



Your will is a
powerful tool.

Wills Week supporters toolkit

15 – 21 July 2024



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Make a will & make a difference for Wills Week 2024

Wills Week is a public awareness campaign from Public Trust that aims to raise awareness among New Zealanders about the importance of having a will. It seeks to emphasise that everyone has assets worth protecting or passing on to future generations.

We appreciate your support
and look forward to seeing
your ideas come to life.

We welcome you to join us in spreading the word about this Wills Week campaign among your circles, supporters, networks, and communities.

2024 campaign

Your will is a powerful tool

From your local sports club to a humanitarian effort, charities and not-for-profit organisations give so much to our lives and communities. So, this will week if you're passionate about a club, charity or community cause, you might like to think about leaving a gift in your will.

These kinds of gifts, called bequests, are an important source of funding that enable charities and not-for-profits to sustain their programmes, expand their activities and reach their goals, by making a bequest, big or small, New Zealanders generosity lives on, helping to provide care and support, aiding scientific research, promoting education and enriching the arts.

From 15 - 21 July, Wills Week celebrates the power of a will to make a difference in the lives of whānau, friends and even complete strangers. Making a will doesn't need to be difficult or expensive and it usually takes about half an hour. But as your chance in life to say what happens after you're gone, it's priceless.

At Public Trust we've been helping Kiwis with their wills for over 150 years. We're New Zealand's largest provider of estate planning and administration services and one of the largest charitable trust administrators, helping charities distribute funds back to our communities. We might be big, but people are at the heart of everything we do and we aim to make what's often a difficult time a little bit easier.

If a charity has touched your life, or the life of someone close, leaving a gift in your will, after taking care of whānau and friends, is the perfect way to say thank you. There's no time like the present.

We encourage you to align your Wills Week activity to this topic and leverage the resources.

Key messages

Here are the talking points to guide your discussions during Wills Week.

“

After taking care of family and friends, consider leaving a gift to a club, charity or community cause in your will this Wills Week.

“

Are you one of the many Kiwi over 18 without a will? Your will can not only help whānau and friends, but also a club, charity or community cause you care about. More Kiwi are leaving a gift in a will, but it's not something that's widely known. It means there is a big opportunity to make a positive impact.

“

Passionate about supporting a charity or not-for-profit? Your kindness and generosity can live on by including a charitable gift in your will. Make a difference this Wills Week by making or updating your will.

“

A lot of people think you need to leave a large amount of money to make a gift in your will. In fact, any amount will make a big difference to a cause close to your heart.

Wills Week webinar

Make this week your Wills Week.

Wills Week celebrates the power of your will to make a difference in the lives of whānau, friends and even complete strangers. As well as money and property, wills can also cover important things like nominating a guardian for your children and what your wishes are for things like your KiwiSaver, pets, family heirlooms and giving back by leaving a gift in your will.

To help with this, we're running a free live webinar to understand the importance of having an up-to-date will and explore the various options for including a gift to a chosen club, charity or community cause.

Thursday, 18th July

11am NZT, duration 60 minutes

[Click here to find out more and to register.](#)

Ways to get involved

Draw from the resources provided during Wills Week to share among your circles, supporters, networks, and communities through your regular newsletters, emails, or social media updates. Promote the upcoming webinar event and highlight the significance of leaving a gift for future generations.

Co-branding - Incorporate your logos on the campaign assets available.

Social media campaign - Engage your audience in a social media campaign using our dedicated resources or by creating your own.

Webinar event - Leverage the free Wills Week webinar with your network, customers, volunteers, members, supporters or employees.

Internal campaign - Engage your people in an internal campaign using our dedicated resources or by creating your own.

If you are promoting Wills Week on social accounts

- > Use the Wills Week logo
- > Use the hashtag and social media handles
 - Instagram @nzpublictrust
 - Facebook @publictrustnz
 - LinkedIn Public Trust
 - Hashtag #willsweek
#yourwillisapowerfultool
#willanthrophy
- > Tag Public Trust



Campaign assets

Download Wills Week assets [here](#).

