



# Will Power

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Canada's Legacy Giving Campaign

Note: The campaign is currently in development.  
Information presented in this proposal is subject to change.

# Something Has To Change.



Increasing social pressures, more demand on charities, less charitable dollars available. You see this first-hand as fundraising goals increase, but donations stagnate. And there's not much on the horizon to change that.

If we don't find a new source of funding soon, charities will continue to come up short. To the tune of \$25B by 2026<sup>1</sup>.

Yet there's a *huge* opportunity before us. An untapped source of funds for charities. Gifts in Wills.

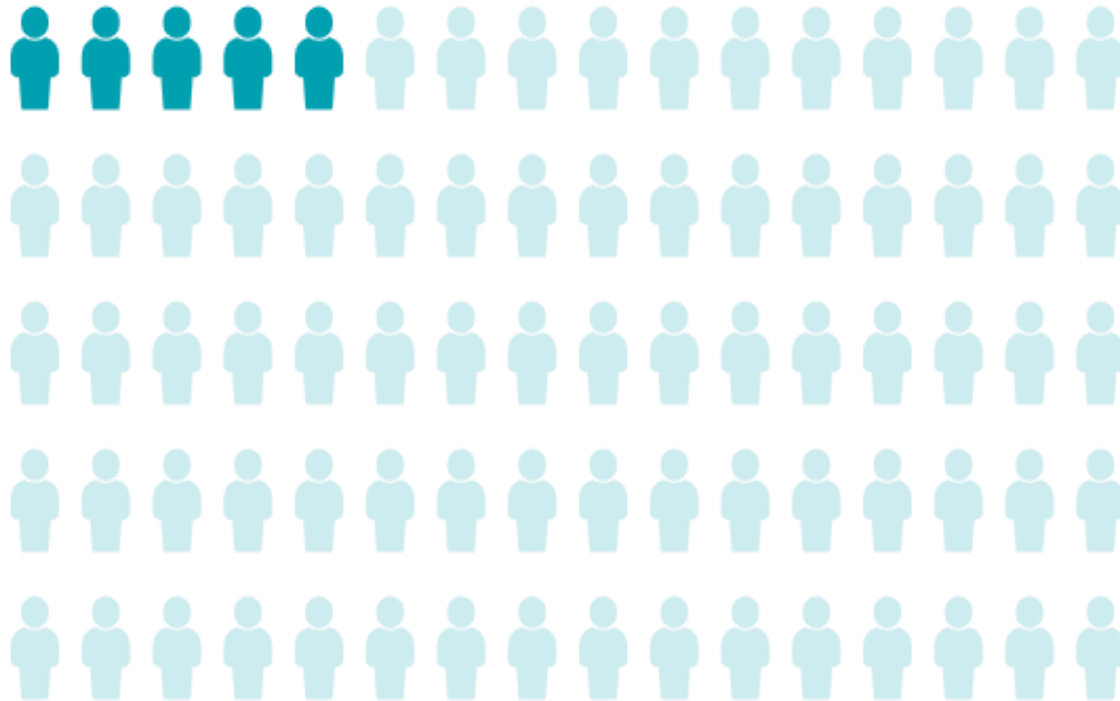
Canadians hold an extraordinary amount of wealth in assets, much of which is passed on to the next generation.

Encouraging even a small percentage of Canadians to set aside a portion of their estate to the causes they care about, could result in billions more for social good.

But very few Canadians leave a gift in their Will to charity. So our job now? To make leaving gifts in Wills the new social norm.

