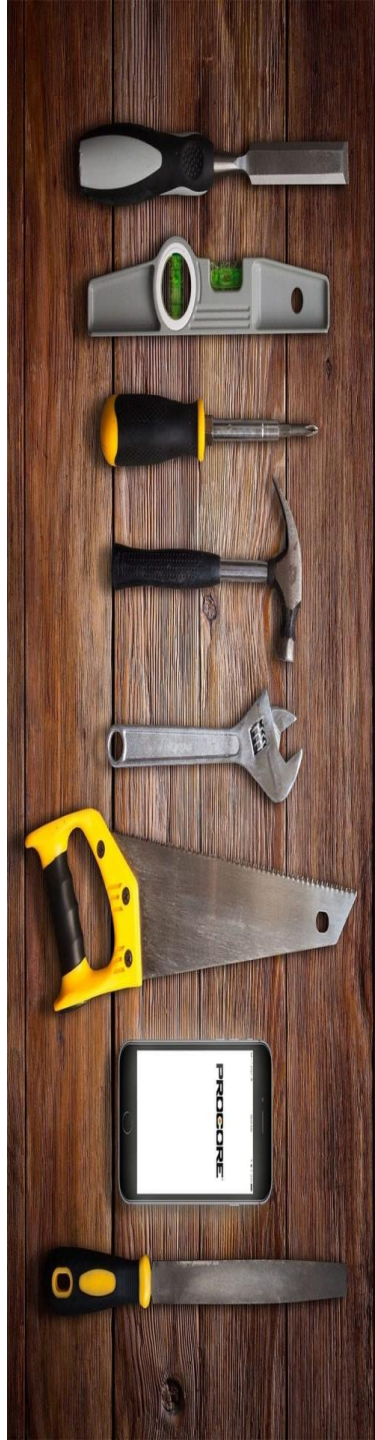


Stewardship Kaleidoscope

Planned Giving Best Practices
and Tools





What Is Planned Giving and Why Should We Care?

- Also known as Legacy Planning, and sometimes estate planning
- A gift typically at the death of the donor through their estate.
- It can come in many forms and through many avenues of approach.
- Planned Gifts are PLANNED, and do not affect current giving (or spending)!
- Gifts are statistically larger than living gifts.
- Wealth is transferring to a less charitable generation.
- Planned gifts are the most transformational gifts received by a ministry but the least discussed.
- A Planned Gift can be a bridge to financial stability for a congregation.

