LEGACY GIVING MANUAL

A Guide to
Encouraging Generosity
in your Congregation
through
Planned Giving

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ACKNOWLEDGMENTS

Inspiration for this manual comes from several sources. My first encounter with the desire to leave a charitable bequest arose in conversation with my parents, both of whom have committed their lives to the improvement of the Church with their time, talent, and treasure. Next on the list would be the Rev. Jim Dewey, a retired United Church of Christ pastor who introduced me to the "three-year plan" concept of promoting planned giving in congregations.

I owe a tremendous debt of gratitude to the people of St. Lucas United Church of Christ in Evansville, Indiana. They were my "guinea pig" when I first began my consulting and coaching practice. Especially I am grateful to their pastor, the Rev. Dr. Lynn Martin, and the president of the congregation at that time, Mr. Ray Weil, who gave me my first opportunity to encourage generosity, and especially legacy giving, in a church setting.

Finally, I want to thank my friend, Barb Gilles, who read and re-read drafts of one book, yet to be published, and then switched gears to read and re-read this manual. If the material in these pages makes any sense at all, it is because she told me how to communicate my ideas.

The Role of Legacy Giving in Your Congregation

The Church has a history of receiving significant monetary gifts, including some that involved a structured plan such as a will or trust. Often, these planned gifts were received without any prior effort or knowledge of the congregation. Gifts of this nature can be called Legacy Gifts, because they are expressions of the desires members have to extend God's providence and grace to others, even beyond their own lifetime.

Legacy Gifts can also be an important source of support for sustaining and growing the work of churches and other ministries. In today's highly competitive climate for philanthropic giving, it is important that a congregation

develop a systematic and intentional approach to cultivating Legacy Gifts.

This manual is your resource as you promote and cultivate giving in your congregation. It provides practical tools and ideas that engage people and encourage Legacy Gifts. Every gift can be said, in a sense, to leave its own legacy, no matter how big or small. However, for purposes of this manual, Legacy Giving refers to a significant lifetime gift or an estate gift.

Churches and their ministries are often the second most important aspect of a person's life, after his or her family. National charitable giving data demonstrates that giving to religious organizations as a category far outpaces any other, almost double the next category, education. However, while congregations may enjoy a certain favored position in the area of a person's regular charitable giving, there is still much that can be done to educate and encourage church members to consider their congregation in their estate plans.

One of the greatest opportunities for Legacy Giving involves wills and estate plans. A majority of Americans do not have a will or estate plan. Dying without a will puts the decision about an estate's distribution in the hands of the State. By encouraging the use of a will or estate plan, the Church helps its members ensure that their estates are allocated according to their wishes. Promoting wills and estate plans also provides the Church with an opportunity to encourage members to include their congregation or a specific ministry as part of their lasting legacy.

This manual provides education about planned gifts and describes a basic Legacy Giving Initiative. Help beyond this manual is just a phone call or email away. As you create and execute your congregation's plan, please be in touch with questions.

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This manual contains information of a general nature and is not intended to serve as specific legal, accounting, or tax advice. Donors should consult with an attorney, CPA, or other qualified expert with regard to any legal, accounting, or tax related issues.

The Spiritual Potential of Legacy Giving

Christians are inclined to be generous. Since the day of Pentecost, the ministry of the Church has been in our hands. We give in many ways. We give our time and effort by volunteering. We bring our unique talents and use them to fulfill the purpose of the Church. We support the ministry of the Church financially by sharing our resources.

The earth is the Lord's and all that is in it. *Psalm 24:1*

As with all types of giving, it is important to connect Legacy Giving to a theology of personal stewardship. Each expression of the Christian faith has its own particular way of defining our individual responsibility for stewardship. Some common understandings are:

- All gifts come from God's love and generosity.

- We have a responsibility to tend and care for God's gifts in a responsible and accountable manner.
- God has no need for us to give, but rather has created us with a need to be generous.

We love because God first loved us. *1 John 4:19*

When we use our time, talent, and treasure, it is our response to the generosity of God in giving Jesus Christ, and God's call to care for others and the world. Generosity is an expression of Christian commitment and discipleship. Our whole lives as Christians can be considered an offering we make to God.

