

Tweets, Facebook Posts, Instagram and church announcements, and bulletin notes

Feel free to use these throughout September as well as the rest of the year – Will Power is a national focus in September but carries on throughout the year. Will Power™ campaign messaging is based on outcomes of market research and focus group testing. You are encouraged to create your own communications around Will Power™ but it is asked that you remain true to the key messages of the campaign.

Key Messages

- A Will is a powerful tool for change. Thank you for considering how you can continue to make a difference through a gift in your Will to (insert parish name). Find out more at WillPower.ca.
- Wills can be more than a legal means to distribute your personal assets; they can also be a powerful means for making a difference. Thank you for considering how you can continue to make a difference through a gift in your Will to (insert parish name). Find out more at WillPower.ca.
- You may be surprised to see that even one percent left to charity in your Will can have an enormous impact on your parish, while still leaving 99% of your estate for your family. Thank you for considering how you can continue to make a difference through a gift in your Will to (insert parish name). Find out more at WillPower.ca.
- Your Will Can Do More. Leaving a small portion of your estate to (insert parish name) could result in a bigger contribution than you ever thought possible, while still supporting those you love. Find out more at WillPower.ca.
- You don't have to choose between loved ones and the causes you care about when planning your Will. Thank you for considering how you can continue to make a difference through a gift in your Will to (insert parish name). Find out more at WillPower.ca.
- You can leave a gift in your Will to charity while still taking care of those you love. It's not an 'either-or' proposition. Thank you for considering how you can continue to make a difference through a gift in your Will to (insert parish name). Find out more at WillPower.ca.

- Will Power is a national movement, made up of charities, financial advisors, and legal professionals across the country, working together to show Canadians that they have the power to make a difference through their Will. Thank you for considering how you can continue to make a difference through a gift in your Will to (insert parish name). Find out more at WillPower.ca.
- CAGP Foundation research shows that only five percent of Canadians leave a charitable gift in their Will. The goal of the Will Power™ campaign is to work closely with Canadian donors to raise that figure to 8.5 percent by 2030, which could translate into as much as \$40 billion to advance the causes Canadians care about. Imagine the difference we could all make! Find out more at WillPower.ca.
- Leaving a gift in your will is simple. Find out more at WillPower.ca. Thank you for considering how you can continue to make a difference through a gift in your Will to (insert parish name).
- WillPower.ca has simple tools to guide Canadians through the process of leaving a charitable gift in a Will and to help you better understand the impact they can make. Thank you for considering how you can continue to make a difference through a gift in your Will to (insert parish name).