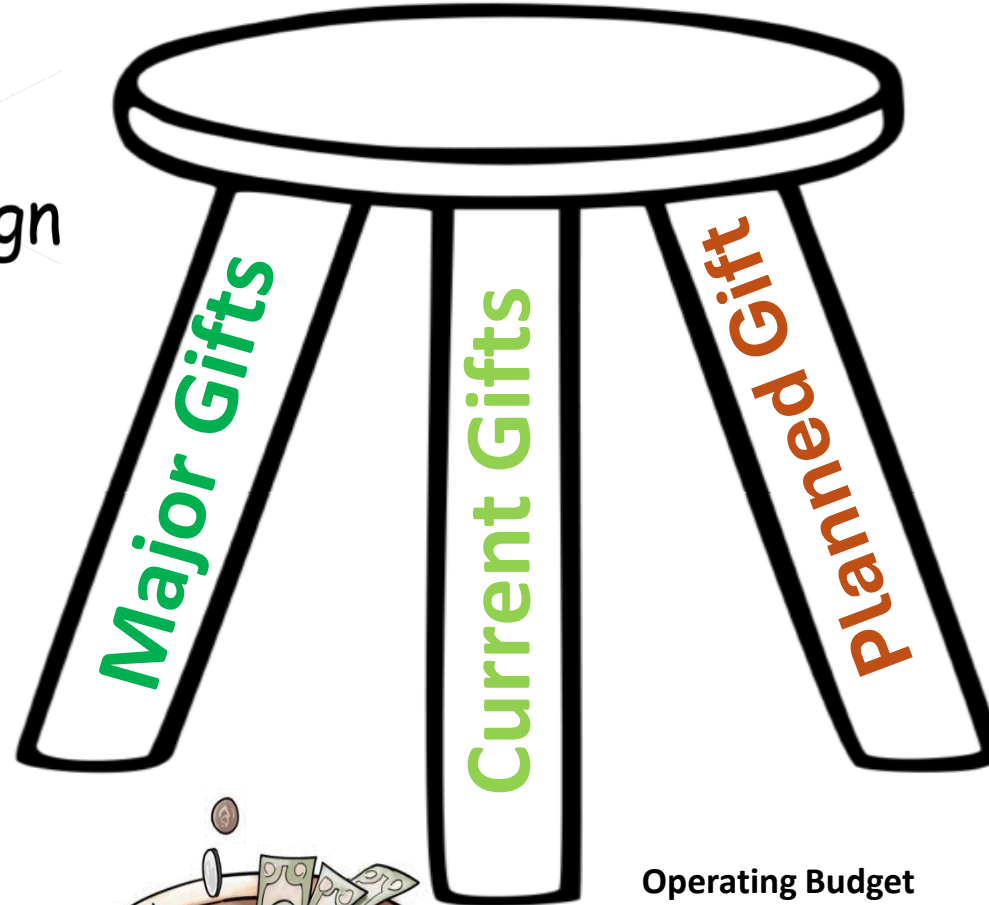


Legacy Giving Complements Balanced Stewardship and Campaigns



Capital
Campaign

Pledges
1-5 YEARS
\$\$



Bequests
5+ YEARS
\$\$\$



Operating Budget
\$

Planned Giving Obstacles

- Difficult to talk about money and death, especially together.
- Gifts can come undesignated, or designated for a specific ministry, so it is important to have process in place.
- There is a belief that focusing on planned giving takes away from current giving.
- The greatest obstacle to a successful gift is procrastination
- What do you hope to achieve? Is it just awareness and education? Or would you like to see an increase in gift giving?



How To Improve Your Planned Giving Initiatives

Use This Toolbox!



Tools

- Focus
- Humans
 - A Pastor and leadership team that are supportive
 - A taskforce to take the initiative and implement activity
 - A willingness to lead by example and witness to this ministry.
- Gift Policy
 - Builds trust so donors know how their gift will be stewarded
- Endowment Policy
 - Using Socially Responsible Investing and a distribution strategy
 - Creates a vessel to accept legacy gifts for those seeking perpetuity
- Drip media
 - Articles, bulletin inserts, invitation
- Thanking/Legacy Program or Society
- A Website where you can access resources for free
- A Gift Planner who can support you along the way





Campaigns

- Capital and Endowment Campaigns should have a planned giving component and goal.
- This type of work has a math behind it.
- Setting a goal helps develop a pathway of action.
- Set a realistic goal that complements your existing effort and make sure you clearly communicate this part of your plan.
- It is a myth that Planned Giving detracts from current giving. Statistically, Annual giving increases after a bequest commitment (77% increase)*
- Have you considered a bequest campaign at your congregation?

*The Emerging Potential of Longitudinal Empirical Research in Estate Planning, Russell James (2020)



LEGACY AND PLANNED GIVING TOOL BOX

Southwest California Synod

Pacifica Synod

Grand Canyon Synod

These resources are easily implemented with the help of your Regional Gift Planner (RGP) and designed to drive increased engagement and gifts written to your congregation. Each activity builds on the next creating awareness and trust.

1. Create Process and Policy

Endowments help sustain the stability of ministry funding by creating stable distributions used to support important ministries to your congregation.

- Endowment Bylaw/Continuing Resolution Review or Creation
- Endowment Campaign— year long implementation of ideas for fund raising.
- Ministry Growth Fund Presentation or Annual Review for existing investors

Gift Policies build trust and knowledge with members that their gift will be considered and implemented equitably, and create a pathway for committee members to follow, thereby decreasing conflict.

- Gift Policy Review or Creation

2. Educate and Engage

- **Facilitated Book Study** to stimulate conversations about stewardship/giving/money.
- **Articles** provided by RGP in newsletter/bulletin inserts/email blast
- **Temple talk coaching** and ideas. Implemented by Leaders prior to Legacy Presentation
- **Pastor shares a sermon** connected to Legacy and/or Stewardship prior to Legacy Presentation and invites congregation to join
- **Legacy Presentation** by RGP (Donors may self-identify for continued conversation)

3. Connect Donors to Resources

- Confidential meeting with donor to facilitate their charitable plan
- Stewardship of donor gifts by Regional Gift Planner
- Legacy Society and Insights Newsletter Engagement

4. Stewarding Resources

- ELCA Foundation Website/Planned Giving Hub and Resources
- Webinars regarding planned giving, generosity, and quarterly Investor Calls.

Everyone's Gift May Have A Unique Avenue of Approach

- **Direct Bequests**
- **Through my Will or Trust**
- **Charitable Remainder Trusts**
- **Charitable Gift Annuities**
- **Qualified Charitable Distribution**
- **Named Endowment**

- **Memorial Endowments**
- **Donor Advised Funds**
- **Gifts of Real Estate & Other Complex Assets**
- **Gifts of Stock/Securities**
- **Life Insurance**





PLANNED-GIVING STRATEGIES

at your fingertips

The ELCA Foundation is here to help you incorporate planned giving into your ministry's overall fundraising strategy. Whether you are jump-starting or fine-tuning your program, we can help you put the pieces together.

Visit our planned-giving resource hub to access:

- Step-by-step action plans.
- Gift planning education.
- Marketing best practices.
- Templates, resources, content and more.



Foundation.ELCA.org/PGhub



ELCA Foundation



Its All About Trust

- Giving at death includes the most trusted relationship, because the donor will not be on this earth to control the gift.
- It takes a lot of trust to give up control!
- Your effort must be constant and deliberate, your energy level high and positive, and your process must instill trust.
- You must be willing to witness to this activity. Your commitment builds trust with members. If you as a leader haven't made a commitment, why should anyone else? Leadership by example is contagious.

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