



Legacy Gifts: *You Cannot Sit on a Two-Legged Stewardship Stool*

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I am your Gift Planner

- Presbyterian Pastor since 1986
- From Puerto Rico
- Live in Saint Johns, FL
- With the ELCA Foundation since 2013
- Sing in two choirs
- Mother of twin sons; stepmother
- “Abuela” (Grandmother)





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Financial Stewardship

A congregation's financial stewardship strategy should include:

REGULAR OFFERING – weekly/monthly/annually

SPECIAL OFFERINGS – capital campaigns, special occasions

LEGACY/PLANNED GIFTS - frequently an end-of-life gift

Regular
Offering

Special
Offerings

Legacy/Planned
Gifts





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WHY?

- Legacy of *GENEROSITY* and *GRATITUDE*
- *Matthew 25:40*









THANK YOU LORD



**WORSHIP
THE LORD
WITH
GLADNESS**

PSALMS 100:2



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HOW?



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Articulate a LEGACY VISION

*What are you doing as a congregation.

*What are you NOT doing BUT WOULD LIKE TO BE DOING.



Simple, clear LEGACY VISION

“These gifts serve the kingdom of God on Earth by providing financial support for the ministry and mission of [Name of Church]”



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HOW?



HOW?

- LEADERSHIP INVOLVEMENT
- GIFT POLICY
- Know thy "AUDIENCE"
- COMMUNICATION
 - Website
 - Newsletters
 - Bulletin
 - Targeted Mailings
 - MM/TT
- PROMOTE!
 - Planned Giving Hub
- NURTURE
 - Legacy Society
- Engage PROFESSIONAL ADVISORS
- "Have you included [Church name] in your legacy plans?"
- TOOLS/RESOURCES



Giving

Your financial gifts to Trinity's ministry make it possible for us to continue to serve our neighbors' needs through our numerous ministries.

Donate to send a secure contribution electronically. You may direct your gift to the church or to a specific fund, as you prefer. Thank you!

[Donate to Trinity](#)





A vertical mosaic artwork on the left side of the slide, depicting a bird, possibly a parrot, with vibrant colors like yellow, green, blue, and red. The mosaic is composed of small, irregular tiles.

Let's Talk about *THE WEBPAGE*

- **EASY TO FIND!!**
 - Clear “Planned Giving” or “Legacy Giving” link in your main menu.
- **AVOID** technical language/“alphabet Soup.”
- Keep content **UP-TO-DATE** and compliant.
- **ACCESSIBLE** on mobile devices.
- Use **REAL DONOR STORIES** to build trust
- Add **CALLS TO ACTION** and **CLEAR NEXT STEPS**
- **PROMOTE, PROMOTE, PROMOTE!**



Hope Lutheran Church, The Villages FL

Hope Lutheran Church

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THREE CAMPUSES, ONE HOPE

Welcome to Hope Lutheran Church!



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Ministries

[Click Here to view ministry list by alphabetical order](#)



Generosity Development

Generosity Development

- Endowment Fund Committee
- Hope for the Future Scholarship
- Stewardship



Hope Helpers

Hope Helper

- Baby Quilt Ministry
- Blessing Bags
- Fish Frys
- Handyman Ministry Team
- Quilters (Lutheran World Relief)
- Prayer Shawl Team
- Women of Hope Crafters



Large Event Teams

Large Event Teams

- 90+ Birthday Party
- Angel Tree
- Annual Picnic
- Blessing of the Animals
- Christians In Action (CIA)
- Hospitality
- Seasonal Decor





Generosity Development



**Hope Endowment
Fund Team**

[Read More](#)



**Hope for the Future
Scholarship**

[Read More](#)



Stewardship Team

[Read More](#)



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Trinity Evangelical Lutheran Church, Latrobe PA



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Growing in Faith,
Teaching Out in Love, Making Disciples

[What's Happening at Trinity?](#)

and welcoming congregation steeped in traditional, liturgical, sacramental worship. Join us in



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LEAVING A LEGACY

Special Gifts

To plan your personal legacy. Creating a formal plan for your assets and legal directives can reduce the burden on your family, reduce taxes, and give you peace of mind. Having a formal plan will also assure that the organizations and causes you care about receive the assets you designate. A formal plan is important regardless of the size of your estate.

