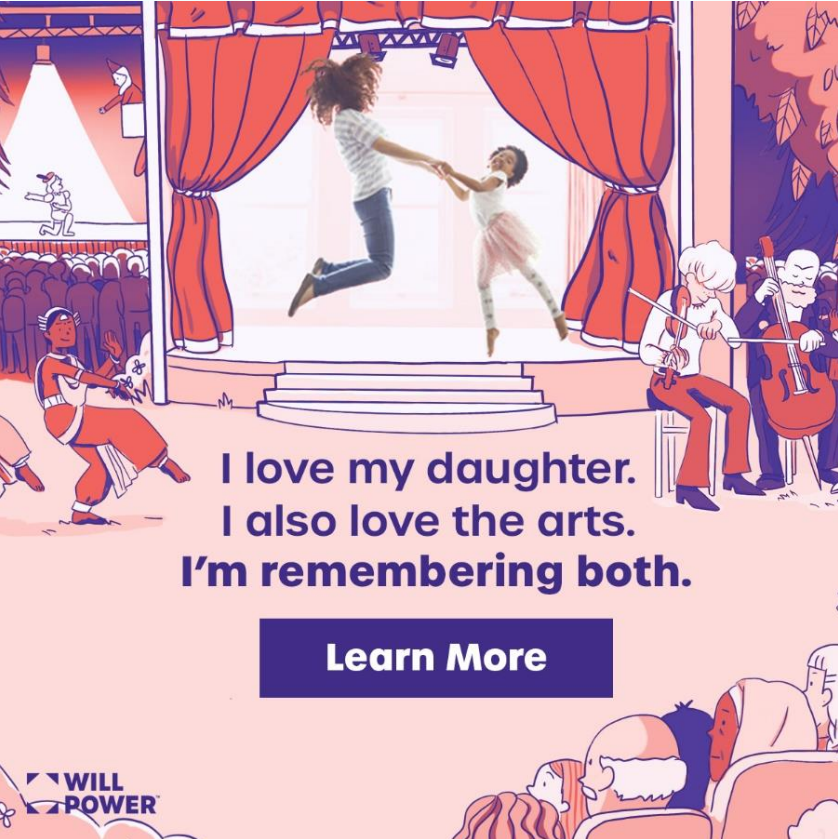


WillPower.ca
31 August 2021 · 🌐

You don't have to choose between loved ones and the causes you care about. You can support both in your Will. Discover how you can change the world with a charitable gift in your Will at willpower.ca



I love my daughter.
I also love the arts.
I'm remembering both.

[Learn More](#)

WILL POWER

WILLPOWER.CA
Support Loved Ones and Charity in Your Will [Learn More](#)

👍 Like 💬 Comment ➦ Share

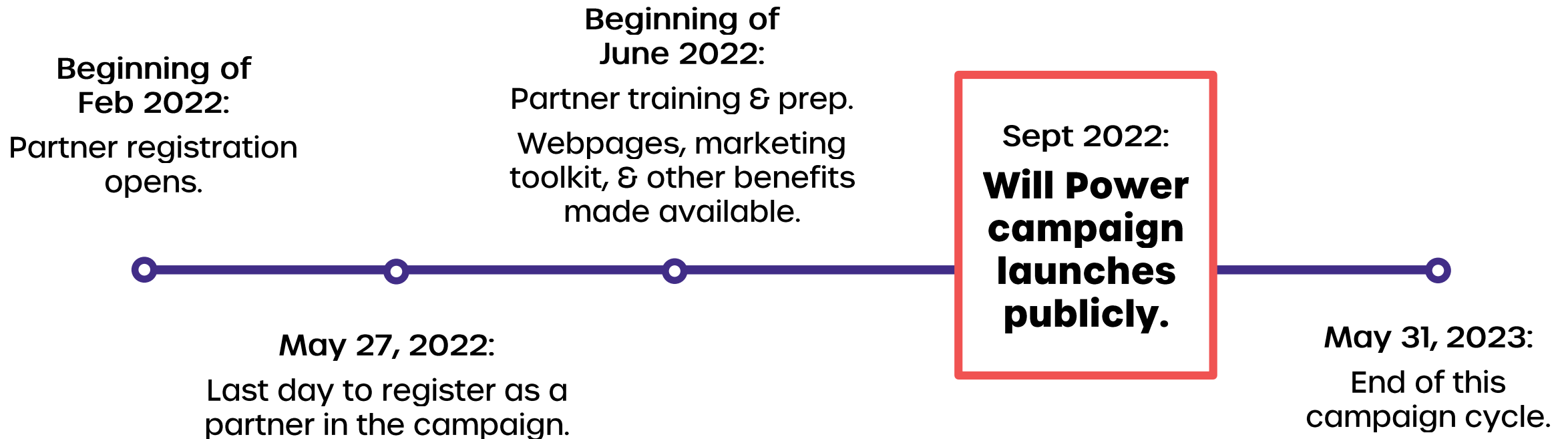
Watch the campaign videos
on the [CAGP Youtube Channel](#)

Will Power is the
biggest effort in
our history to make
leaving a gift in a
Will to charity the
social norm.

Become a Will Power partner and receive...

1	Your dedicated page on the Find a Charity tool at willpower.ca	<p>Partners have their own page on willpower.ca. This is where users* who are exploring gifts in Wills browse charities they'd like to support, and can take action towards making a charitable bequest. Partners can customize their page and track metrics at any time.</p> <p>*As of November 2021, there were 130,000 users visiting willpower.ca</p>
2	The Will Power Marketing Toolkit	<p>Partners receive a marketing toolkit, created new each year, to leverage the campaign and speak to their own donors about gifts in Wills in a different way.</p> <p>The marketing toolkit contains a series of pre-written communications, accompanying Will Power creative (video & static images) for co-branding, key messages, and a suggested communications schedule.</p>
3	Free "Intro to Gift Planning" CAGP Course	<p>Charity partners are invited to a two hour "Intro to Gift Planning" online course hosted by CAGP, Canada's leading educators in strategic gift planning. The course is an abridged version of CAGP's popular Gift Planning Fundamentals course, tailored to Will Power partners.</p>
4	Free CAGP membership	<p>Charity partners are also entitled to one free CAGP membership that comes with its own set of benefits such as gift planning resources & templates, the "Ask An Advisor" tool, discounts on education, and connection to a community of charities and professional advisors.</p>

The next Will Power Campaign launches across Canada in September 2022!



Deadline to register for the next Will Power campaign is May 27th, 2022.

Will Power Partnership

As a charity, your annual partner fee to 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.

Some of our 500 charity and advisor partners in the campaign:





Register as a Will Power partner at
www.cagp-acpdp.org/en/will-power

Deadline to register for the next campaign is May 27th, 2022.

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