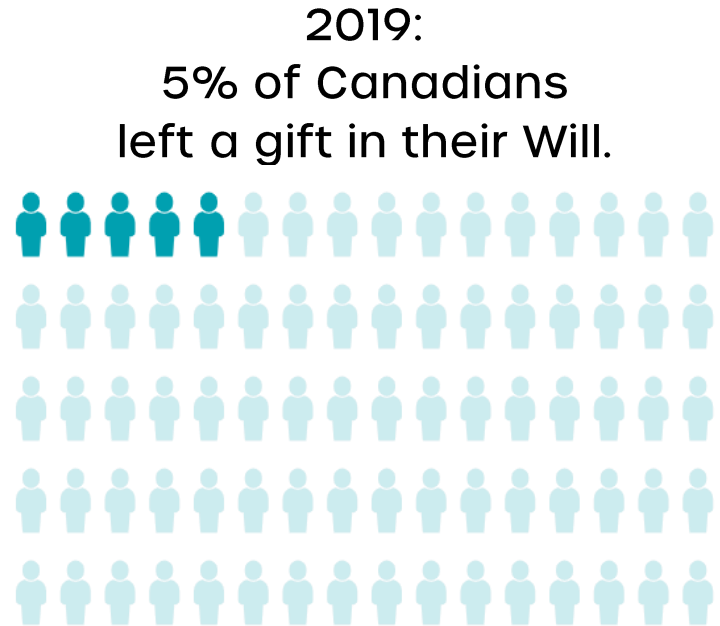


**In 2019, we asked ourselves...
what would happen if even
a few more Canadians left a
gift in their Will to charity.
The answer? Billions of
dollars for social good.**

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

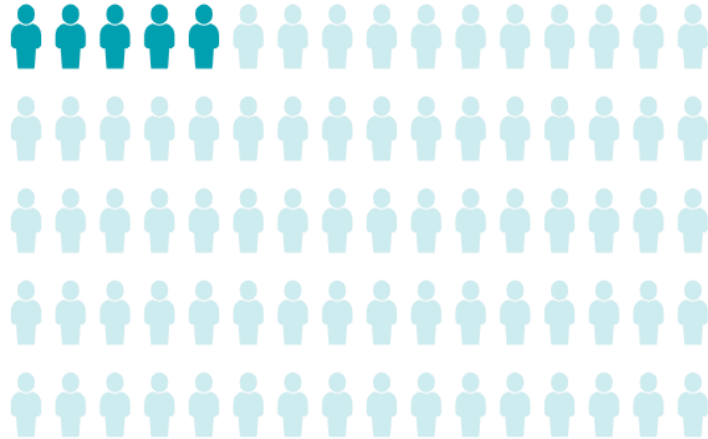


1.2M more Canadians have left a gift in their Will
to charity, an expected **\$37B for social good!**