Wills Week logos

You have access to two variations of the Wills Week logo for your campaign. These versions are designed to accommodate different formats, whether you're placing them on a coloured background or white.

While there are no strict rules regarding where to use each version, we kindly request that you reproduce them in their entirety and refrain from making any alterations.



Filenames
PT_Wills Week_white
Available in png, svg and eps formats

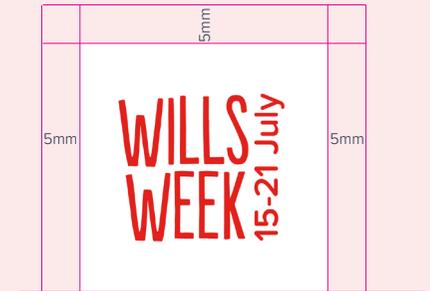


Filenames
PT_Wills Week_red
Available in png, svg and eps formats

Master logo
use white logo as first option



Clear space
allow 5mm clearance, top and sides
ground bottom of logo



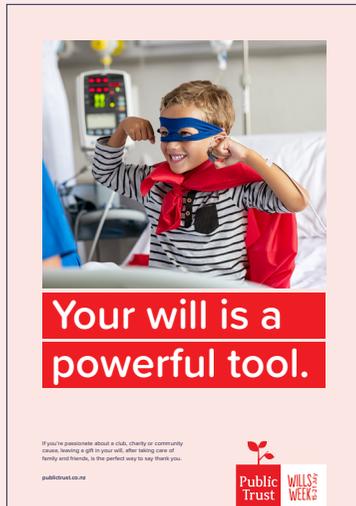
Don'ts



Campaign posters

We've created posters specifically for promoting Wills Week and showcasing your participation. You have the flexibility to customise with your logos and print them in any size that suits your needs.

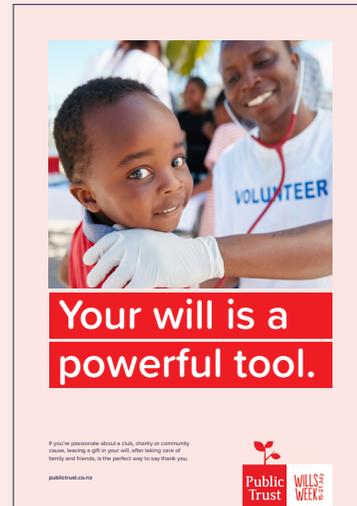
These posters are also available as an option to add your own logo.



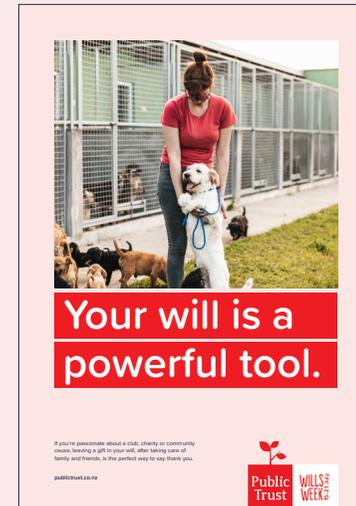
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Available in pdf format, A3 file size



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Available in pdf format, A3 file size



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Available in pdf format, A3 file size

