

**NATIONAL**  
**WILLS**  
**WEEK**  
**9 - 15 SEP 2024**

NATIONAL WILLS WEEK 2024 TOOLKIT



## INTRODUCTION

The second National Wills Week (NWW) will be held from 9 –15 September 2024.  
NWW provides a united voice, across all participating states and territories,  
promoting the importance of advance life planning.

## THEME

**YOU HAVE THE  
WILL-POWER!**

## BACKGROUND

Recent research has revealed the majority of those aged 40 – 65 are aware that making a Will is something everyone should do! However, finding the time to simply 'get it done' is difficult and seems out of reach.

This National Wills Week is about acting now! Making a Will is an easy thing to do, and it's important to find the time to get it done to save hardship in the future.

***MAKE A WILL AND BE THE SUPERHERO IN YOUR STORY!***

**YOU HAVE THE  
WILL-POWER!**



## YOU HAVE THE WILL-POWER!

Research is telling us that many 40–65 year olds know that making a Will is something everyone should do! So why is it so hard to just get it done?

This National Wills Week (9-15 September 2024) is about acting now! Making a Will is an easy thing to do, and it's important to find the time to get it done to save possible hardship in the future.

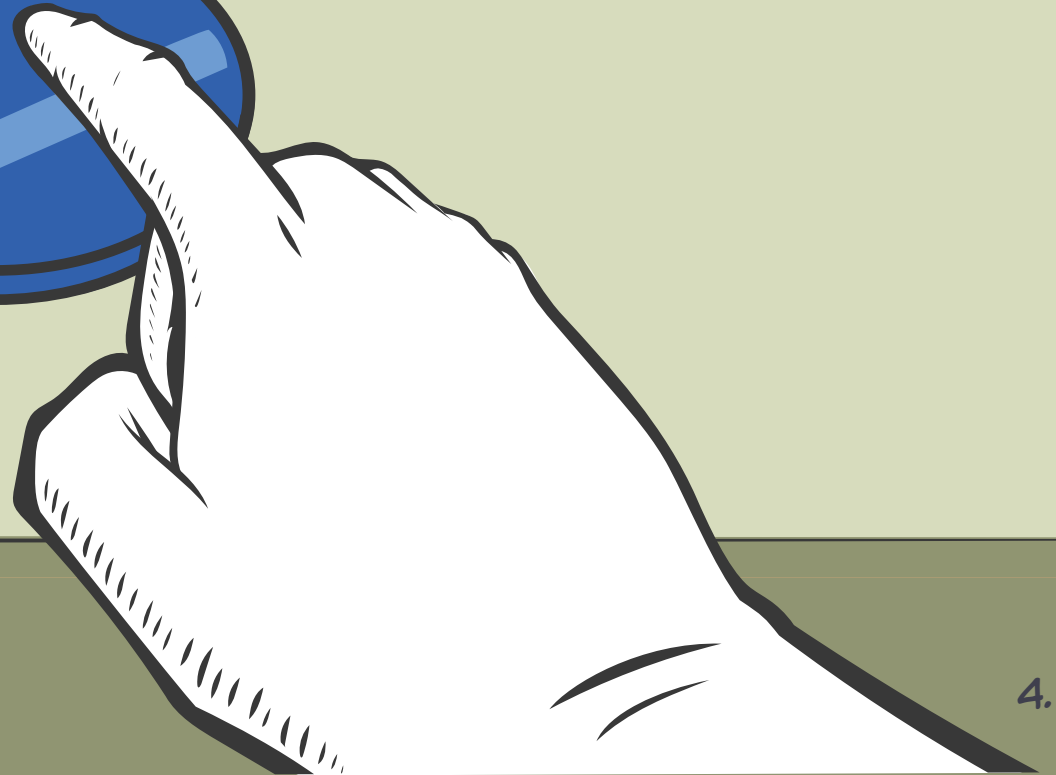
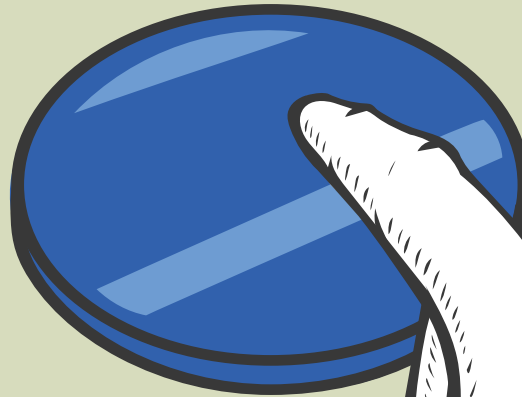
It's very simple to be an everyday superhero, just by starting your Wills journey today, you have the power to...

