



LEGACY OF A LIFETIME



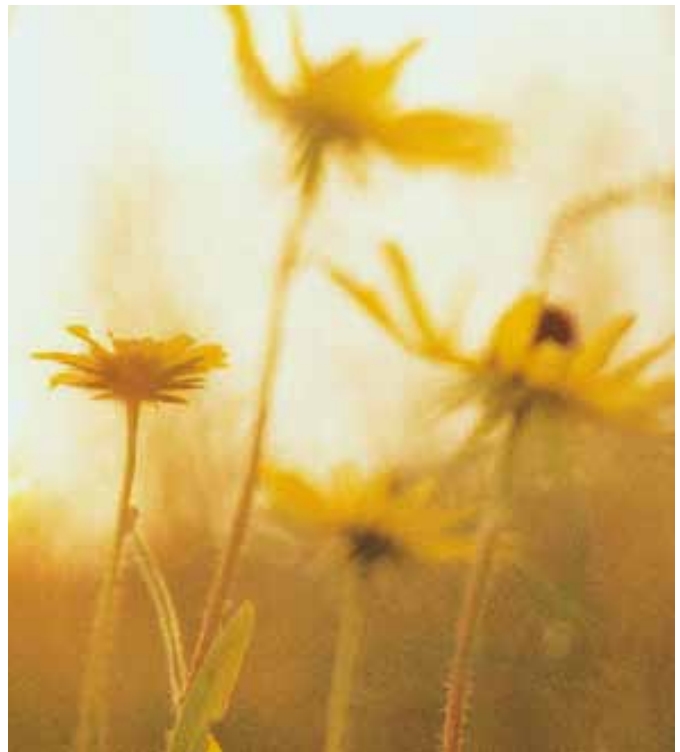
LEADERSHIP GUIDE

Increasing Funding For A Mission

The Presbyterian Foundation is committed to strengthening your Church and its many missions by cultivating and managing the financial resources of individuals and institutions to serve Christ's mission. We support the efforts of individual churches to encourage gifts through charitable estate planning and lifetime giving.

Enabling Presbyterians to change the world with their accumulated assets in accordance with their Presbyterian values is the core of our existence. Members identify the areas of mission for which they have a passion – their local church, global, national or hometown mission – and our staff assists in discovering ways to give that best meet their needs and the needs of missions they choose to support.

Give us an opportunity to help you increase funds available for mission. Foundation development officers are available to work with your members to inspire a culture of giving that will provide financial support for your church.



To find out more call Pat Ohlmann 800.858.6127 option 2, jpo@fdn.pcusa.org, visit our web site at: www.PresbyterianFoundation.org or contact your regional development officer.

SOWING THE SEEDS TO FUND MISSION

Sowing the seeds of stewardship, both spiritual and material, is one of the cornerstone principles of the Presbyterian heritage. A program that encourages giving through charitable bequests, permanent funds and other estate plans enables your members to share God's material gifts with the Church and its mission. Tithing and building campaigns provide for more immediate needs, but a program that addresses the issue of long-term resources for your church and its mission targets members who have accumulated resources.

To fully appreciate the value of a program to promote lifetime gifts, members must be engaged in the concept of providing for mission – now and after their lifetime. As a church leader, pastor or stewardship committee member, you undoubtedly have a vision for the future and guidance to provide for it; you are in a unique position to offer the congregation opportunities to practice exceptional stewardship. Educating members in the variety of ways they can support your mission creates opportunities for positive results.

Take the steps necessary to create a program to encourage your members to make lifetime giving a vital part of stewardship; otherwise, gifts that could have been designated for your mission will probably go elsewhere. Without ongoing development efforts, many opportunities for funding the future will likely be missed.

CULTIVATING FOR THE FUTURE

Share your leadership and vision for the future with your congregation by developing a program for lifetime giving. While we live in a society that desires immediate results, the outcome of your program may not be realized for several years; in many instances, the church may not receive the gift until after the lifetime of the donor. Nonetheless, a well-developed program can help secure a healthy legacy for your congregation and the mission of the Church.