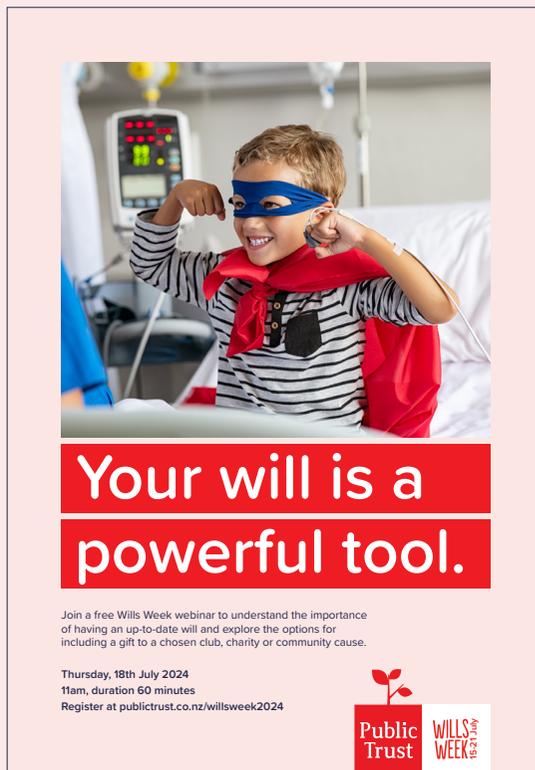


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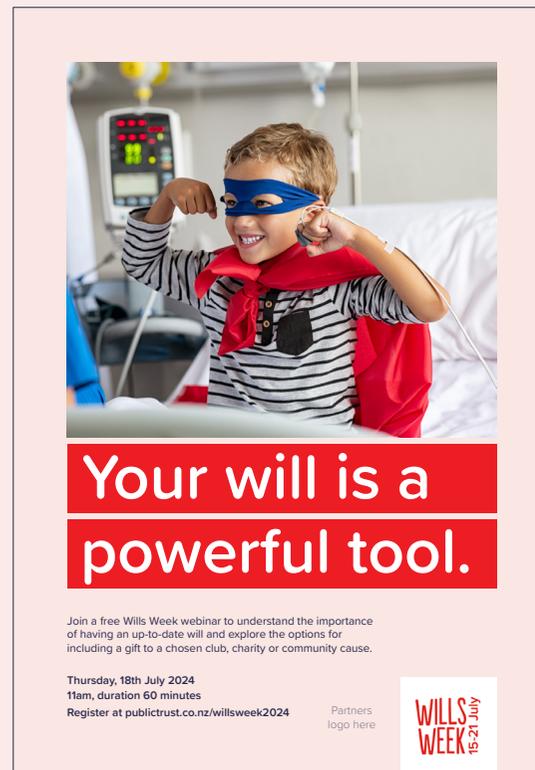
Webinar posters

We've created posters specifically for promoting Wills Week webinar with your supporters, networks and community.

You have the flexibility to customise with your logos and print them in any size that suits your needs.



Filename
Wills Week webinar posters.pdf
Available in pdf format, A3 file size



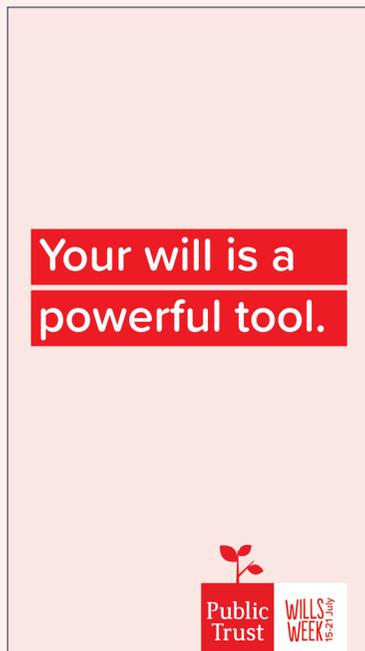
Filename
Wills Week supporters webinar posters.pdf
Available in pdf format, A3 file size



Social media assets

We have provided a set of social assets and templates for you to use on your social accounts like Facebook and Instagram. For your feed posts we have 1080x1080 formats available and for your Instagram Stories we have 1080x1920. You have the flexibility to customise with your logos.