- plan ahead for your family's future,
- safeguard your family if you're gone tomorrow,
- save your loved one's time and money,
- avoid family feuds.

**MAKE A WILL AND BE THE SUPERHERO IN YOUR STORY!**

DOWNLOAD VISUAL ASSETS

CLICK HERE



LOGO PACK



## SOCIALS (LINKEDIN)



End-of-life planning can be an uncomfortable topic to have with your loved ones. But it doesn't need to be. You have the WILL-POWER to start the conversation and take control of your wishes! Make a Will and be the superhero in your story this National Wills Week.

#NWW2024 #Will-Power #NationalWillsWeek #AussieWillsWeek #PublicPurpose



Making a Will is easy and should be at the top of your to-do list! You have the WILL-POWER! Start making those lists — one for physical and one for digital assets. Future-proof your wishes and safeguard your family's future. Make a Will and be the superhero in your story this National Wills Week.

#NWW2024 #Will-Power #NationalWillsWeek #AussieWillsWeek #PublicPurpose

## SOCIALS (FACEBOOK + INSTAGRAM)



End-of-life planning can be an uncomfortable topic to have with your loved ones. But it doesn't need to be. You have the WILL-POWER to start the conversation and take control of your wishes! Make a Will and be the superhero in your story this National Wills Week.

#NWW2024 #Will-Power  
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 #PublicPurpose



You have the WILL-POWER! Reduce the burden on your loved ones at a time of grief and avoid family arguments. Contact your solicitor or local public trustee to get the ball rolling.

Make a Will and be the superhero in your story this National Wills Week.

#NWW2024 #Will-Power  
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 #AussieWillsWeek  
 #PublicPurpose



Did you know you can give to your passion, not just a person? This National Wills Week, see how you can create a legacy by setting up a trust fund for charitable giving in your Will. You have the WILL-POWER! Be the superhero in your story this National Wills Week.

#NWW2024 #Will-Power  
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Life changes fast, and so do our plans. If you're already a Superhero and have a Will in place, it's important to ensure it's up to date if anything in your life changes. Wills can be updated at any time to reflect current wishes and circumstances. Update your Will this National Wills Week. You have the WILL-POWER!

#NWW2024 #Will-Power  
 #NationalWillsWeek  
 #AussieWillsWeek  
 #PublicPurpose



Making a Will is easy and should be at the top of your to-do list! You have the WILL-POWER! If you want to protect your legacy and family assets, make a Will and be the superhero in your story this National Wills Week.

#NWW2024 #Will-Power  
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 #PublicPurpose



# POSTERS



Option 1



Option 2



Option 3



Option 4

## DIGITAL STICKERS

JUST FOR FUN... DOWNLOAD YOUR SUPERHERO MASK!

If you or someone you know has taken their first step towards making a Will this National Wills Week... why not make them into the superhero they are with our digital masks!



How to add and apply stickers to your photos:



# DIGITAL SCREENS

**YOU HAVE THE WILL-POWER!**

ANYA MADE HERS TO KEEP THE FAMILY ZEN FOR YEARS TO COME...



MAKE YOUR WILL AND BE THE SUPERHERO IN YOUR STORY.