Wills Emphasis, an important component of the program, encourages gifts through bequests and other estate plans. It is an ideal way to introduce your congregation to the concept of lifetime giving, and it offers a solid model for developing a more complete program. For some individuals, making a gift through a charitable bequest provides them with the assurance that they will continue to have complete control of their assets during their lifetime with the satisfaction of knowing their will reflects their faith and stewardship values.

The next step is to expand the program so that it promotes not only charitable bequests but also perpetual stewardship through a permanent endowment fund. Lifetime gifts that pay income to the donor such as charitable gift annuities and charitable trusts, as well as other gifts that can be made through estate planning, are also valuable components.

Churches with a Wills Emphasis program report receiving a higher percentage of gifts from bequests than those without a program.

PLANNING A PROGRAM

As you design your program you may want to consider the following guidelines to get you started. Remember that your program is one that may continually change as it grows and will be customized for your church.

10 STEPS FOR DEVELOPING YOUR STEWARDSHIP PROGRAM:

- Provide leadership
- Establish a goal
- Develop gift acceptance policies
- Know the composition of the congregation
- Determine program logistics
- Focus your program
- Build a communication plan
- Make personal contact
- Recognize donors
- Grow your program

1. Leadership

Organize a committee to provide clear, consistent leadership. This may be a new committee or a subcommittee of the standing stewardship committee. Be supportive of the committee, but let them take on the project and exercise ownership.

2. Establish A Goal

What is it you hope to accomplish with a Wills Emphasis or lifetime giving program? Are you hoping to create an endowment fund or to encourage gifts that will be added to an existing fund that supports a particular mission initiative? Identify the priorities of the church and those of the members. Where do the interests of the members lie? How will you measure success? These are a few questions for the committee to initially consider before the design and implementation of the program. A clearly defined goal will provide the basis for the program and guide the development of the overall communication plan.

3. Develop Gift Acceptance Policies

Do you have guidelines in place for the type of gifts that will be accepted? Issues, such as how to handle gifts of securities or perhaps real property, need to be addressed. Have you determined how new assets will be invested? This process will likely involve a larger group to consider investment decisions as well as legal and tax implications. Having these issues resolved in advance will provide your members with the confidence their gifts will be properly managed and provide the support intended.

4. Know The Composition Of The Congregation

Consider the overall demographics of your members: age, gender, marital status, income and education levels, length of membership, active and past leadership roles, and giving history. You probably know this information without a formal survey, but consciously considering these facts will influence the program design and types of communication. You also need to understand your members' needs and desires for mission and share their passion.

5. Determine Program Logistics

Once you define your goals and the composition of your congregation, you can begin establishing your plan structure. Do you want your program to focus only on Wills Emphasis or will you introduce other types of gifts? How much time can you devote to this program? Will your committee commit to meeting regularly and continually work on initiatives to promote lifetime giving within the church?

6. Focus Your Program

Make giving a central focus by bringing it into everything you do with the congregation. In fact, it can be an extension of what you already do as a pastor or leader in your church – forming a long-term and supportive relationship with your members. Individuals give to missions about which they care deeply.

For example, many churches find that an annual effort built around Wills Emphasis Sunday can be a good start. The first Sunday of May is the day designated by the General Assembly, but you can pick another day if it better suits your congregation and calendar. From this beginning, you may want to consider introducing other gifts that can be made during their lifetimes, such as permanent endowment funds. What a wonderful opportunity this provides for individuals to witness the impact a gift can make on the church and its mission.

7. Build a communication plan

A communications plan is central to the success of the program. This should include all of your intended means of communication, including a calendar of events and your overall goals. Brainstorm with committee members to come up with creative ways to promote lifetime giving throughout the year. In one session, and with the right people, you can generate dozens of ideas for events or communication vehicles. Be sure to make your communication pieces interesting, perhaps with a testimonial or two.