We each have three pools of financial resources that have come to us as gifts from God: regular income, accumulated assets, and estates. Many Christians support the Church financially through weekly offerings and toward special causes through our regular income. The concept of Christian stewardship calls us to consider how well we are doing as stewards of our accumulated assets and estates as well.

As a Christian steward, each person should prayerfully reflect on how he or she is sharing or planning to share his or her accumulated blessings. When your congregation promotes Legacy Giving, you are helping your members be the best stewards they can be of all the blessings that God has bestowed on them.

The Financial Potential of Legacy Giving

In a 2013 report, "American Charitable Bequest Demographics," Dr. James Russell of the University of Georgia noted that among the U.S. population aged 55 and older who have a will or trust, more than ten percent have included a charitable bequest. The "National Survey on Planned Giving" also states that one in ten households has named a charity in their will.

In southwestern Indiana where I live, it has been estimated that $5.95 billion will be transferred from one generation to the next between 2010 and 2020. Imagine that just five percent of those resources were transferred to charitable causes. That would provide nearly $30 million annually to benefit the 11 counties in our area. The same is true where you live.

According to the 2014 "Giving USA" report, 32 percent of all charitable giving in the United States went to religious causes – churches, synagogues, para-church organizations, etc. That's close to one-third of more than $316 billion! Fully 83 percent of that giving came from individuals and households, the very people who make up our congregations.

When it comes to leaving bequests to their churches, however, Americans are far less likely to do so. Only an estimated two to seven percent of Christians leave deferred gifts to their congregation.

We have a tremendous opportunity to help our members remember their beloved congregations in their estate plans.

Legacy Giving Terminology and Giving Vehicles

The language of planned giving can be complex and confusing. Listed below are four basic terms associated with planned giving. Following that is a brief discussion of the most common financial vehicles an individual may use to support her or his congregation.

> **Planned Gift**: Any gift of any amount for any purpose that requires the assistance of a professional staff person, qualified volunteer, or the donor's professional legal, financial, tax or other adviser to complete.

A planned gift may be:

- Given for any purpose (operations, capital expansion, or endowment);
- Current or deferred. Current gifts are available immediately for use by the congregation; deferred gifts are not available until a later time (e.g., the death of the donor).

Unrestricted Gift: A gift of any amount that is given to be used at the discretion of the congregation. The gift is not designated for a specific purpose.

Restricted Gift: A gift that is designated by the donor for a specific purpose or to a specific fund (which may be a restricted fund).

Endowment: A type of restricted fund that is established with a specific stated purpose, generally for the long-term benefit of the congregation, in which only the earnings or a specific percentage of the endowed fund's value is spent each year. Additional earnings and growth are retained to grow the endowment's principal.

It should be noted that both Restricted Gifts and Endowment Gifts are forms of restricted giving. A Restricted Gift may be used in whole or in part at any time by the congregation as long as the use of the gift conforms to the restriction placed on the gift. In contrast, an Endowment Gift is used to increase the value of the permanently endowed funds. The investment earnings and growth are typically distributed to fulfill the purpose of the endowment.

Wills and Bequests

A charitable bequest is the simplest way for person to include a congregation in his or her estate plan. A charitable bequest is a planned gift given through a person's will, trust, or by beneficiary designation in an IRA, life insurance policy, or other retirement account. Bequests can include anything of value, including but not limited to cash, stock certificates, savings bonds, jewelry, real estate, antique furniture, vehicles, and boats.

Today more than 90 percent of planned gifts come through bequests. "Through a bequest, individuals of great wealth and of modest means can help to preserve or to create for the enjoyment of future generations an institution, a way of life, or an ideal which has had a special meaning for them," according to Debra Ashton in The Complete Guide to Planned Giving. Therefore it makes sense for a congregation to focus the majority of its planned giving efforts to promote charitable bequests.

Example:

Bill and Mary have been members of their congregation for 40 years. Prior to meeting with their attorney to plan their will, they discussed which charitable organizations have been the most meaningful to them and which deserve to be remembered with a bequest in their will. Their church is where they met, were married, where their children were baptized and confirmed, and where they had over the years experienced a loving community. The couple decided to consider with their attorney the best option to make an estate gift to the congregation.