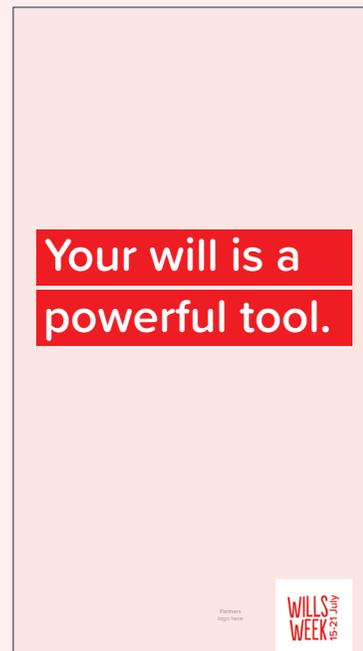
Social – Your will is a powerful tool.



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Filename
WW SM_powerful tool_1080x1080.jpg



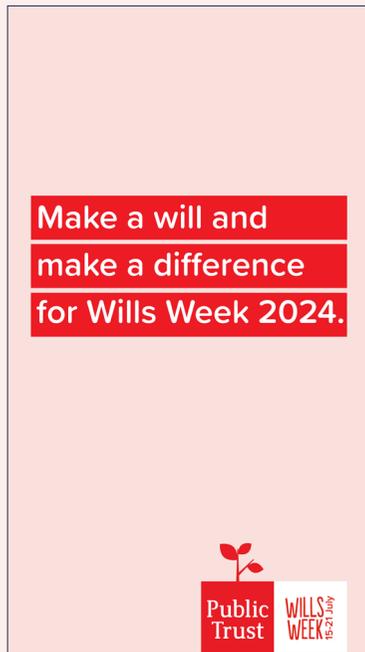
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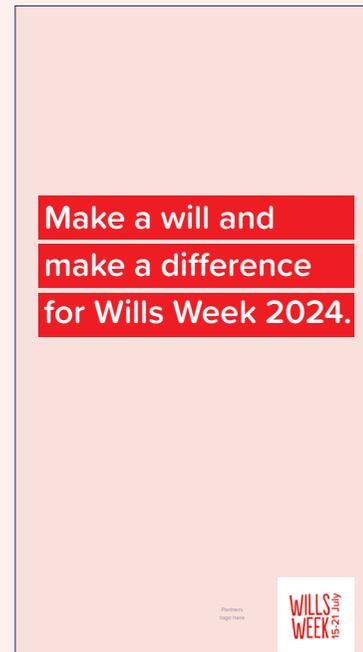
Social – Make a will and make a difference for Wills Week 2024.



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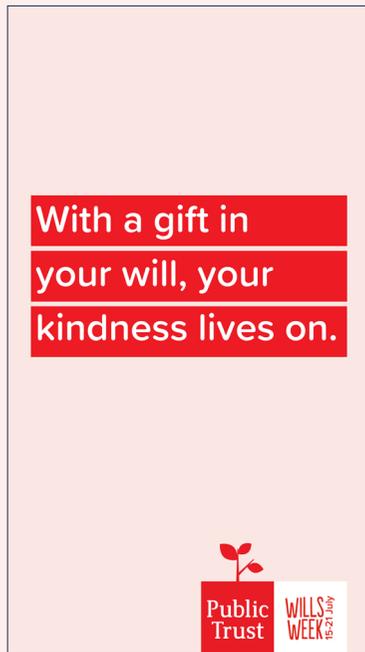
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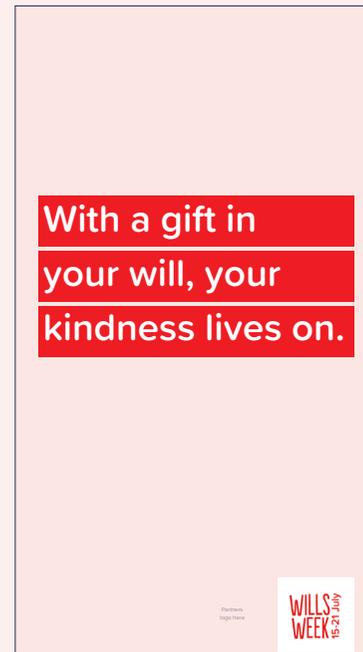
Social – With a gift in your will, your kindness lives on.



