



Growing Your Endowment Through Process and Policy

**Lisa Higginbotham
Regional Gift Planner**

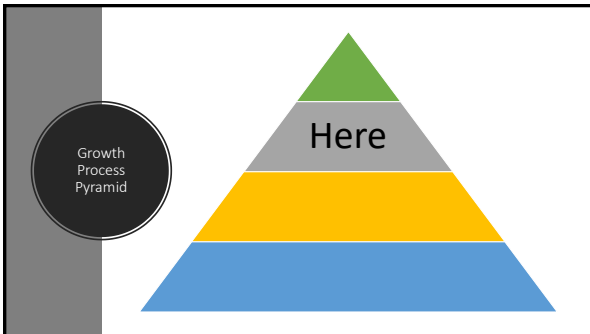
ELCA Foundation

Serving
Pacifica, Southwest California,
and Grand Canyon Synods

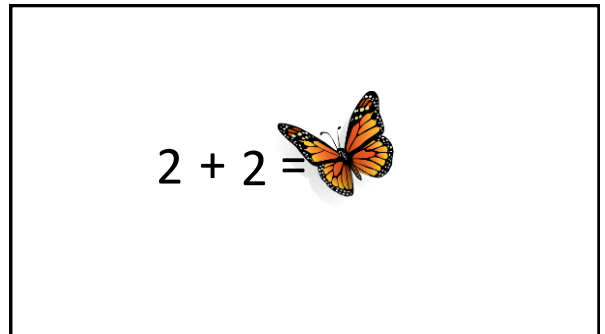
1



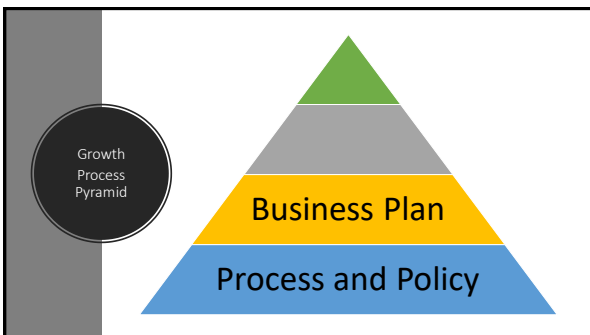
2



3



4



5

Process and Policy

<p>1. Review or Create Endowment Bylaw</p> <ul style="list-style-type: none"> • Structure, investment practice, committee, risk tolerance, growth, suitability. • Conflict of interest • Distribution vs. Rate of Return Strategy • Ministry Funding (operation budget?) • Make sure bylaws are reflective of current ministry in church. 	<p>2. Review or Create Gift Policy</p> <ul style="list-style-type: none"> • Tells who, what, when, where, why, and how gifts will be accepted and distributed. • Serves congregation mission and funds ministry. • Gives instruction on designated and undesignated gifts. • Creates passive income to Endowment.
---	---

6

Reinforcing these structural pieces will:

- Decrease Conflict in committees and congregation.
- Save time.
- Channel funds to ministry sooner.
- Facilitate education and communication not only of structure, but on ministry funding.
- **Build Trust**
- **If people do not understand or trust your process and policy, why would they support it financially?**
- **The process will outlive the people.**

7

Endowment Process Pyramid

Business Plan

Process and Policy

8

Business Plan

Refer to handout and make sure you include:

- **Education**- informative pieces in newsletter, temple talks, bulletin inserts, blast email, workshops etc.
- **Encouragement**- provide programming and highlight support and commitment endowment gives to ministry and the congregation.
- **Enlist (Ask)**- If you don't ask, the answer is "NO". ☹️ And sometimes we need to ask ourselves! How do we answer this question personally?
- **Excite**- Celebrate gifts and say "Thank you"! Find exciting creative ways to say thank you.
- Refer to handout for ideas around timeline and activities.

9

Business Plan

Some best practices I have observed:

- Make sure Pastor is on board and church council are supportive.
- Create a timeline that drives a result.
- Use effective communication- To brochure or not? Effective temple talks.
- Use your resources from the Synod or Church Leadership.
- Coordinate with other committees- Legacy or Stewardship?
- Have a generosity workshop that inspires. Guest speaker from Synod or churchwide.
- Invest in a legacy or endowment dinner as a thank you to donors. Have a guest speaker.
- Demonstrate and celebrate the Endowment's contribution to its congregation. Let them see it at work!
- Stack Endowment committee with hearts that are full of love and sustainability for your church. Not necessarily all cpas, cfps, or attys!
- Include Legacy planning strategy in your business plan!!! Do you have a plan for planned giving?
- Leadership by example.

10

Endowment Process Pyramid

Receive Gifts!

Apply Plan

Business Plan

Process and Policy

11

You are welcome to meet with me or your similar resource!

Discuss your congregation and its needs.
Meet with Church Council to get their approval.
Start a process that fits your congregation.

Lisa Higginbotham, RGP
ELCA Foundation
(805) 910-5048
lisa.higginbotham@elca.org

12