The most common gift options involving a bequest include:

- Designating a fixed dollar amount
- Donating specific assets such as real estate, stocks, and securities
- Designating a percentage of the value of the estate
- Designating the residue of the estate after all other gifts are made

Other types of planned giving can involve life insurance policies, retirement plan assets, or charitable trusts. These will be discussed later in this section.

Bequests can be made for any purpose:

- The unrestricted need of a congregation (Unrestricted Gift)
- A specific ministry or need for congregation (Restricted Gift)
- To increase the value of the endowment fund (Endowment Gift)

Donors should consult with their attorneys when drafting language that includes a charitable bequest in their wills. Typical language can be as simple as:

"I give to Bethlehem United Church of Christ of Evansville, Indiana, 50 percent of the residue of my estate, for its general religious and charitable purposes."

Appreciated Securities

Another gift that a donor can make to her or his congregation is that of appreciated stock or mutual funds. Such gifts can be attractive to the donor for several reasons:

- These gifts can often be larger than a cash gift and do not impact the donor's cash assets (such as a checking or savings account).
- The donor is able to deduct on his/her income tax return the fair market value of the stock or mutual fund within the limits established by law.
- Neither the donor nor the charity pays any capital gains or income tax on the transaction.

One of the best times to promote gifts of appreciated stock is toward the end of the calendar year. Donors may be trying to complete their pledges to an annual or capital campaign and can use a stock or mutual fund gift to fulfill their pledges before December 31. It is important to begin the process well before the end of the calendar year to insure that the gift is received and processed in time to comply with the IRS requirements for claiming a charitable deduction.

Beneficiary Designations

Retirement Plans

A gift of all or a portion of one's IRA, 401(k), 403(b) or other retirement plan may be one of the smartest and least expensive ways to include a congregation in an estate plan. Substantial sums are currently invested in retirement plans

and, in many cases, may be the principal asset in one's estate at the time of death.

Retirement plan gifts can be accomplished quite easily without the cost or inconvenience of seeing an attorney. Most retirement funds provide beneficiary designation forms through a web site or by contacting the manager of the funds.

Example:

> *Helen built up a sizable retirement fund in a 401(k). Over the years, she had been quite active in her church. She wanted to do something to "replace" her annual giving after she was gone. Helen decided to designate a fixed percentage, 50 percent, of her 401(k) to the church upon her death. She completed the proper beneficiary designation form provided by her 401(k) fund manager.*

The congregation's proper legal name should be listed on the beneficiary designation form, along with the portion or amount of the fund to be designated for the benefit of the church. At the death of the retirement fund holder, the designated funds pass directly to the recipient without taxation.

Insurance

Life insurance policies can be an attractive way to make significant charitable gifts. Due to the variety and complexity of insurance products, it is important that the donor consult with a qualified financial or insurance professional to determine the type of insurance policy gift that will achieve the maximum benefit for both the donor and the recipient organization. There are two common ways that life insurance can be used to make a planned gift:

- **Transfer of Policy Ownership**. A policy no longer needed by a donor for its original purpose may be given to a congregation, which then becomes the owner of the policy. The congregation will need to evaluate whether to continue paying the premiums (if any) or whether to cash out any value contained with the policy.
- **Policy Beneficiary Designation**. As with retirement benefits, a policy holder may designate his or her congregation as the beneficiary of the donor's insurance policy.

Other Charitable Financial Arrangements

Other charitable financial arrangements have been developed over the years. Many of these provide an ongoing source of income during the donor's lifetime and provide a sizable gift for the congregation after death. Here are some of the more popular examples:

Charitable Gift Annuity. A Charitable Gift Annuity is a contract under which a charity, in return for a transfer of cash, marketable securities or other assets, agrees to pay a fixed amount of money to one or two individuals for their lifetime. The initial gift, which is given irrevocably, becomes a part of the charity's assets, and the payments to the donor are considered a general obligation of the charity. Life expectancy tables are used in calculating payments so that, theoretically, 50 percent of the gift remains at the donor's death, which then becomes available for the charity to use in its entirety.

Age	Rate
65	4.7
66-67	4.8
68	4.9
69	5
70	5.1
71	5.3
72	5.4
73	5.5
74	5.7
75	5.8

The American Council on Gift Annuities recommends rates of payment to donors for charitable gift annuities. Using the example table on the right, an unmarried 65 year old establishes a Charitable Gift Annuity and receives 4.7 percent of the original value of the gift annually. An unmarried 75 year old will receive 5.8 percent.

