

A man with grey hair and a beard, wearing a green t-shirt, and a young woman with brown hair in a bun, wearing a blue t-shirt, are both hugging a large tree trunk covered in moss. The man is on the left, and the woman is on the right. The background is a lush green forest.

**I love my daughter.  
I also love trees.**

You can have it both ways. Support a charity in your Will and the ones you love. **Find out how at [WillPower.ca](https://WillPower.ca)**

**WILL  
POWER**

WillPower.ca | 1-800-368-3683

# Be part of Canada's biggest effort to make charitable gifts in Wills a social norm.

1

## **A Dedicated Page on Willpower.ca**

Partners have their own page on [willpower.ca](http://willpower.ca) where users exploring gifts in Wills browse charities to support, and find advisors to help plan their estate and charitable giving.

2

## **The Will Power Marketing Toolkit**

Partners receive a marketing toolkit with [campaign videos](#), customizable ads, template communications and other assets to leverage the campaign and speak to their donors in new ways.

3

## **Free "Intro to Gift Planning" CAGP Course**

Partners receive an "Intro to Gift Planning" course by CAGP, Canada's leading educators in strategic gift planning.

4

## **Free CAGP Membership**

Charity partners are entitled to one free CAGP membership that comes with its own set of benefits such as gift planning resources, discounts on education, and connection to a community of gift planning practitioners.

# Join over 550 charities and advisors who are Will Power partners.

The charity partner fee is based on a 3 year average of total fundraising revenue.

We use as a guideline, 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 (2 years due at registration) |
|------|---------------------------|---------------------------------------|---|
| 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  |

Are you a **Founding Partner** who has been with Will Power since 2020 or 2021? Contact us for your Founding Partner pricing.



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

Deadline to register for the next campaign is May 26<sup>th</sup>, 2023.

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