

UNDERSTANDING THE BASICS



A Legacy of Faith is a Mighty Act!

And a Successful Planned Giving Program Makes it Possible for Your Donors or Church Members to Support Your Mission.

1

Create the planned giving program infrastructure.

1. Clearly communicate and present the “Program” to the Session for approval.
2. Create prudent investment and spending policies concerning present accounts that have long term or open time horizons.
3. Ensure that expenditures for ministry and mission that fit congregational ethos and policies and are well communicated.
4. Facilitate ongoing interpretation and communication.
5. Appoint a group of persons who have the responsibility and understanding of the basics of planned giving and the merits of permanent funds in the life of the church.

2

Define the determining factors in the growth of funds

1. How is the money invested?
2. How much of the funds and your income is expended annually?
3. How much effort is put into gaining new gifts for the funds?

3

Nurture the three primary sources of new funds for endowments.

1. Outright gifts such as memorials, etc.
2. Gifts through bequests, life insurance or other testamentary means
3. Life income contracts such as Gift Annuities and Charitable Remainder Trusts