Charitable Remainder Trust. A Charitable Remainder Trust, or CRT, enables donors to provide income for themselves or their heirs while also providing gifts for their favorite charity. CRTs are typically larger gifts, administered by a trustee (not the congregation), require the services of a professional to set up the trust, and a trustee (an individual or bank) to administer it. They are usually one part of a sophisticated estate and tax plan, and provide more flexibility regarding the recipient of the income payments.

Example:

> *Leonard and Marie are in their late 70's. They are working with a professional advisor to produce an estate plan. The couple own XYZ stock worth approximately $500,000 which currently pays a two percent ($10,000 annual) dividend. They would like to make a large gift to their church but they also would like to supplement their income and help pay for their grandchildren's education. They establish a CRT with the stock, which will pay them an annual income for ten years. After ten years, they would like each of their four grandchildren to receive the income from the CRT until the last one graduates from college. When that occurs, the balance of the assets in the trust will be given to their*

> *congregation.*

Many variations of CRTs are available, including those that might gift a highly appreciated asset like a business or a piece of real estate, or that might pay income immediately to children or grandchildren. Other variations of CRTs delay the payment or pay only a portion of the income from the trust, accumulating the balance for the charitable remainder interest.

Because of the complexity and individualization that is inherent in CRTs, congregational leaders will best help donors by referring them to an attorney or financial advisor.

Charitable Lead Trusts. A Charitable Lead Trust, or CLT, allows a donor to place assets into an income-producing trust for a defined period of time. The income generated from the trust is given in its entirety to one or more charities of the donor's choice. Once the trust expires, the remaining principal returns either to the donor or his or her estate.

A CLT allows a donor to make a significant contribution to his or her favorite charities while not risking the corpus of the estate. In such a scenario, donors can provide a legacy for their charities and still leave their estates intact for their heirs. The CLT works well for younger donors who may have assets they can "park" for a period of time without producing personal income. These assets can fund causes dear to the donor without affecting the principal amount.

Property and Real Estate

Gifts of property offer donors an attractive way to make a planned gift without impacting the donor's cash assets. In general, gifts of property should be accepted by the congregation based on the marketability of the gift, and the gift should be sold as soon as possible following acceptance.

Unless otherwise agreed to, gifts of property should not be accepted under terms that obligate the congregation to continue to own the property in perpetuity, or that require special facilities or security to be properly safeguarded.

Gifts of tangible personal property include items such as antiques, stamp or coin collections, manuscripts, works of art, vehicles, boats, etc. A gift of tangible personal property should be accepted only after a review has indicated that the property is readily marketable or usable to fill a congregational need. The tax deduction for tangible personal property is the donor's cost (not fair market value) unless the gift has a demonstrable connection to the charity's mission.

Gifts of real estate, both improved and unimproved, should be accepted only after a thorough review. Such a review may require the following:

- Title insurance commitment showing marketable title in the donor's name, free and clear of unacceptable encumbrances, issued by a reputable title insurance company;

- Appraisal by a Member Appraisal Institute (MAI) accredited appraiser (not older than 60 days);
- Phase 1 environmental audit certified by a qualified engineering firm indicating that ownership will not expose the congregation to environment liability;
- Market feasibility study for purpose of liquidation (when appropriate);
- On-site evaluation by congregational leaders;
- Structural engineering report (when appropriate);
- Review of leases (for commercial property);
- Evidence of compliance with the Americans with Disabilities Act (when applicable);
- Disclosure statement from the donor reflecting any and all carrying costs, including but not limited to taxes, insurance, association dues, membership fees and transfer charges.

It should be noted that all costs related to the environment audit or impact study, title search, appraisal, marketability study, and any other related study are normally paid for by the donor.

Gifts of other types of property (e.g. mortgages, notes, copyrights, royalties, etc.) may be accepted with the approval of the congregation following a review by its leadership. Given the complexity of such assets, it would be more prudent for donors to dispose of the properties themselves and then donate the proceeds.

Additional Donor Concerns

Although not technically considered planned giving vehicles, the congregation may wish to encourage its members to consider the important nature of having a current power of attorney and valid health care directive.