# Where Are We Now?

5%

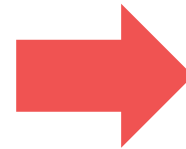
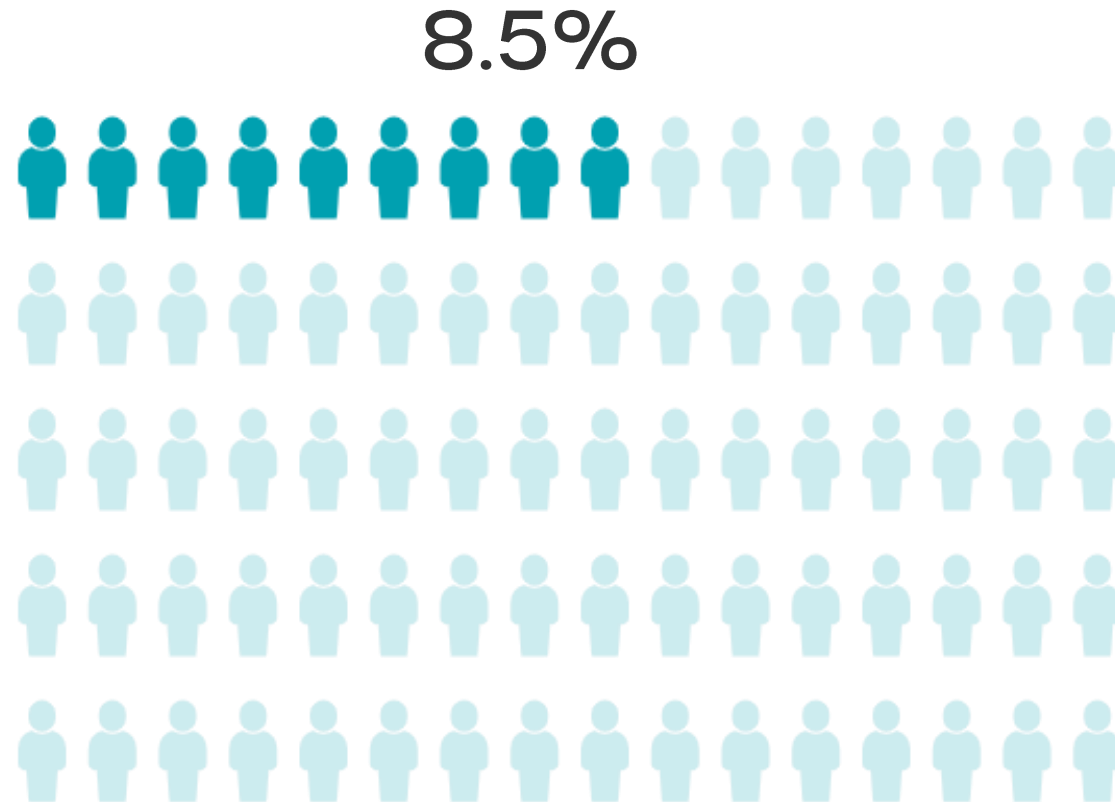


Our 2019 research shows that only 5% of Canadians leave a gift in their Will to charity.  
(A number that has not changed much in over 15 years!)

## THE BIGGEST BARRIERS:

- 1) Most Canadians immediately reject gifts in Wills over the belief they take away from loved ones
- 2) 31% of Canadians are considering but don't act. This due to indecision over charities, lack of time, and general inertia.

# In 10 Years, Where Do We Want To Be?



**\$40B  
To Charities**

By 2030, we'll inspire 8.5% Canadians to leave a gift in their Will to charity.

This is the  
biggest effort  
in Canada's history  
to make leaving a  
gift in a Will the  
social norm.



**Support a charity in your Will**



I love my grandson.  
**But I also love cats.**

You can have it both ways. Support a charity in your Will and the ones you love. Find out how at **Willpower.ca**



In 2020 alone,  
we expect:

**6 million  
impressions**

**56,000  
web visits.**

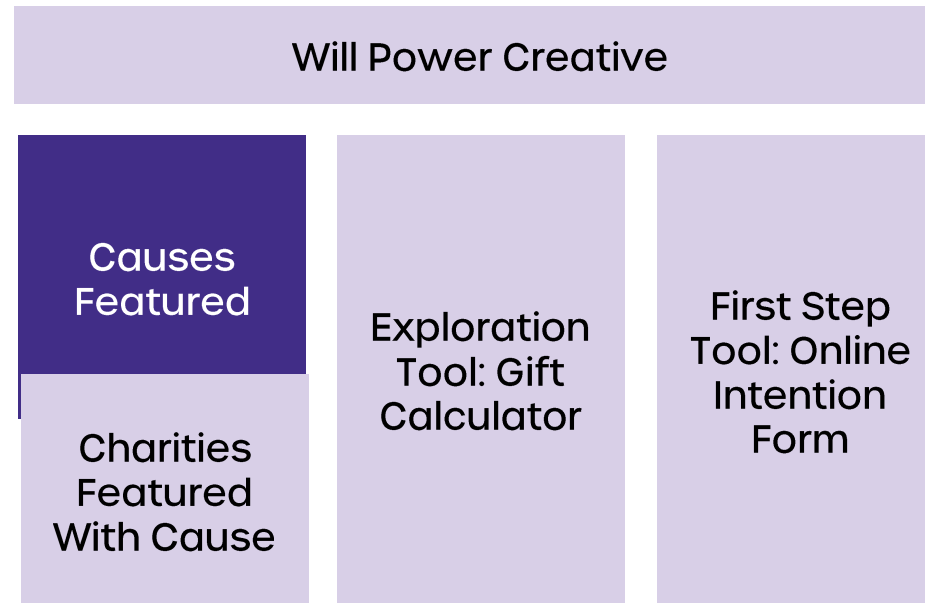
# Campaign Blueprint

## RAISING INTEREST VIA BROAD-BASED MARKETING

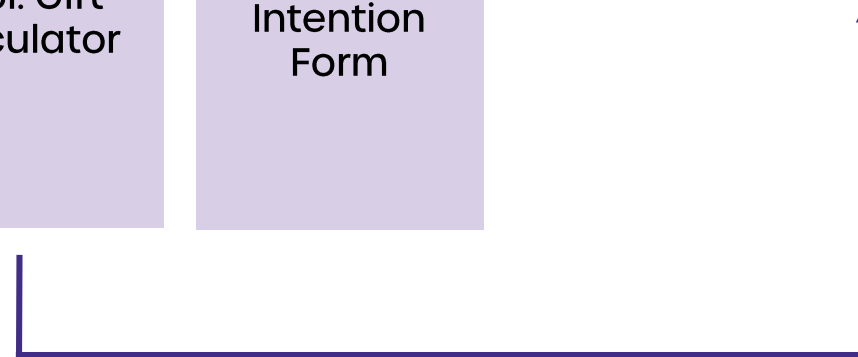
- Social Media Advertising
- Paid Advertising
- Billboard, Radio
- PR
- Community Event



## PROMPTING ACTION ON THE WEBSITE



## DRIVING TO CHARITES & ADVISORS





# **We're in this together**



Making gifts in Wills the social norm is something no one entity can do alone. It requires a collective effort.

Will Power is created, sustained, and propelled by charities and professional advisors.

We're a group who believes that charities play a crucial role in addressing our society's most pressing needs. And we believe that gifts in Wills hold the potential to open-up philanthropy so that charities can do more social good.

When you join Will Power, you grow the pie for the charitable sector as a whole. And in return, we help you capture a piece of that pie for your organization.



# What You Get:

## Broad-based marketing. With results.

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You're FRONT AND CENTER  
when people consider  
gifts in Wills for the first time

- Charity partners are featured up front on the website, where inspiration happens
- The online gift calculator helps people visualize their philanthropic power, and drives them to charity and advisor partners for more information

You're TOP OF MIND  
when people take action

- The online intention form prompts people to take the next step in leaving a gift in their Will. They fill out their gift intentions online, and send them to their advisor as a placeholder for their next Will revision.

Charity and advisor partners are featured here, where choices are made and action is taken

You move existing  
donors along.

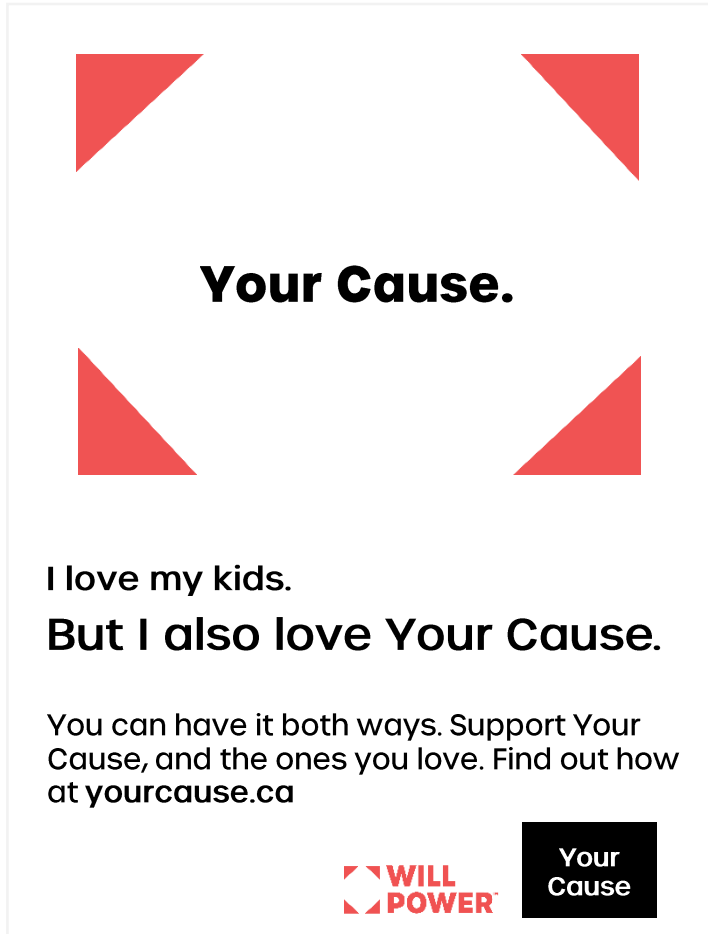
- It takes 7-10 touches, outside of a charity's communications, for a donor to think about leaving a gift in their Will.<sup>3</sup>