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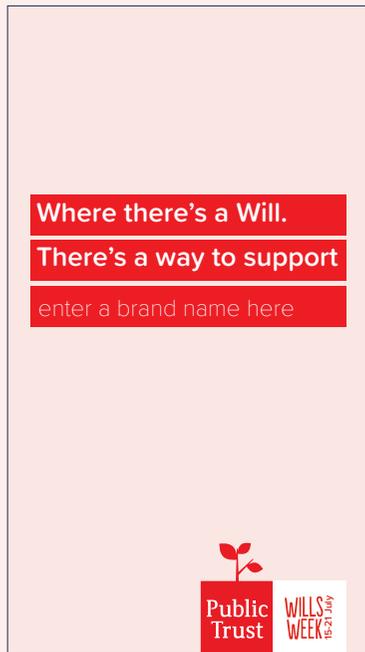
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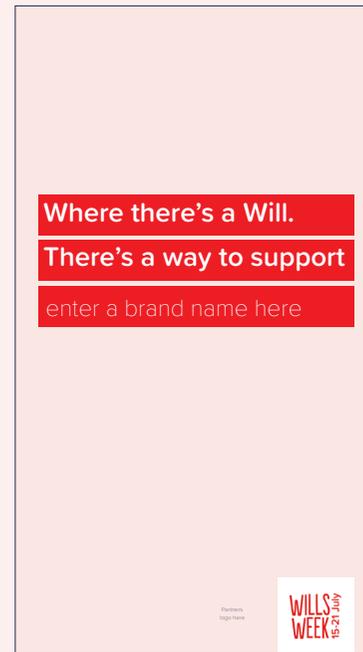
Social – Where there's a Will. There's a way to support



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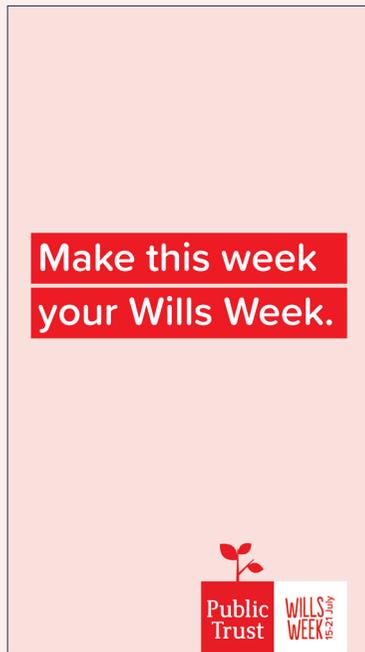
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Social – Make this week your Wills Week.



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WW_SM_willsweek_editable_1080x1080.pdf



Social Media Messaging

We've supplied some messaging that you can use as your social media copy. Feel free to adjust or personalise it to fit your cause.

From your local sports club to a humanitarian effort, charities and not-for-profit organisations give so much to our lives and communities. So, if you're passionate about a club, charity or community cause, you might like to think about leaving a gift in your will.

These kinds of gifts, called bequests, are an important source of funding that enable charities and not-for-profits to sustain their programmes, expand their activities and reach their goals. By making a bequest, big or small, your generosity lives on, helping to provide care and support, aiding scientific research, promoting education and enriching the arts.

If a charity has touched your life, or the life of someone close, leaving a gift in your will, after taking care of family and friends, could be the perfect way to say thank you.

There's no time like the present so visit publictrust.co.nz to start your will today.



Webinar Social media assets

We have provided a set of social assets and templates for you to promote the free Wills Week webinar on your social accounts like Facebook and Instagram.