Durable Power of Attorney

A durable power of attorney (DPOA) is a legal document by which a person (the principal) appoints someone (the agent) to act in her or his place, effective at the time the DPOA is signed or, alternatively, to become effective in the event that the principal cannot act on her or his own. The most common example of this type of situation is a disabling accident or illness by which the principal is unable for a temporary period to conduct personal business. In this circumstance, the DPOA can be used to enable the agent to “do what needs to be done” to accomplish the business of the principal during the period of disability. The power of attorney is “durable” in the sense that it survives even the permanent disability of the principal (through disabling illness or injury, e.g. a coma or dementia).

The importance of having a DPOA cannot be overemphasized; it can help avoid costly court proceedings to establish guardianship and conservatorship. When one is planning one’s estate with a professional, this document should always be included as part of the plan. The DPOA usually designates a primary and at least one alternate agent (often spouse as primary and adult children or siblings as alternates) because these close relatives will have the best interests and knowledge of the principal’s business and preferences.

A related document, a Healthcare Power of Attorney, may also be useful and recognized in your state.

Health Care Directives and Health Care Surrogates

In a similar way, a congregation may encourage members to obtain and keep up to date a Health Care Directive and Health Care Surrogate designation. Most people are familiar with cases of persons who have become disabled through accident or illness but whose lives are extended by modern medical treatment. Highly effectively legal documents are available in most states to create, in writing, instructions to one’s family and health care providers expressing one’s wishes with respect to such situations.

By means of a Health Care Directive (sometimes referred to as a “Living Will”) and a Health Care Surrogate Designation, a person:

- Expresses his or her wishes with respect to continuing care in the face of terminal illness and the inability to make his/her intentions known;
- Appoints an agent for purposes of making health care decisions (often designating both a primary and an alternate agent);
- Avoids requiring loved ones to make a difficult decision during a highly emotional and stressful time.

Health Care Directives should be shared in advance with health care providers and designated health care surrogates.

The Work of a Legacy Giving Committee

A congregation interested in promoting Legacy Giving among its members should seriously consider forming a separate Legacy Giving Committee as part of its overall plan for generosity and stewardship education. While a Stewardship Committee is tasked with the entire stewardship message, a Legacy Giving Committee can focus its attention on promoting gifts that come from one's blessings accumulated over a lifetime. The Legacy Giving Committee's primary focus should always be the member's need to give. The congregation's need to receive funding, while vitally important, is always a secondary concern.

Inform, Inspire, Engage

These three words summarize the purpose of the Legacy Giving Committee. A small committee of five to

seven members, some with expertise in estate planning and others with expertise in education and marketing, will encourage members to make gifts from their accumulated assets. Activities may include:

- Inserting planned giving suggestions in the bulletin and church newsletter (see examples in the final chapter).
- Organizing seminars to help members with their estate planning. Topics might include wills, estate planning, health-care directives, end-of-life planning, and planning for children. One strategy is to consider groups that already exist within the congregation, and plan educational activities for those groups.
- Hosting Legacy Luncheons to encourage senior members of the parish to create a legacy by remembering the congregation in their wills or estate plans.
- Suggesting memorial or honorary gifts upon the death of a member of the congregation.
- Including information about Legacy Giving on the church website.
- Sending an end-of-year mailing to all members suggesting gifts of appreciated stock or mutual funds.

- Producing a customized Legacy Giving brochure.

Suggested activities for promoting Legacy Giving appear in the next chapter of this manual.

Committee Chair (Sample Job Description)

The Chair of the Legacy Giving Committee promotes passionate charitable giving, generosity, and stewardship that serves the needs of both donors and the congregation.

The Chair shall oversee the work of the Legacy Giving Committee. The Chair shall be appointed by the Board to serve a three-year term. The Chair may serve additional terms at the Board's discretion. The Pastor will designate a staff member as the committee resource.

Duties and Responsibilities

- Collaborate with the Board and Pastor for overall direction and scope of the Legacy Giving effort
- Recruit members for the committee

- Chair all committee meetings
- Serve as a resource for Legacy Giving committee members
- Identify and solicit Legacy Giving prospects
- Promote imaginative and creative gift arrangements
- Explore opportunities for recognition of Legacy Giving donors
- Recruit additional members for subcommittees to handle specific areas as needed
- Seek outside consulting and assistance when necessary

The Legacy Giving Committee will meet on a regular basis as determined by the Committee membership. The Committee, at its discretion, may decide to establish one or more subcommittees or an ad hoc committee whose members may elect to meet at other times as necessitated by the group's scope of work.