With these ideas, create a program calendar of events to indicate when activities will take place. Assign responsibility for each task or activity to someone on the committee. Once your calendar is complete, follow it closely. Communication must be clear, concise, compelling and consistent. Repetition is the key to making sure people hear and understand your message. On-again, off-again communication is a surefire recipe for failure.

HOLIDAY AND SPECIAL EVENTS ARE TIMES OFTEN ASSOCIATED WITH GIFT GIVING.

During these celebratory times, people often reflect on the past and contemplate the future. These milestones offer a unique opportunity for discussion about making lifetime gifts. By making a special mention of gifts or encouraging consideration of stewardship beyond a lifetime, you can build awareness of this type of giving in your congregation.

8. Make Personal Contact

You should have in place a plan to follow up with anyone who shows substantial interest in making a gift, whether it is an immediate gift such as a permanent endowment fund or a deferred gift such as a charitable trust. A Presbyterian Foundation development officer can work with your members to help them realize their dreams for the church through their giving. Prospective donors should always be encouraged to seek the counsel of their attorney or other financial advisor.

9. Recognize Donors

Recognition and thanks are key elements in a stewardship program. A recognition program not only thanks those who have given, but it also encourages others to consider including a charitable gift in their estate plans. Some individuals prefer not to be recognized publicly, and their wishes must be respected.

The Foundation sponsors a recognition society that may be adopted at your church. Call 800.858.6127 for more details or go to our website at www.PresbyterianFoundation.org.

ON YOUR WEBSITE, include a link to the Foundation's website, where members will find additional details and answers to questions about specific gift vehicles. www.PresbyterianFoundation.org



10. Grow Your Program

Now that your program is up and running, it's important to recognize that you must keep communicating with your congregation and keep it at the top of their minds. The Wills Emphasis program that you develop and implement is an important stewardship program on its own, but it can also be the beginning of a more comprehensive giving program. Wills are just one of a variety of giving opportunities that can assist your ministry. Introducing life income plans might be an appropriate next step in educating and encouraging your congregation to consider planned gifts. As your members become more comfortable with these ideas, you will find a multitude of opportunities for financial stewardship and sharing – permanent endowment funds, life income plans, and estate planning options.

IDEAS TO PROMOTE YOUR PROGRAM

Give witness to the impact that a charitable bequest or any charitable gift has made in the life of your church. Support your new initiatives by ordering resource materials from the Presbyterian Foundation. The only cost to you is the shipping and handling. Visit www.PresbyterianFoundation.org to request your material.

- Other effective means of communicating may be your church newsletter or website. You could devote a monthly column to the subject or just a reminder such as “Have you remembered the Church in your will?”
- Identify the most positive promoter of giving in your congregation and cultivate that person as the champion of the program. You’ll be surprised how quickly that person’s enthusiasm can spread.
- Continuing education is a must regarding lifetime giving. Offering a seminar is an excellent way to provide more detailed information to those interested in making a gift. It is essential to find an articulate, knowledgeable person to address the concerns of your audience. Try to keep the topic narrowed to a specific focus so that it does not become overwhelming. Some churches bring together a panel of individuals with a wide range of expertise.
- Personal notes or postcards, especially when handwritten, are always appreciated. Your note can be an invitation to a will or estate planning seminar or simply a reminder to consider a bequest to the church.



- Giving is a very personal decision and people often shy away from traditional mass audience approaches. With the help of some stewards in your congregation, you can create events and situations that are more personal and low key.
- Recognize those who make a commitment and assist you with the program. This is an important part of maintaining the program’s momentum. The more positive promoters you can create in your church, the more the program will perpetuate itself. Invite members of the congregation to speak from their own experience about their decisions concerning financial stewardship and gift giving.
- You may want to survey the congregation to determine if anyone has already named the church in their will or has plans to do so – you never know until you ask! You could also survey to gauge the level of interest in providing additional seminars on lifetime giving or to gather ideas about how to improve the program.
- Renew interest in the program each year at Wills Emphasis Sunday. This is a natural time of renewal in the spring and a great way to remind your congregation of the potential for gifts that can benefit your church in perpetuity.

