

**THE FOUNDATION**

*Anglican Diocese of Toronto*



*Willfora*

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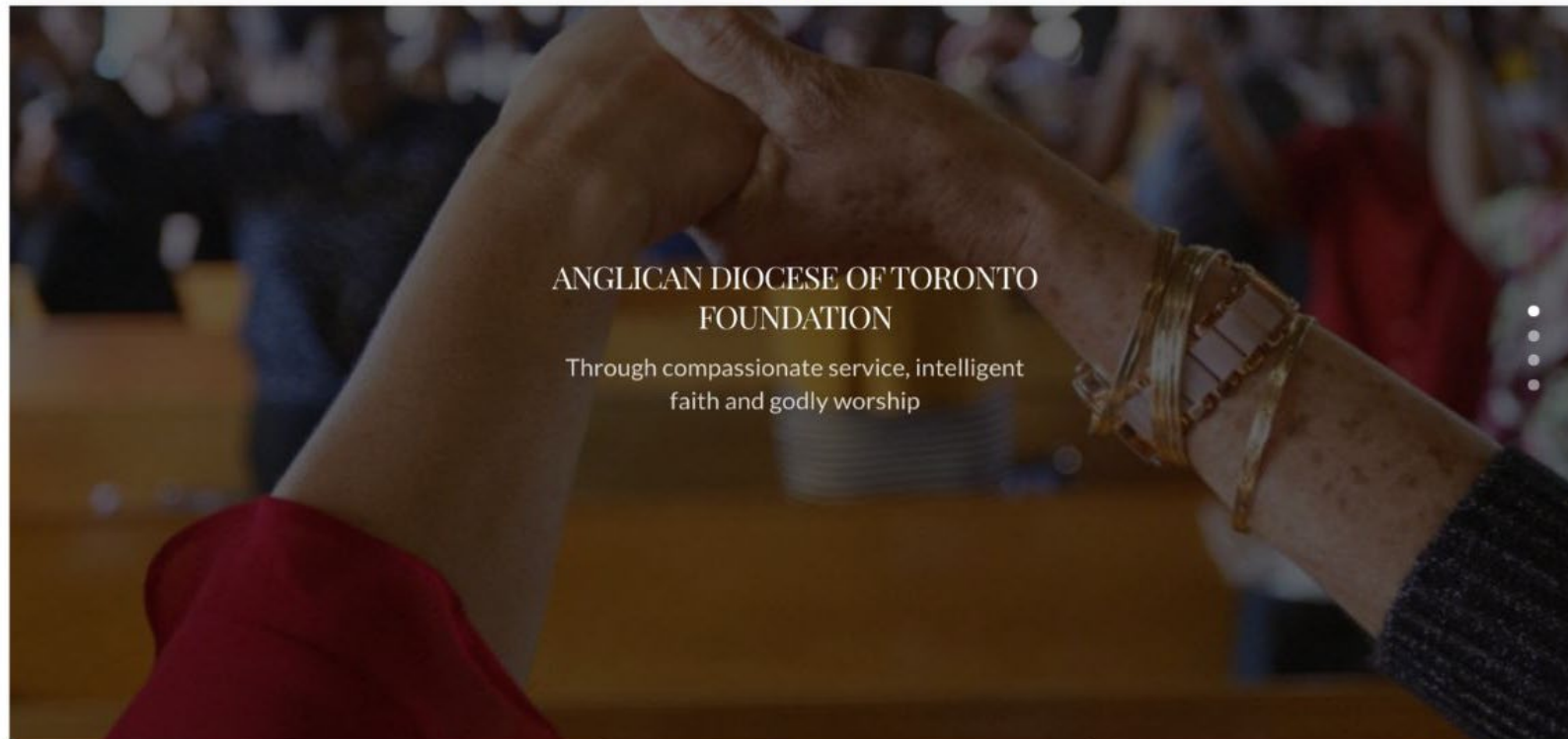
## An Overview of the Willfora Program

- ADTF will have a Charity Page for our donors to tag and prompt for a gift on our behalf, and it can be linked anywhere we are looking to promote it
- Access to our own Insights Dashboard, where we can see gift insights in real time and track future income as well as legacy donor information for further stewardship
- A full set of communications resources (ie. email templates, buck slips, newsletter templates, instructions for linking to web pages, call scripts, etc.) is additionally provided to simplify where communicating the offer makes the most sense for us
- Over 50% of donors who originate from a Charity Page have left gifts in their Wills to that charity

*Willfora*



## Sample Charity Page



### ANGLICAN DIOCESE OF TORONTO FOUNDATION

Through compassionate service, intelligent  
faith and godly worship

#### Your Will. Your Legacy.

Having an up-to-date Will is important to ensure your loved ones are supported and your wishes become reality. Without a valid Will the laws in your region of residence will decide how your assets are distributed and who should care for minor children or pets. Creating a Will gives you the peace of mind of a well thought-out plan.

This important document can also be a powerful force for good. When creating a Will you can decide to support causes that are important to you.

By adding a gift to your Will, you're deciding today to make a positive impact tomorrow, leaving a better world for generations to come.

**Are you considering creating or updating your Will? Let us help.** There's no obligation to include a gift to ANGLICAN DIOCESE OF TORONTO FOUNDATION in your Will, but we hope you'll choose to do so.

[Start my Will](#)



ANGLICAN DIOCESE OF  
TORONTO FOUNDATION

has partnered with  
Willfora, an online estate  
planning service, that helps  
you create or update your  
Will for FREE.

**Charitable Registration #**  
893884528RR0001

**Contact**  
Mary Lynne Stewart  
416-505-6537



# 4 Reasons to Add Online Wills to Your List of Donor Resources

by [Matt Renzoni](#) in [For Charities](#)

By 2030, the majority of adult-witnessed Wills will be created using online services. The [Financial Times](#) reported earlier this year on how the recent pandemic forced many charities to finally embrace digital transformation in order to continue to secure donations in predictable ways with the absence of in-person events. While many of them have permanently pivoted to these digital strategies, online Wills also grew exponentially for the same reason. This means that through this new channel for creating Wills, Canadian charities are already receiving gifts whether they have visibility into them or not.

**More resources creates more opportunity for action.** *“You made a ten-year process take only 20 minutes!” - Willfora User.* This is perhaps our favourite testimonial we’ve ever received, but mainly because it speaks to how much procrastination goes on when a person is ready to create their Will. Although many donors may intend to leave a charitable donation in their Will, the cycle often stops when it comes to the actual creation of that Will. In this case and like many others, it can be a multi-year process for a person to take action due to the perceived complexity, cost, and time that the process takes.

**Increased visibility into future income and legacy donors.** Currently for legacy giving, it’s estimated that for every legacy gift a charity knows about, there are four to five more that they don’t have visibility into. This is a problem with the traditional method of legacy giving that online Wills are stepping in to change. If charities don’t know who their legacy donors are, they won’t need to continue to treat them as prospects for legacy giving, which can lead to a poor experience with the number of communications that a donor may receive from the charity. Income and legacy donors.

**Providing a direct ROI to the investment.** Perhaps the most important piece that online solutions can bring to fundraisers in legacy giving is being able to draw a straight line from the investment in the technology to the gifts in Wills secured. While the advisory of consultants and legacy giving experts helps lots of charities grow identify prime prospects for legacy giving, it’s still often difficult for fundraisers to prove the ROI to a dollar amount after the relationship has ended.