Our "Legacy" brochure provides a brief overview of how Trinity can be a part of your legacy planning, and how a gift to Trinity can be planned and used.



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Emmanuel Lutheran Church, Vienna VA



Emmanuel
LUTHERAN CHURCH & PRESCHOOL

2589 Chain Bridge Rd.
Vienna, VA 22181
703.938.2119

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[Planned Giving](#)

[Endowment Grant Process](#)

**SHARING GOD'S
WITH ALL PEOPLE**

**Emmanuel is an ELCA Congregation located in Vienna,
Virginia**

All are Welcome Here.

Emmanuel Lutheran Church welcomes all who are seeking God's love and grace. We welcome and affirm full participation by all because God welcomes all, regardless of race, culture, national origin, citizenship status, sexual orientation, gender identity or expression, relationship or socio-economic status, addictions, physical or mental health, disability, imprisonment, age, or other circumstances.



MAKE A LONG-TERM INVESTMENT IN GOD'S WORK THROUGH EMMANUEL

Emmanuel has always been a vibrant community where people grow in faith, care for one another, and reach out to make an impact on the community.

The Planned Giving program will help ensure that our ministry is able to continue this impact into the future, focusing on new opportunities to spread the gospel.

Planned Giving refers to gifts made either during a donor's lifetime or as a legacy (charitable estate) gift, effective upon the donor's death.



[VIEW PLANNED GIVING FAQs](#)

ELCA Florida-Bahamas Synod



Florida-Bahamas Synod
Evangelical Lutheran Church in America

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CONFERENCE ON MISSION

SEPT. 29
MISSION

KEYNOTE SPEAKER
DR. MARK ALLAN POWELL



Vision to Action

Forms >

For Congregations >

For Rostered Ministers >

Become a Pastor or Deacon

Lay Leadership >

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Communications >

Recursos en Español

Just Love

Disaster Response

Youth & Young Adults

Global Mission >





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Florida-Bahamas Synod / ELCA Foundation



The ELCA Foundation is here to help you create your legacy and ensure the continuation of God's work in the world – for years and years to come. We'll help you establish a planned gift that benefits any ELCA ministry, including your congregation, camp, university, seminary, or churchwide ministry, such as ELCA World Hunger, the ELCA Fund for Leaders or Lutheran Disaster Response.





For questions about these tools or how to start and sustain your Endowment, contact:



THE REV. ANA L. LUGO
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The image features a white background filled with numerous question marks of various colors (red, blue, green, yellow) and sizes. At the bottom, several human hands of different skin tones are raised, palms facing up, as if asking questions or participating in a discussion. The text "Do you have any questions for me?" is centered at the bottom in a black, sans-serif font.

Do you have any questions for me?



Webpage Template with Instructions



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Resource/Link Sheet



Links

Emmanuel Lutheran Church, Vienna, VA – elcvienna.org

Hope Lutheran Church, The Villages, FL – hope4all.church

ELCA Florida-Bahamas Synod – fbsynod.com

Trinity Evangelical Lutheran Church, Latrobe, PA – trinitylatrobe.com

Comprehensive Gift Policy Template – <https://foundation.elca.org/pghub/gift-acceptance-policy>

My webpage in the Florida-Bahamas website – fbsynod.com/elca-foundation/

Webpage template

Resources

ELCA Foundation Planned Giving Hub – foundation.elca.org/pghub/marketing-resources

ELCA Foundation Planning Library – foundation.elca.org/your-planning-library

Presbyterian Foundation – presbyterianfoundation.org/ways-to-give/wills-legacy-giving/