RECEIVING SUPPORT NOW

Within a giving program, some types of gifts allow for immediate use of funds to support a variety of needs or ministries. These types of gifts appeal to individuals who may prefer to witness the support their gift provides to the charitable beneficiary.

Endowment Funds

These funds are created through an irrevocable gift to the Foundation. Gifts are invested and distributions are made available to the charitable beneficiary designated by the donor. A gift to establish a permanent fund may provide the donor with a charitable tax deduction, but the greatest benefit is the satisfaction of perpetual stewardship. Many times these funds are established to celebrate an event, such as birthday or anniversary, to honor a loved one or to create a lasting legacy. Distributions from an endowment fund may be made available for general use or may be designated for a specific mission of the Church.

Donor-Advised Funds

These provide the donor with the opportunity to retain ongoing involvement in the giving process. The donor, or his or her designees, may provide recommendations to the Foundation regarding the charitable beneficiaries to receive distributions from the fund over a period of years. The charitable beneficiaries may change each year in response to changing mission needs.



Charitable Gift Annuity

An individual may find the Charitable Gift Annuity an appealing option. In exchange for an irrevocable gift, the Foundation agrees to pay a lifetime fixed annuity to the donor or other individual named by the donor. The amount of the payment will depend on the amount of the gift, the age of the annuitant on the day the gift is made and whether or not payments begin immediately or are deferred until a later date. A portion of the value of the gift can be distributed to an existing endowment fund, used to establish a new endowment fund or may be distributed immediately to support a local church or any other mission or ministry of the Presbyterian Church.

A Charitable Lead Trust*

This trust is appealing to individuals who wish to benefit a charity now and the family later. The donor establishes and funds an irrevocable trust. The charitable beneficiary named by the donor receives payments from the trust, usually for a set term of years. At the end of the term, the trust assets are returned to the donor's estate or passed on to heirs.

*Trust services provided by New Covenant Trust Company, N.A., a subsidiary of the Presbyterian Foundation.

SUPPORT THAT COMES LATER

Other gifts are planned now, but will not be distributed to the charitable beneficiary until after the lifetime of the donors. These gifts include:

Charitable Bequests

These are made through a donor's will. A will can be written to accomplish a variety of needs, such as benefiting family and friends. It can also fulfill a desire to support a particular mission or program. Individuals have several options to consider when making a charitable bequest. Bequests can be made directly to the church or made to the Presbyterian Foundation to establish a permanent endowment fund to benefit the church. The bequest can be made for a stated amount, a percentage of the estate or the residual of the estate (after all other bequests and expenses have been paid out).

Life Insurance

Naming a church as the beneficiary of a life insurance policy allows a gift to pass outside of probate. Policies may no longer be needed or serve the purpose for which they were originally intended, such as a business that no longer exists, or for children or loved ones who may not need the additional income. Bank and other investment accounts can also name a church as the beneficiary.



A Charitable Remainder Trust*

This trust provides lifetime income, or income for a fixed term, to the donor or other recipients. When the income payments end, the remaining trust assets become available for the work of the Church according to the donor's wishes.

Pooled Income Fund

A gift to the Pooled Income Fund is pooled together with other gifts and invested under professional management. The individual receives a share of the net income based on their share of the pool. After the individual's lifetime, that share is withdrawn from the pool to support the designated Presbyterian mission.

A donor may donate a home or other property that is no longer used or the donor does not wish to manage. A donor can also make a gift of a personal residence or farm property and still retain the use of it during his or her lifetime. The donor may be eligible for a charitable income tax deduction.



The Life Income Plans described are charitable giving vehicles and are not comparable to investments made for private gain. When individuals are considering specific charitable planning, the services of an attorney and other professional advisors may be necessary.

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