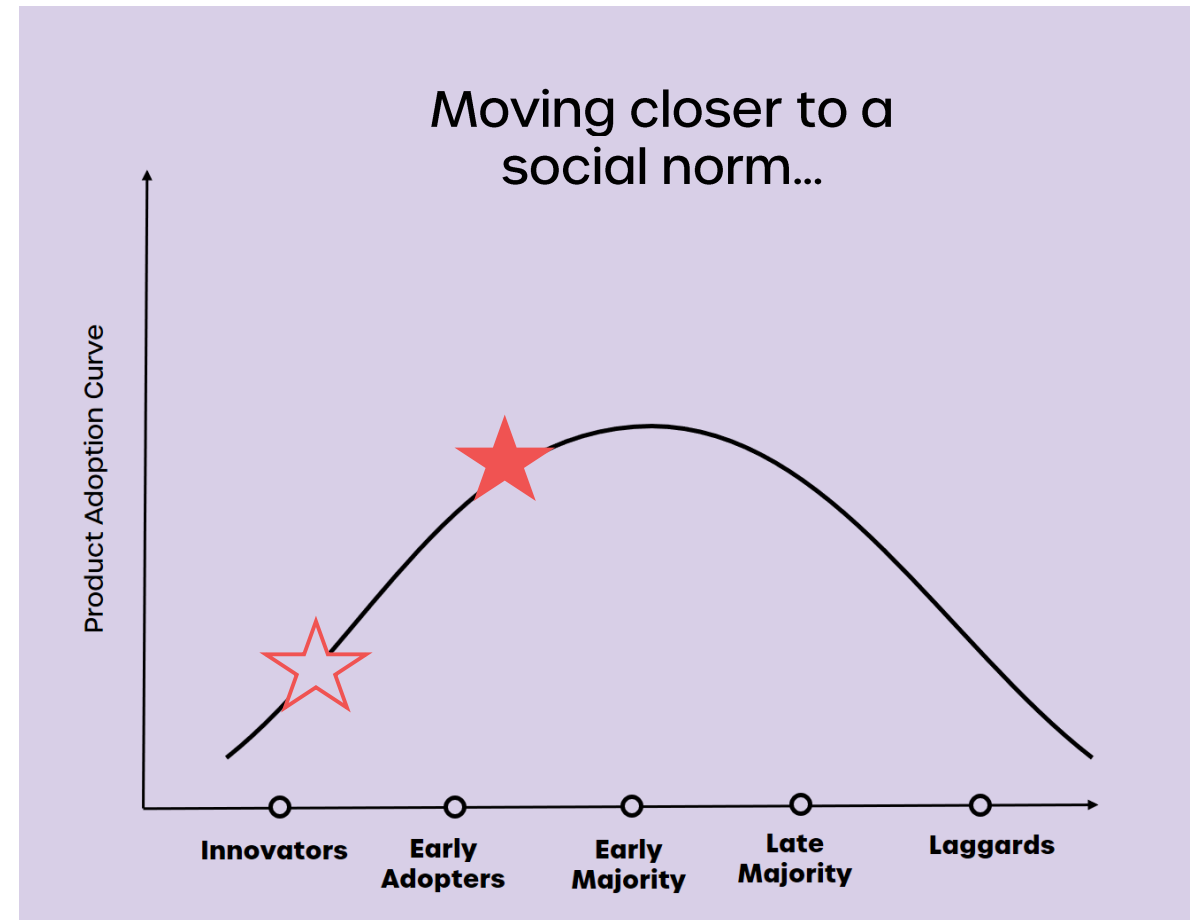
*Results from Environics public polling conducted Dec. 2-6 2022.

Our (new) goal

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



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



Campaign marketing



Watch the campaign videos [here](#).

Campaign ads have been moving the dial:

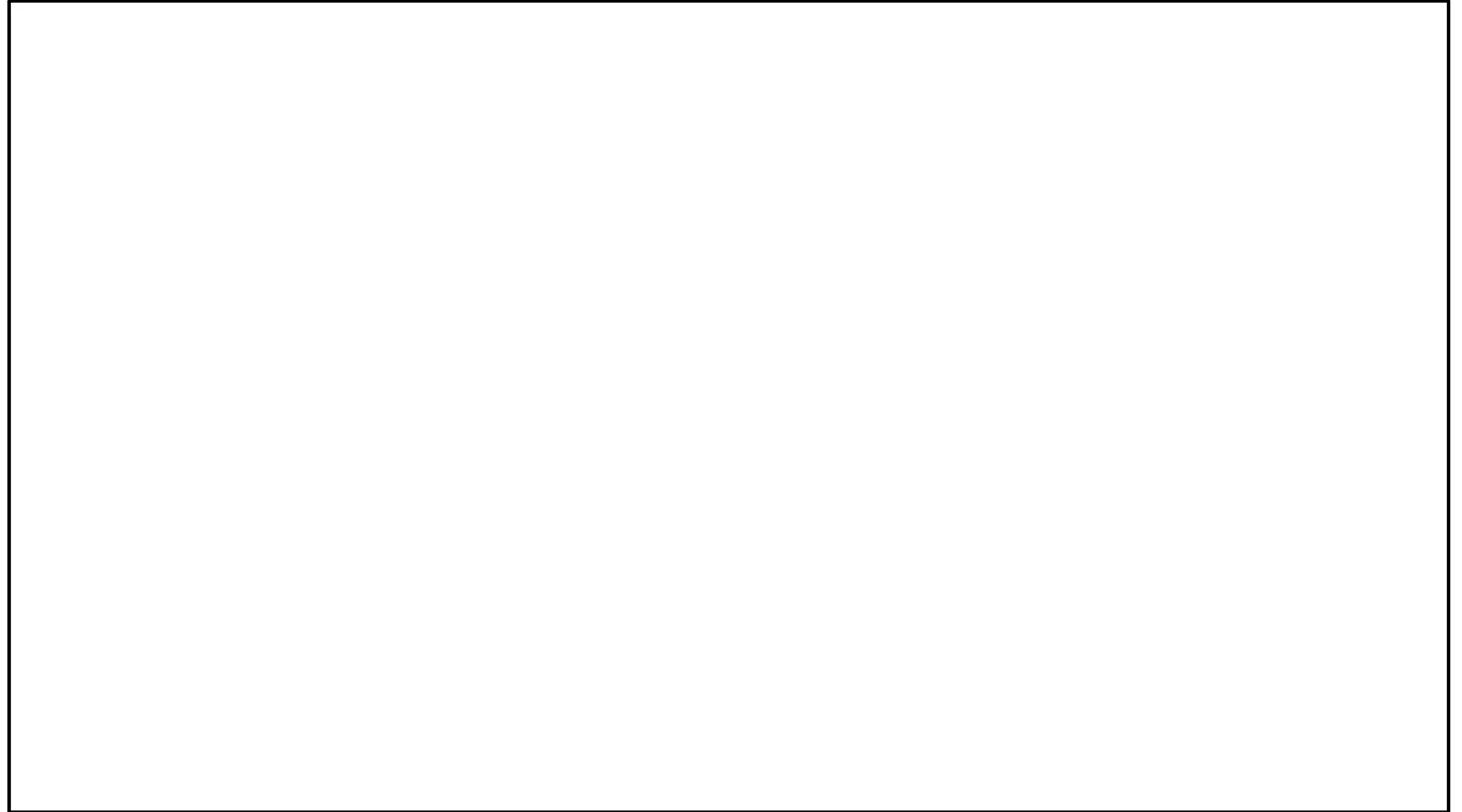
18% of Canadians know about Will Power

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.