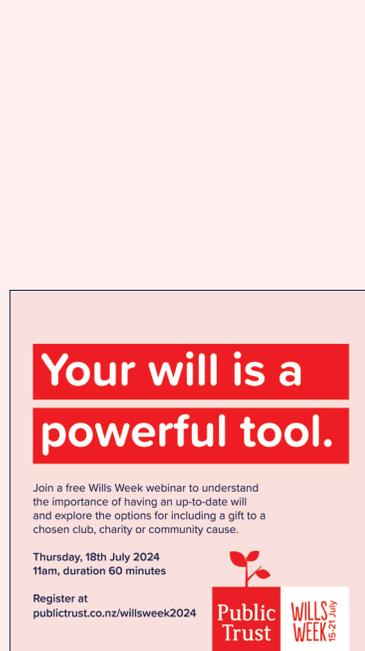
For your feed posts we have 1080x1080 formats available and for your Instagram Stories we have 1080x1920.

You have the flexibility to customise with your logos.

Social – Webinar long version



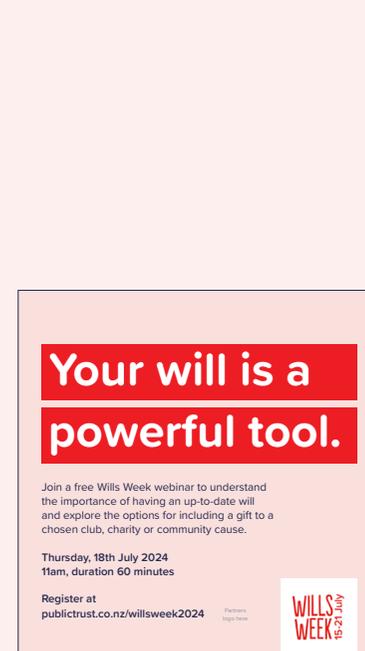
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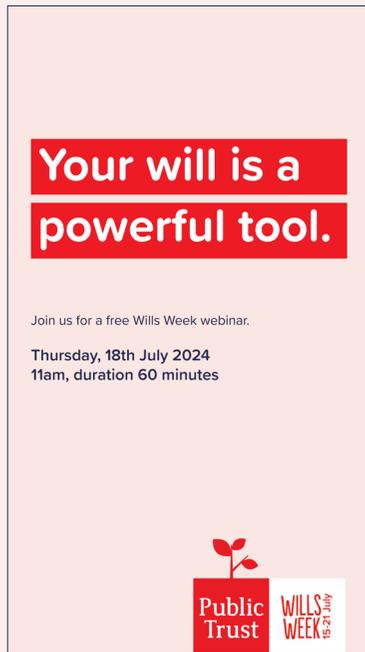
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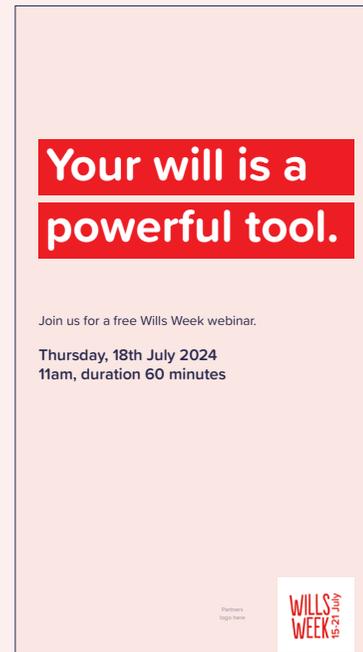
Social – Webinar short version



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Webinar social media messaging

We've supplied some messaging that you can use to promote the free Wills Week webinar as your social media copy. Feel free to adjust or personalise it to fit your cause.

Make this week your Wills Week. From 15-21 July, Wills Week celebrates the power of your will to make a difference in the lives of of whānau, a chosen club, charity or community cause.

Join a free Wills Week webinar to understand the importance of having an up-to-date will and explore the various options for including a gift to a chosen club, charity or community cause.