**NATIONAL WILLS WEEK**  
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Option 1

**YOU HAVE THE WILL-POWER!**

JOHN MADE HIS TO ENSURE HIS LEGO LEGACY LIVES ON...



MAKE YOUR WILL AND BE THE SUPERHERO IN YOUR STORY.

**NATIONAL WILLS WEEK**  
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Option 2

**YOU HAVE THE WILL-POWER!**

SALLY KEPT HERS UP-TO-DATE, BECAUSE WHO KNOWS WHAT HAPPENS IN VEGAS...



MAKE YOUR WILL AND BE THE SUPERHERO IN YOUR STORY.

**NATIONAL WILLS WEEK**  
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Option 3

**YOU HAVE THE WILL-POWER!**

DAVE MADE HIS TO ENSURE THE FAMILY CONTINUES THE ADVENTURE...



MAKE YOUR WILL AND BE THE SUPERHERO IN YOUR STORY.

**NATIONAL WILLS WEEK**  
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Option 4

## EMAIL FOOTER

New message — ▲ ▼ ×

To \_\_\_\_\_

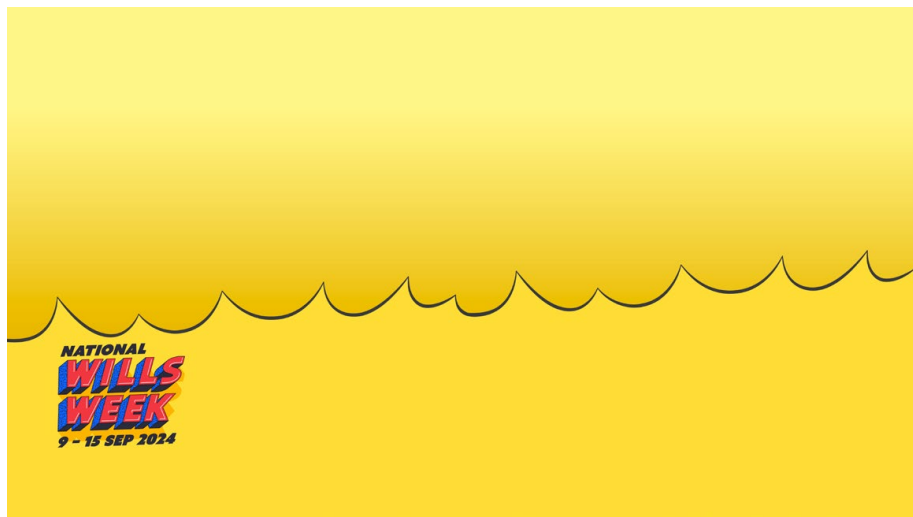
Subject \_\_\_\_\_

**YOU HAVE THE WILL-POWER!**  
MAKE YOUR WILL AND BE THE SUPERHERO IN YOUR STORY.  
[Q MY LOCAL PUBLIC TRUSTEE](#)

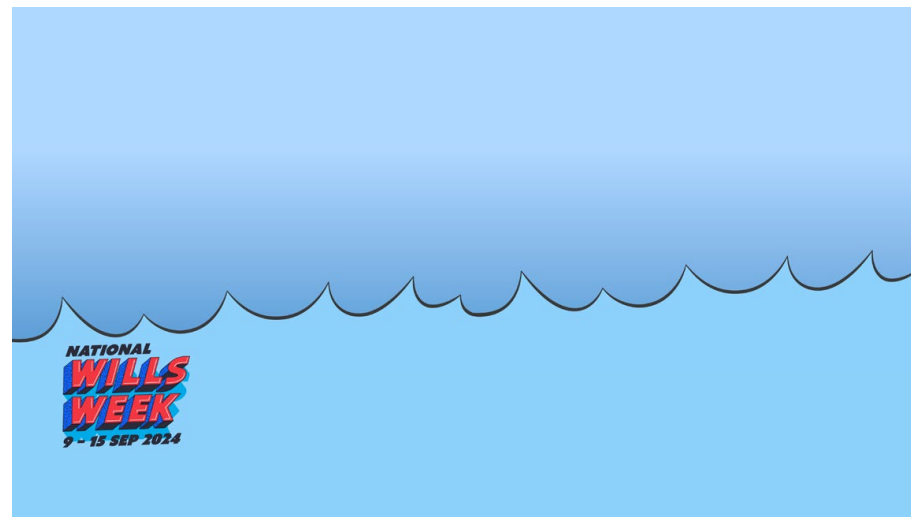
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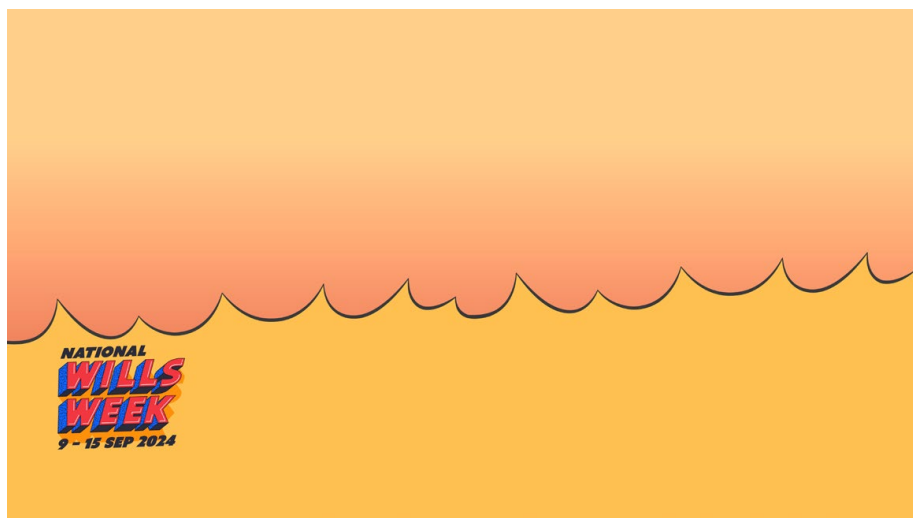
# TEAMS BACKGROUNDS



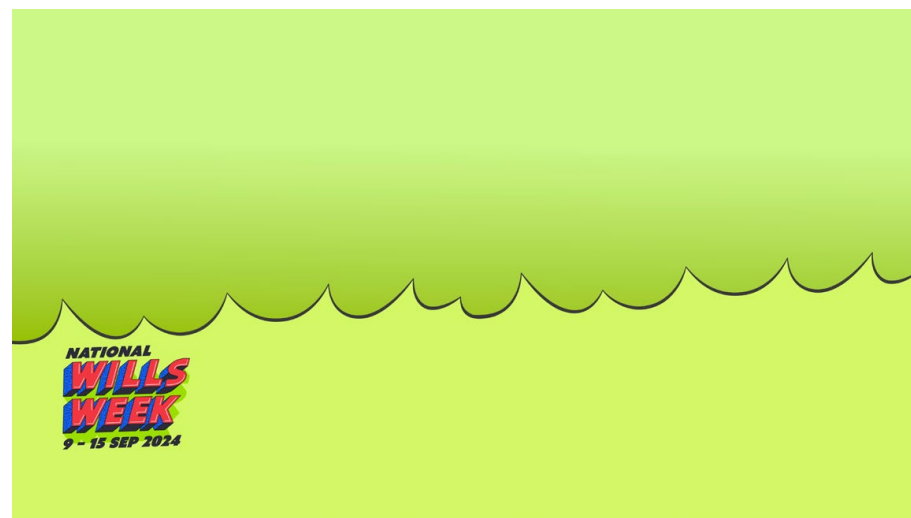
Option 1



Option 2



Option 3



Option 4



**THANK YOU**

PRESENTED BY QUEENSLAND PUBLIC TRUSTEE