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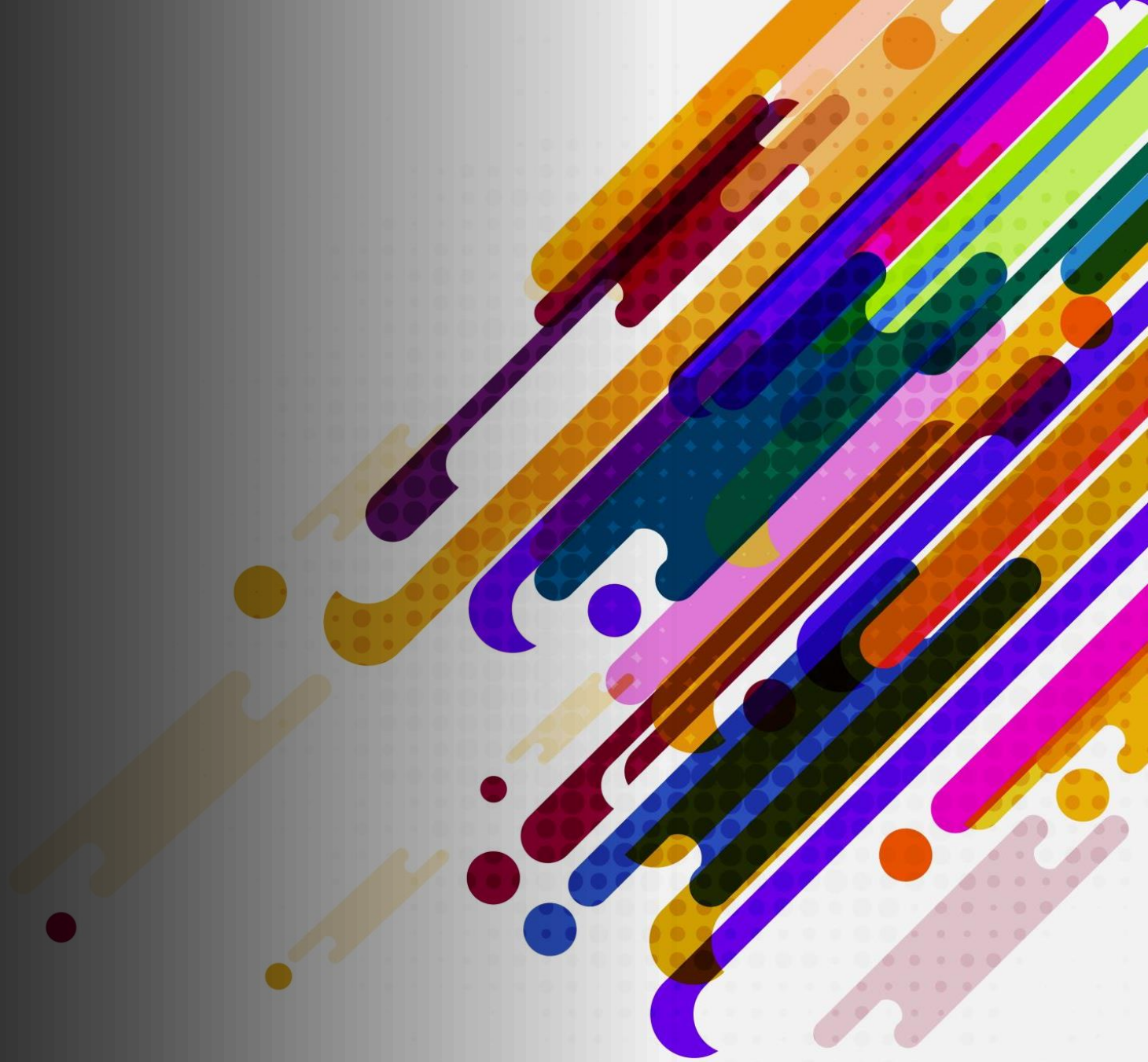
“FAMOUS”

LAST

WORDS



ELCA Foundation



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