*Thursday, 18th July 2024
11am NZT, duration 60 minutes*

Whether you're considering leaving a gift or simply want to ensure your wishes are honoured, this session is invaluable.

Don't miss out on this opportunity to make a lasting impact. Register now at www.publictrust.co.nz/willsweek2024 and secure your place!

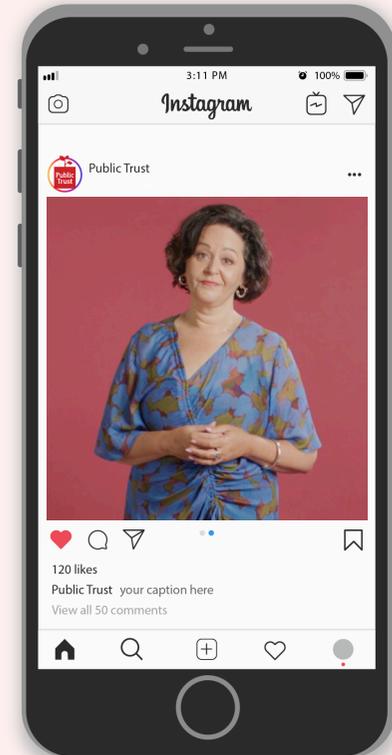


Gifting video

We've provided an educational video resource that explores the options for including a gift to a chosen club, charity, or community cause in your will.

Feel free to utilise this asset on your social media accounts or website to promote Wills Week and leaving a gift in your will.

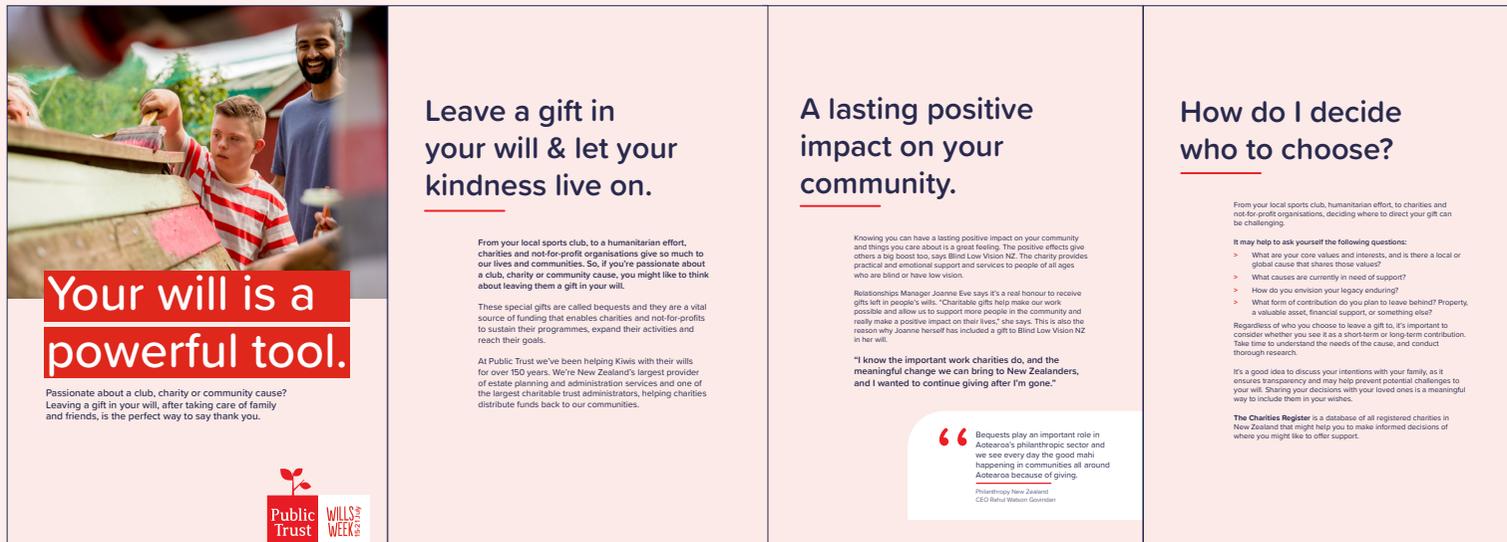
Video here: www.youtube.com/publictrust



Gifting booklet

We've provided an educational booklet resource that explores the options for including a gift to a chosen club, charity, or community cause in your will.

