

Will Power is the biggest effort in our history to make charitable gifts in Wills a social norm.

### WHY JOIN THE WILL POWER CAMPAIGN?

- **Exposure. New leads.** You have a dedicated page on <u>willpower.ca</u> where prospective clients can connect for help planning a gift in their Will.
- Ready-made marketing resources. You receive a marketing toolkit with pre-written social posts, creative assets, campaign key messages and a Will Power badge to promote your involvement in the campaign.
- Free gift planning training. You get access to the "Intro to Gift Planning" course given by CAGP, Canada's leading educators in strategic gift planning.
- Connection to charities and advisors who are fellow partners in your area.

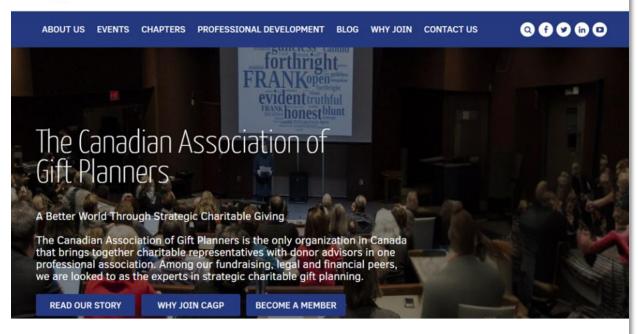
#### Get in touch to find out more.

## Become a Will Power partner!

To join the Will Power campaign you must be a member of CAGP.



IATIONAL CONFERENCE CAGP FOUNDATION MEMBER AREA WILL POWER FRANÇA



CAGP

Associate

Member

· Standard individual membership

Join Online Today!

Download Application Form

\$410

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### Sign-up at <u>cagp-acpdp.org/en/will-power</u>



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