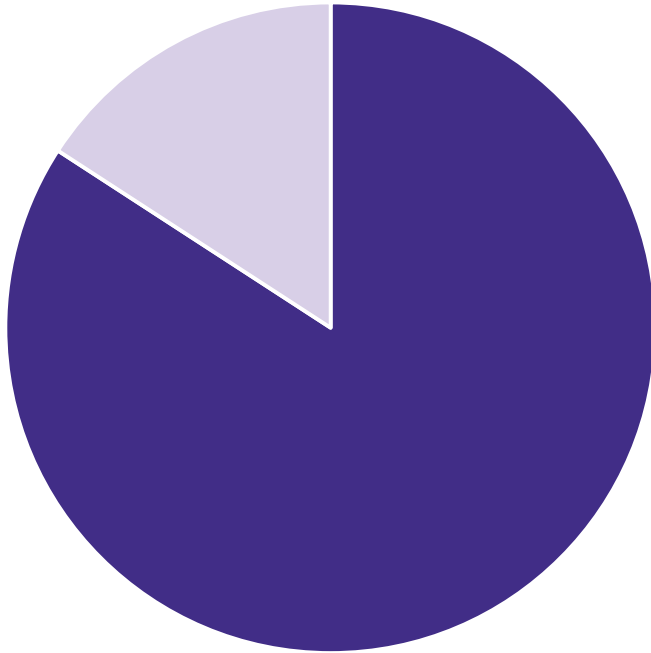
Sneak peek at what's new in 2023/24

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

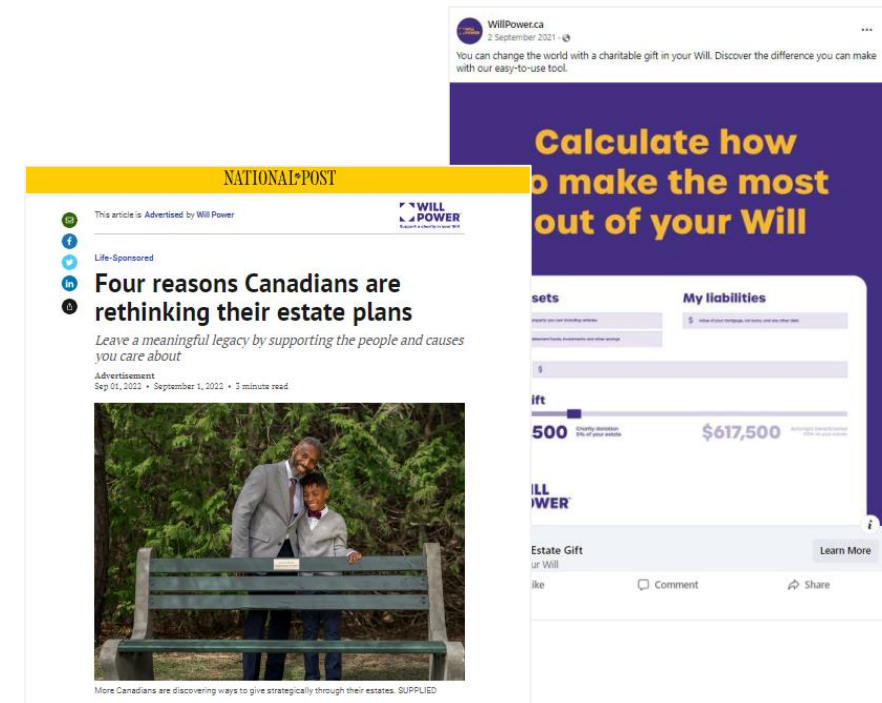


Watch the draft video [here](#).