Feel free to share this resource among your circles, supporters, networks, and communities to promote Wills Week 2024 and a gift in your will, your kindness lives on.



Your will is a powerful tool.

Passionate about a club, charity or community cause? Leaving a gift in your will, after taking care of family and friends, is the perfect way to say thank you.

Leave a gift in your will & let your kindness live on.

From your local sports club, to a humanitarian effort, charities and not-for-profit organisations give so much to our lives and communities. So, if you're passionate about a club, charity or community cause, you might like to think about leaving them a gift in your will.

These special gifts are called bequests and they are a vital source of funding that enables charities and not-for-profits to sustain their programmes, expand their activities and reach their goals.

At Public Trust we've been helping Kiwis with their wills for over 150 years. We're New Zealand's largest provider of estate planning and administration services and one of the largest charitable trust administrators, helping charities distribute funds back to our communities.

A lasting positive impact on your community.

Knowing you can have a lasting positive impact on your community and things you care about is a great feeling. The positive effects give others a big boost too, says Blind Low Vision NZ. The charity provides practical and emotional support and services to people of all ages who are blind or have low vision.

Relationships Manager Joanne Eve says it's a real honour to receive gifts left in people's wills. "Charitable gifts help make our work possible and allow us to support more people in the community and really make a positive impact on their lives," she says. This is also the reason why Joanne herself has included a gift to Blind Low Vision NZ in her will.

"I know the important work charities do, and the meaningful change we can bring to New Zealanders, and I wanted to continue giving after I'm gone."

Bequests play an important role in Aotearoa's philanthropic sector and we see every day the good mahi happening in communities all around Aotearoa because of giving.

—
Prisaratree New Zealand
CEO Rahul Watson Gowden

How do I decide who to choose?

From your local sports club, humanitarian effort, to charities and not-for-profit organisations, deciding where to direct your gift can be challenging.

It may help to ask yourself the following questions:

- What are your core values and interests, and is there a local or global cause that shares those values?
- What causes are currently in need of support?
- How do you envision your legacy enduring?
- What form of contribution do you plan to leave behind? Property, a valuable asset, financial support, or something else?

Regardless of who you choose to leave a gift to, it's important to consider whether you see it as a short-term or long-term contribution. Take time to understand the needs of the cause, and conduct thorough research.

It's a good idea to discuss your intentions with your family, as it ensures transparency and may help prevent potential challenges to your will. Sharing your decisions with your loved ones is a meaningful way to include them in your wishes.

The **Charities Register** is a database of all registered charities in New Zealand that might help you to make informed decisions of where you might like to offer support.

Public Trust **WILLS WEEK**

Filename
WW_PT_Gifting brochure.pdf

How to edit your assets

To allow for you to edit, all assets are provided in a PDF format.

Instructions for changing text in PDF

- > Open the PDF in Adobe Acrobat
- > Access the tools panel
- > Select the edit PDF tool
- > Select the text to edit
- > Edit and format the text
- > Save your changes

Instructions to add your logo in PDF

- > Open the PDF in Adobe Acrobat
- > Access the tools panel
- > Select the edit PDF tool
- > Select the add a image tool
- > Adjust size and position of logo
- > Save your changes

Contact us

If you have any questions about getting involved with Public Trust Wills Week, please reach out to us, were happy to help – PT.Marketing@PublicTrust.co.nz

publictrust.co.nz | 0800 371 471