Committee Member (Sample Job Description)

The Legacy Giving Committee consists of five to seven parishioners possessing a background in one of the following: development, marketing, law, accounting, financial planning or insurance. Members are invited by the Board to serve a three-year term. Members may serve additional terms at the Board's discretion.

Duties and Responsibilities

- Formulate a plan to inform, inspire, and engage members in planned giving
- Communicate regularly through all publications and vehicles of the congregation
- Create printed materials for distribution and mailing
- Host "Legacy Giving Seminars" throughout the year
- Identify and solicit Legacy Giving prospects
- Assist with Legacy Gift solicitations including, as appropriate, phone calls, letters and personal visits
- Encourage memorial or honorary giving

The Legacy Giving Committee will meet on a regular basis as determined by the Committee membership.

The Committee, at its discretion, may decide to establish one or more subcommittees or an ad hoc committee whose members may elect to meet at other times as necessitated by the group's scope of work.

Suggested Activities for the Promotion of Legacy Giving

Three activities are recommended to "inform, inspire, and engage" members in considering a bequest or other Legacy Gift for the congregation. These three methods of "marketing" should be used to complement each other. Using them in isolation will not create the results you are hoping for.

Legacy Giving Messages. The final chapter outlines messages that can be used to instill the idea of leaving a Legacy Gift in the minds of your congregation's members. These should be used with regularity over a long period of time in all communications to the congregation: newsletters, websites, weekly bulletins, and even at the bottom of letters and quarterly giving statements.

Workshops and Seminars. Church members will appreciate opportunities to learn about ways to plan their personal and financial lives. Congregations that offer education on wills and bequests, estate planning, health care directives, and more complicated planned gifts will inspire their members to take action in important, but often neglected, areas of their lives.

Personal Solicitations. Legacy Giving messages and workshops can be seen as a funnel that helps identify prospective donors. Often, a private, personal conversation can answer questions a member may have about a congregation's future plans or about ways that his or her gift may be most useful. It may be obvious but it bears repeating – congregations that ask for gifts receive more than congregations that do not.

Recognition of Legacy Gifts. There are two purposes for recognizing the establishment of a planned gift that benefits the congregation: 1) to solidify the relationship between the donor and the congregation, and 2) to inspire others to include the church in their estate plan. A congregation may choose from several tried and true methods of recognition.

A three-year plan to encourage Legacy Gifts could look like this:

Year One

1. Form a Legacy Giving Committee of five to seven members. Seek a mix of members with legal,

accounting, marketing, and financial planning backgrounds. Be sure to involve the Pastor.

2. Review this Manual to familiarize committee members with its content.
3. Review existing Endowment and Gift Acceptance policies; create new policies if needed.
4. Create and distribute a brochure about Legacy Giving.
5. Formulate a plan to inform, inspire, and engage church members. Communicate regularly through all publications and vehicles, i.e. bulletin, newsletter, and website. (See Legacy Giving Messages in the final chapter).
6. Consider recruiting additional members for subcommittees to handle specific areas and activities such as marketing, estate planning seminars, etc.
7. Encourage memorial or honorary giving.
8. Develop a Wills Survey to be distributed to members. Report survey results back to the congregation.
9. Plan and publicize a “Legacy Giving Seminar” about Wills and General Estate Planning.

10. Develop a “Prospect File” that includes attendees for the previous event as well as prospects identified by the Legacy Giving Committee. Consider personal solicitation for each member in the file.
11. Establish a Legacy Society for members who have made provisions for the congregation in their estate plans. Host an annual event (before December) to acknowledge and thank Legacy Society members.
12. Promote year-end gifts by sending a letter in November or December. This may be an ideal time to promote gifts of stock or mutual funds.

Year Two

1. Assess the Committee’s effectiveness and consider adding new members from congregational constituencies, e.g., young families, seniors’ group.
2. Continue regular bulletin/newsletter/website messages, perhaps discussing more sophisticated gift plans.
3. Encourage memorial or honorary giving.
4. Plan and publicize a “Legacy Giving Seminar” about Financial and Estate Planning.

