



Your will is a powerful tool
for generations to come.

Wills Week supporters' toolkit

14-20 July 2025

WILLS
WEEK
14-20 July



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Wills Week 2025

This year's Wills Week campaign from Public Trust aims to raise awareness among New Zealanders about the importance of having a will.

From 14-20 July, Public Trust is calling on New Zealanders to consider how their will can be a powerful tool to support charitable giving.

Join us in spreading the word about the importance of having a will with your supporters, networks and communities.

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



Join us this Wills Week in spreading a good will message

Charitable contributions, in the form of bequests, grants and scholarships, help to shape future generations by strengthening education, protecting our environment, supporting whānau, and preserving the richness of our culture. This type of funding allows individuals, charities, and communities to sustain their programmes, expand their activities, and reach their goals.

These are more than simply financial contributions – they are acts of love creating an intergenerational impact.

Every year, Public Trust manages hundreds of bequests and charitable grants made possible by ordinary New Zealanders who choose to leave a gift in their will.

As one of New Zealand's largest charitable trust administrators, Public Trust proudly supports efforts to foster a culture of giving.

As a campaign supporter, you can join organisations across New Zealand to raise awareness of gifts in wills. For many charities, this is one of the largest single sources of funding.

In New Zealand, charities receive an estimated \$320 million annually from bequests. If more people included charitable giving in their wills, it could unlock \$2.4 billion annually in two decades.

Wills aren't just about money or property. They're about people. They're about values we pass on. A bequest can create a ripple effect that lasts for years to come. We need two things to make this happen: people to plan for the future by making a will and making the active choice to leave a gift in their will.

Glenys Talivai, CEO Public Trust

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Key messages

We've prepared some copy to help you talk about about Wills Week.

“

Giving through your will is more than passing on wealth. It's an act of generosity that nurtures people and communities, creating lasting, positive change.

“

By leaving a gift your values will live on, ensuring the causes and communities closest to your heart thrive beyond your lifetime. After caring for your whānau and friends, consider leaving a gift in your will to help build stronger communities for generations to come.

“

Ordinary people, extraordinary impact. We're celebrating the generous acts of everyday people this Wills Week.

“

After taking care of whānau consider a koha, a gift in your will. Ahakoa, he iti, he pounamu, no matter the value, no matter the cause, your koha means a lot. By leaving a koha in your will, you're investing in the future of the kaupapa you support.

“

Grants and scholarships are more than financial contributions – they are acts of love creating an intergenerational impact. They provide vital funding that enables individuals, charities, and community causes to sustain their programmes, expand their activities, and reach their goals.

Find out more at publictrust.co.nz/wills-week

Ways to get involved

We encourage you to share the resources we've created to promote Wills Week. Spread the good will message with your supporters, networks and communities through your regular newsletters, emails and social media updates.

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 - Promote the free live webinar, where you'll hear from our panel of experts on the importance of having an updated will and explore the various options for including a gift for your chosen charity or community.

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

Spread the word about 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

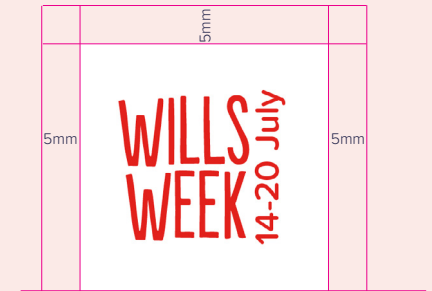
Available in png, svg and eps formats

Master logo

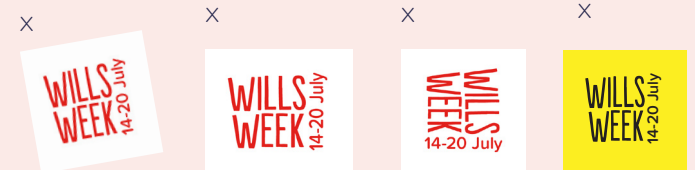
use white logo as first option

Clear space

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



Don'ts



Wills Week posters

Help raise awareness with our Wills Week posters.

You can customise them with your logo and own image if you like and print them in any size that suits your needs.



Your will is a powerful tool
for generations to come.

By leaving a gift you'll ensure the causes and communities closest to your heart thrive beyond your lifetime. After caring for your whānau and friends, consider leaving a gift in your will to help build stronger communities for generations to come.

publictrust.co.nz



Filename

Wills Week PT A3-poster_1.pdf
Wills Week PT no logo A3-poster_1.pdf
Wills Week PT no image A3-poster_1.pdf
Available in pdf format, A3 file size



Helping our communities
grow and thrive.

Through grants and scholarships, charitable trusts empower future generations. If you or an organisation close to you could benefit from funding, now is the time to act. Apply for a grant today and help shape a stronger, more connected future.

publictrust.co.nz



Filename

Wills Week PT A3-poster_2.pdf
Wills Week PT no logo A3-poster_2.pdf
Wills Week PT no image A3-poster_2.pdf
Available in pdf format, A3 file size



A koha in your will is an
investment in the kaupapa
you support.

After taking care of whānau consider a koha, a gift in your will. Ahakoa, he ihi, he pounamu, no matter the value, no matter the cause, your koha means a lot.

publictrust.co.nz



Filename

Wills Week PT A3-poster_3.pdf
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Wills Week PT no image A3-poster_3.pdf
Available in pdf format, A3 file size

Wills Week digital assets

Spread the word with our digital assets promoting Wills Week 2025. You can customise them with your logo if you like and they come in the following sizes: 1080x1080 and 1080x1920.