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

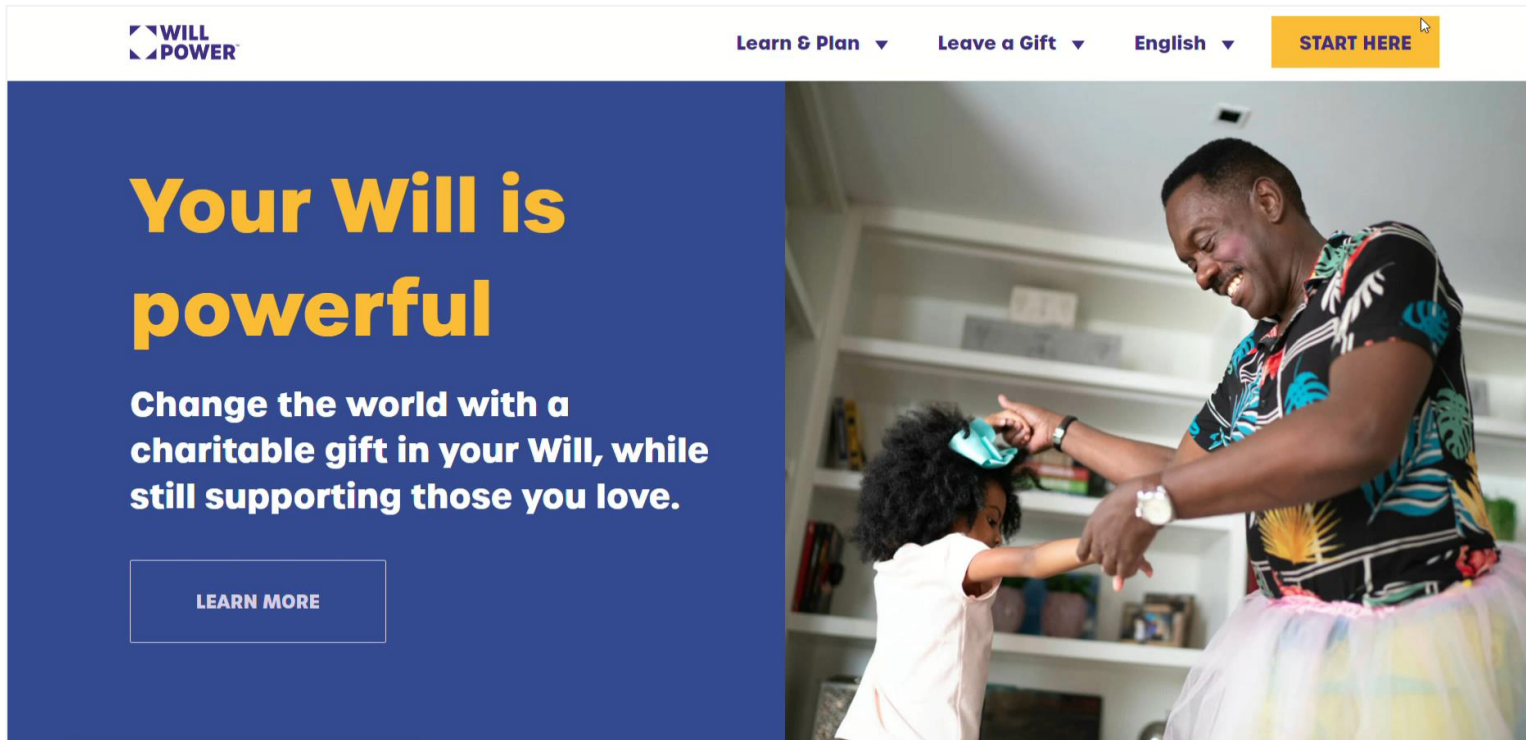


Charitable Gifts in Your Will? | It Doesn't Have to be Hard

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, people learning about leaving a gift in their Will and browsing charities to support.

Visit the campaign website at www.willpower.ca

Our Audience

- 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.**



Kaleta Strain, CFRE
Director of Revenue Development,
Alzheimer Society of Saskatchewan

“When Will Power launched it was really great timing for us to be able to utilize the program and all of its materials to help further our communications about planned giving.”

Get in front of new donors

Charities have their own page in the [Find a Charity tool](#) on willpower.ca, where people who are considering a gift in their Will explore charities to support.

	Avg. Page Visits
Large Charities: \$8M+ revenue	266
Medium Charities: \$2-8M revenue	134
Small Charities: \$0-2M revenue	105

*Timeline: Sept. 2021-Nov 2022

WILL POWER Learn & Plan ▾ Leave a Gift ▾ English ▾ **START HERE**

◀ Find another Charity

Royal University Hospital Foundation

HEALTH

About

Saskatoon's Royal University Hospital (RUH) officially opened May 14, 1955, as the teaching hospital of the College of Medicine, and 66 years later remains a leader in provincial acute care and teaching.

A 400 bed provincial hospital and center of excellence, RUH provides a comprehensive range of acute care and outpatient services and is home to dozens of departments and specialized services including the Saskatchewan Stroke Program, Saskatchewan Epilepsy Program, Saskatchewan Cerebrovascular Centre, a state-of-the-art new Adult Emergency including a level one trauma centre, The Leslie and Irene Dubé Centre for Mental Health, gynecology, cardiac and neurosurgery, respiratory, plastic surgery, orthopedics, oncology including Saskatchewan's only Stem Cell Transplant Program and advanced medical imaging in the Nutrien PET-CT Centre.

See what your legacy could be


CALCULATE MY GIFT

Start a list for your Will. Set a future reminder


ADD TO CHARITIES LIST

Gift planning in a box!