5. Include success stories from the work of the Legacy Giving Committee in church communications. This could be stories of gifts received, the testimony of a member who made a Legacy Gift, or an increase in the number of members who have a will, the number of people named in the Legacy Society, etc.
6. Create a permanent display of Legacy Giving resources.
7. Continue adding to the Legacy Giving Prospect File and soliciting members to make a Legacy Gift.
8. Host an annual event to acknowledge and thank Legacy Society members.
9. Promote year-end gifts by sending a letter in November or December. This may be an ideal time to promote gifts of stock or mutual funds.

Years Three and Beyond

Follow the plan for Year Two, changing the topic of the Legacy Giving Seminar. Additional topics could include:

- Healthcare Directives and other End-of-Life Decisions
- Wills and Planning for Young Families with Children

- Other Charitable Giving Arrangements (e.g., Charitable Remainder Trusts, Charitable Gift Annuities)

Legacy Giving Messages

Here are some short messages that can be included in your congregation's communications regarding Legacy Giving. Each can also be expanded into a fuller article by someone with knowledge of the topic addressed. They focus mainly on wills, from which 90 percent of all Legacy Gifts will arise. Other Legacy Giving vehicles may be addressed in a similar fashion from time to time.

These messages are best used with regularity over a long period of time. They are most effective when used in monthly newsletters, as banners on a website that is updated regularly, or in your weekly worship bulletin over the course of several years.

Have you made your will? The State of ________ *will make one for you if you don't – which may not distribute your estate according to your wishes. For*

your protection and the security of your heirs, consult an attorney about making a will.

Do you and your spouse have a will? If not, you and your loved ones may be risking a great loss. Prepare a will today.

Have you remembered the Church in your will? A bequest of a part of your estate will help ensure that the good works of our parish can continue.

Life insurance policies that designate our church as a beneficiary can mean substantial gifts. They are easy to assign and avoid taxes and estate complications. Do you have an insurance policy that you no longer need?

Many have drawn spiritual care and comfort from our church. Consider a gift through your will so that others may do so in the future.

Programs for [young adults and senior citizens] are important at our church. Assure the continuation of these programs by a bequest in your will.

Who will take your place as a generous supporter of *our church? A memorial gift in your will could continue your generosity after death.*

Your generosity during your lifetime enables our church to serve the people of God in this community. Continue to be a part of the strength of this community by making a bequest in your will.

A bequest in your will is important for the future of our church. If everyone made a bequest, think of the difference that could make in our ability to do God's work in our community.

You can avoid excess taxes by giving certain appreciated securities, art, and coin or stamp collections to our church. This is a very attractive and substantial way to make a gift.

Our church will be faced with some major capital improvements and repairs to our buildings in the years ahead. You can help us provide for these improvements through a gift in your will for this purpose.

Many families have willed their homes, vacation

property, or other real estate to their church. Some have arranged to remain living in their homes until death, at which time the home is donated. Consult an attorney if this gift option would benefit you and your estate.

Over 50 percent of adults neglect to make out a will or keep it up to date. Think about getting yours done or reviewed today. You will be doing your heirs a service. And you may consider helping our church through a bequest.

Don't give away your hard-earned estate dollars through taxes and other administrative costs by not having a valid, up-to-date will. Your will simply and legally provides a plan for distributing your hard-earned estate. Write one soon.

Stocks and bonds, especially if they have appreciated in value over the years, can cost you a lot in capital gains taxes. They can also make substantial tax-free gifts to our church. Why not consider such a gift?

You can have an everlasting influence on the lives *of families in our church and community. Please contact your attorney and instruct him or her to include a bequest for our parish in your will.*

Through an estate gift, you may be able to make a one-time gift upon your death in a way that you couldn't while alive.

Have you included our church in your will?

You can leave a gift to our church by naming us in your will as the recipient of the residuary (the amount that is left) after all your family and friends have been taken care of.

There is no greater satisfaction than knowing that your personal property and accumulated wealth will be shared exactly as you personally desire. Whether your estate is large or small, you should make certain it will be properly distributed according to your wishes. If you wish to remember our church, you can do so through your will.