Recommended post copy

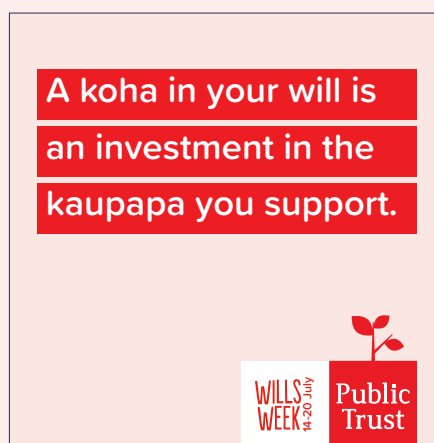
By leaving a gift in your will, you'll ensure the causes and communities closest to your heart thrive beyond your lifetime. After caring for your whānau and friends, consider leaving a gift to <organisation> in your will to help build a stronger community.

Visit publictrust.co.nz to start your will today

#willsweek #yourwillisapowerfultool #willanthrophy

Filename

WW_digital assets_1080x1080_1.jpg
WW_digital assets_1080x1920_1.jpg
Available in jpg and editable in pdf



Recommended post copy

After taking care of whānau consider a koha to <organisation>, a gift in your will. Ahakoa, he iti, he pounamu, no matter the value, no matter the cause, your koha means a lot.

Visit publictrust.co.nz to start your will today

#willsweek #yourwillisapowerfultool #willanthrophy

Filename

WW_digital assets_1080x1080_2.jpg
WW_digital assets_1080x1920_2.jpg
Available in jpg and editable in pdf



Recommended post copy

Through grants and scholarships, charitable trusts empower future generations. If you or an organisation close to you could benefit from funding, now is the time to act.

Apply today at publictrust.co.nz/grants and help shape a stronger, more connected future for Aotearoa.

#willsweek #yourwillisapowerfultool #willanthrophy

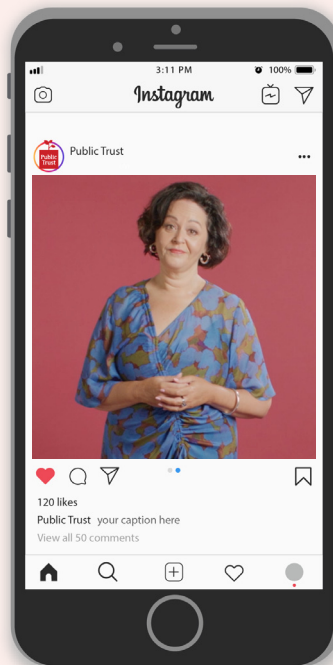
Filename

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WW_digital assets_1080x1920_3.jpg
Available in jpg and editable in pdf



Gifting booklet and video resources

Dive into our educational resources that explore how giving through your will ensures that the causes and communities closest to your heart thrive beyond your lifetime. Feel free to share these resources on your social media, and among your supporters, networks and communities to promote Wills Week 2025.



Video here: www.youtube.com/publictrust



WILLS
WEEK 14-20 July

Public
Trust

Join us for our Wills Week 2025 webinar

Your will is a powerful tool for generations to come

Join our panel of experts for a **free live webinar** on the importance of having an updated will and explore the various options for including a gift for your chosen charity or community. Our guest speakers will be happy to take your questions during this informative and interactive lunchtime session.

Your will is not just about money and property – it covers important decisions like appointing a guardian for your children and expressing your wishes for your KiwiSaver, pets, family heirlooms, and other cherished possessions. Bequests and charitable giving ensure the causes and communities closest to your heart thrive beyond your lifetime.

Don't miss this opportunity to learn about how you can make a lasting impact. We look forward to seeing you there.

12 noon Thursday 17 July

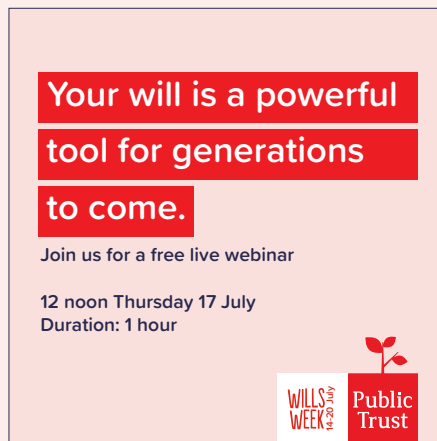
Duration: 1 hour

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

Spread the word about the free webinar

Invite your people and supporters along - we make it easy with these digital assets.

Available sizes: 1080x1080 and 1080x1920



Recommended post copy

From 14-20 July, Public Trust Wills Week aims to raise greater awareness about the powerful difference your will can make in the lives of whānau, friends, and in building stronger communities.

Join Public Trust and their panel of experts for a free live webinar to understand the importance of having an updated will and explore the various options for including a gift for to a chosen charity or community.

*12 noon Thursday 17 July
Duration: 1 hour*

To find out more and register here <link>

Filename

WW_digital assets_webinar_1080x1080_1.jpg
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Available in jpg



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WW_digital assets_webinar_1080x1920_2.jpg
Available in jpg



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