FREE WEBINAR
DISCOVER HOW TO SUPPORT CHARITY AND FAMILY IN YOUR WILL:
TAX STRATEGIES AND OTHER FINANCIAL TIPS FOR DONORS


Keith Thomson MFP-A
Financial Advisor,
CI Private Wealth

REGIS


Are you getting the most out of your Will?
Take the Quiz

WILL POWER

Charity partners receive a marketing toolkit to speak to their donors about gifts in Wills :

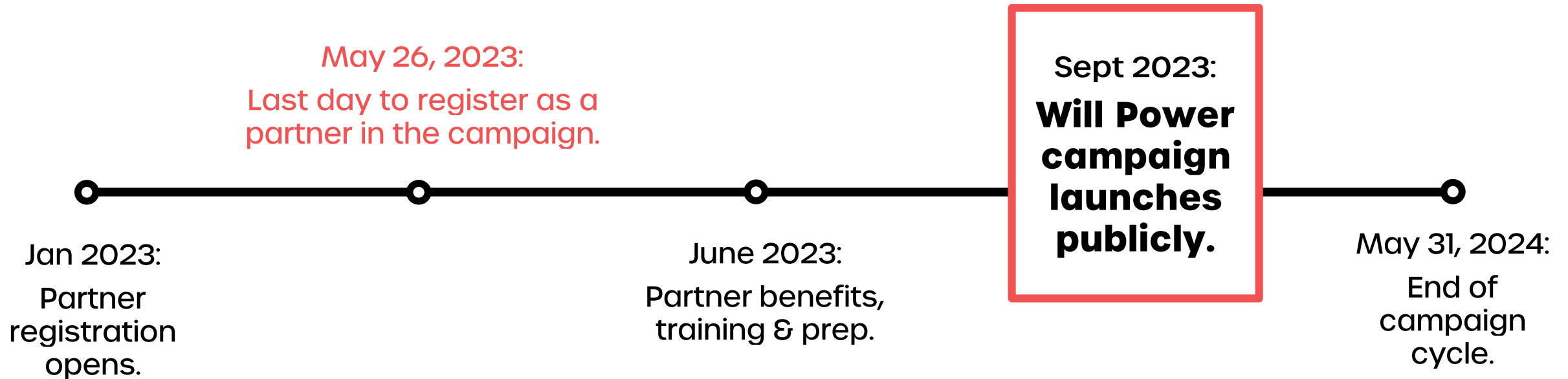
- 3 template emails & creative New in 2023/24
- 3 template social media posts & creative New in 2023/24
- Will Power videos & static ads
- Online estate planning webinar
- A new Wills quiz New in 2023/24
- Communications schedule & campaign key messages and branding

Training & Networking

Get access to free gift planning resources, training, and connection to a network of charity & advisor professionals.

- One free [CAGP membership](#)
- Free “Intro to Gift Planning” course by CAGP

Sign-up for the next campaign by May 26, 2023



Register at www.cagp-acpdp.org/en/will-power

Partner Fees

Annual partner fees are based on a 3 year average of total fundraising revenue. Check your tax file on the [CRA Charity Listing](#), lines 4500, 4510, 4530, 4575, & 4630 in Schedule 6.

Band	Total Fundraising Revenue	Annual Partner Fee, 1 Year Commitment	Annual Partner Fee, 2 Year Commitment*
J	<\$250k	\$599	\$449
I	\$250k-1M	\$2390	\$1793
H	\$1-2M	\$3995	\$2996
G	\$2-4M	\$4950	\$3713
F	\$4-6M	\$5975	\$4481
E	\$6-8M	\$7950	\$5963
D	\$8-10M	\$9450	\$7088
C	\$10-20M	\$10,095	\$7571
B	\$20-50M	\$10,450	\$7838
A	> \$50M	\$12,100	\$9075

*2 year commitment due at time of registration.

Partner Benefits:

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



Progress couldn't happen without you.

Register for the next Will Power campaign :
www.cagp-acpdp.org/en/will-power
(Deadline May 26, 2023)



Questions? Contact Nancy Ho at nho@cagp-acpdp.org