

# Key messages

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

## General messaging

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Making a will is an act of love for your whole whānau. It helps ensure everyone you care about is looked after and makes things easier for them when it matters most.

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This Wills Week, take a fresh look at your plans for the future – including who will care for your loved ones when you're gone.

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Making a plan for what happens after you die is the best way to ensure that the people and things you love are looked after.

## Pet messaging

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Nearly half of all adult New Zealanders don't have a will, leaving uncertainty for your loved ones, and the pets that depend on you. A little planning goes a long way in making sure your pets are looked after the way you want them to be.

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We go above and beyond for our pets, putting so much care into their routines, comfort and happiness, but often overlook what happens if we're not there.

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Our pets are part of our whānau. Without a plan, their future can be uncertain. Your will can protect everyone you care about – including your pets.

## Charitable giving messaging

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By leaving a gift in your will, you can help 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.

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We're sharing a 'good will' message for Wills Week: your will can be a powerful tool to support charitable causes.

Find out more at [publictrust.co.nz/willsweek](https://publictrust.co.nz/willsweek)




# Social media


Use your social media platforms to encourage your audience to think about planning for the future – getting more people talking about wills, considering the legacy they want to leave and taking action.


## Facebook and Instagram

Use the hashtags #publictrustwillsweek #willsweek #publictrust #planforyourpets #protectyourwhānau

## Tag us

 @nzpublictrust

 @publictrustnz

 Public Trust

## Wills Week call to action

Make your will online with Public Trust in July and receive a free statement of wishes.

# Co-branding

Incorporate your logos on our campaign assets.

# Webinar event

Promote our free webinar, where your audience can learn how to create a will that encourages them to think more holistically about the future care and wellbeing of their entire whānau – both human and pets.

[Find out more here](#)

# Internal campaign

Engage your people with an internal campaign using our dedicated resources or by creating your own.

