

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

**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](http://WillPower.ca)**

**WILL  
POWER**

# 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 where users who are exploring gifts in Wills can find [financial advisors](#) or [legal professionals](#) to help plan their estate.

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 clients 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

## **Other CAGP Member Benefits**

Advisor partners receive a host of other benefits tied to their CAGP membership including gift planning resources, professional development, and connection to charity leaders and advisors peers with expertise in philanthropy.

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

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 CAGP member to join the campaign:**  
**\$410/year**

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



**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)