The campaign makes those touches, and charity partners are featured.

# What You Get:

## Tools to speak to your donors/clients.

Illustration of how a charity may use the marketing toolkit:



**Your Cause.**

I love my kids.  
**But I also love Your Cause.**

You can have it both ways. Support Your Cause, and the ones you love. Find out how at [yourcause.ca](http://yourcause.ca)

**WILL POWER** **Your Cause**

Leverage the campaign to speak to your donors/clients.

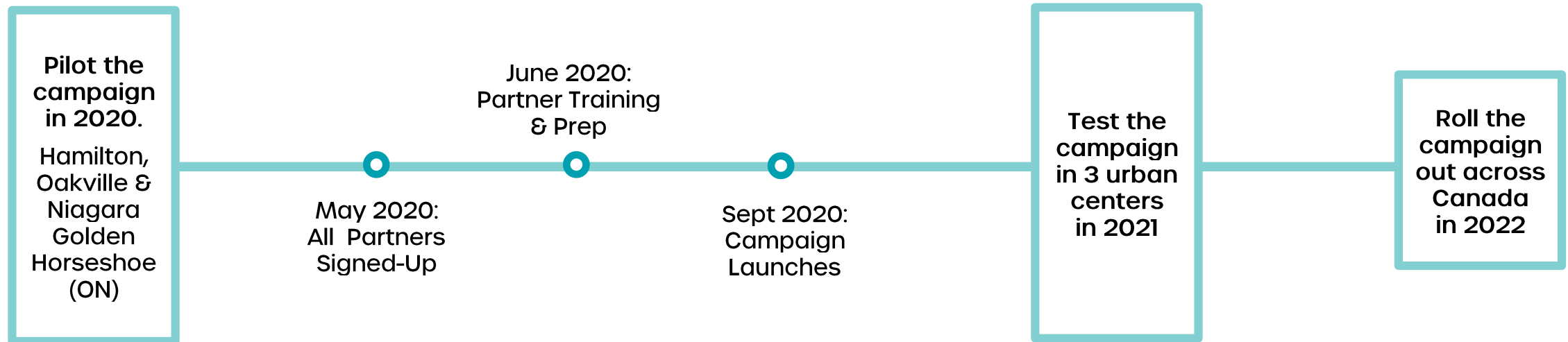
- You'll receive a marketing toolkit with campaign collateral, that you can tailor for your individual brand.

The marketing toolkit will include digital pieces, print pieces, and template communications

Build your know-how.

- You receive annual research to help guide your business activities
- You receive one free CAGP training on gift planning
- You receive one free CAGP membership to connect you with a community of gift planning experts

# Will Power Launches In 2020!



The campaign takes place throughout September, with focused activity on September 5<sup>th</sup> "International Day of Charity".

# Ready To Try Something New?

Founding partners join Will Power the first year it comes to your community. In thanks, we'd like to offer you preferred placement on the website and a 15% discount on your partner fee.

Band	Organization Size (Based on received donations, averaged over 3 years)	Your Annual Partner Fee
A	> \$50M	\$10,285
B	\$20-50M	\$8,883
C	\$10-20M	\$8,581
D	\$8-10M	\$8,033
E	\$6-8M	\$6,758
F	\$4-6M	\$5,079
G	\$2-4M	\$4,208
H	\$1-2M	\$3,396
I	\$250k-1M	\$2,032
J	<\$250k	\$509
Advisors	Participation included with CAGP membership.	

Some Founding Partners  
Already Committed:





**It's time we open-up  
philanthropy in Canada.**

**Thank you for leading the charge.**

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For more information:

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