

Diocese of Western North Carolina

Planned Giving Roundtable April 9, 2024

Facilitator: The Rev. Rob Wood, Rector, Good Shepherd, Cashiers (rwood.gs@gmail.com)

1. Welcome and Prayer

2. Introductions and Hopes

- a. My goal: to be a resource for your ministry and work; to point you in the right direction for your steps and journey

3. Planned Giving (the same as Legacy Giving)

- Encouraging people to remember their church in their estate planning is another way people **can express their faith** through giving.
- Usually future funding, not monies given year-to-year for annual campaigns
- From the BCP 445: Thanksgiving for a child

The Minister of the Congregation is directed to instruct the people, from time to time, about the duty of Christian parents to make prudent provision for the well-being of their families, and of all persons to make wills, while they are in health, arranging for the disposal of their temporal goods, not neglecting, if they are able, to leave bequests for religious and charitable uses.

- Planned Giving is a term to connect with people Estate planning that would include gift monies to the church. People might make a provision 1) in their wills, 2) in a life insurance policy, or 3) through naming the church as beneficiary in their IRA, 403B, or 401K.

4. Resources and the Diocesan Website

- a. <https://www.diocesewnc.org/steward-gods-gifts>

b. The Episcopal Network for Stewardship (TENS)

- i. (Password) *Ephesians5:2*

- ii. Planned Giving, Legacy Societies, & Endowments – The Basics (a webinar) <https://www.tens.org/webinars-events/tens-webinars/planned-giving-legacy-societies-endowments-the-basics/>

- iii. Reinvigorating Your Legacy Society (webinar) <https://www.tens.org/webinars-events/tens-webinars/reinvigorating-your-legacy-society/>

- c. Episcopal Church Foundation (ECF)
 - i. Starting Planned Giving from Scratch *(see last page of this document)*
<https://www.ecfvp.org/tools/110/starting-planned-giving-from-scratch>
 - ii. Basics of Planned Giving
<https://www.ecfvp.org/webinars/122/basics-of-planned-giving-2>
 - iii. Promoting Planned Giving
<https://www.ecfvp.org/tools/27/planned-giving-promoting-planned-gifts>
 - iv. Building Trust and Encouraging more planned gifts
<https://www.ecfvp.org/webinars/174/building-trust-and-encouraging-more-planned-gifts>
 - v. Creating a Legacy Society <https://www.ecfvp.org/tools/25/creating-a-legacy-society>
 - vi. The resource “Planned Giving on Demand” can be ordered through [Forward Movement](#) or by calling 800-543-1813.
5. From Promoting giving to management of funds: Having a purpose for the gifts you will promote and receive.
- a. Outreach?
 - b. Scholarships?
 - c. Funding ministry (music, youth, etc)?
 - d. Significant moment in the life of a parish (anniversary of founding)
 - e. Building Maintenance?
 - f. General Endowment (less focus, more possibilities)
 - g. Planned gifts and Endowments are generally NOT for day-to-day activities
 - h. designated vs. undesignated gift
 - i. A savings account vs. an Endowment
 - j. Governing documents of the Endowment
 - i. Dollar thresholds for having a named endowment
 - ii. Naming an endowment after a parishioner(s)
 - k. When can Endowment monies be used? and how much?

6. Once Gifts are received: Endowment management
 - a. Who manages the money?
 - i. The Diocese will. We have a bundle of endowments.
 - ii. An investment company will
 - iii. Vestries and Finance Committees generally do not. (Do you want parishioners to put on your new roof at church...or professional roofers who do it every day, all the time?)
 - b. Who sets the investment goals/strategies?
 - i. This is what vestries and finance committees do.
 - ii. Setting parameters, like 70% equity and 30% bonds/cash.

 7. What can the Diocese and this Stewardship commission do to support you?
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Starting Planned Giving from Scratch *by Jim Murphy*

<https://www.ecfvp.org/tools/110/starting-planned-giving-from-scratch>

Editor's recommendation: Please take a look at ECF's [Planned Giving on Demand Resource](#), a combination of printed and online resources designed to help congregations .

What's the sure-fire way to set up a planned giving effort from scratch in any congregation? There's no magic bullet. I've worked with congregations all across the country, and I've learned that each is unique. However, there are some basic steps that should work for almost any Episcopal faith community:

Choose your Shepherd: Appoint and empower at least one leader to oversee your effort. Empowered and appropriate leaders are essential for success in every ministry. Your planned giving ministry is no different. Here are some things to keep in mind:

- Your PG shepherd (and yes, you can choose more than one) should be knowledgeable about your congregation, its history and ministries, and care deeply about its future.
- She/he should be responsible, trustworthy, discreet, well-respected, and happy to work with others.
- Your PG shepherd does NOT need to be a professional fundraiser, financial consultant, or lawyer. However, your shepherd should be willing to learn the basics about planned giving.
- There are many planned giving resources available, but the Episcopal Church Foundation provides a number of free or low-cost resources and educational opportunities, including brochures and webinars. ECF's guide for planned giving,

Funding Future Ministry, is also a great educational tool. Additionally dioceses offer informational and training resources for planned giving leaders, so you should be sure to check with them as well.

Chart your course in reverse: Pick a date to do a future event and make a plan to spread the word.

- Is a significant anniversary for the parish coming up in the next year or two? If you have something, great! That could be an opportunity to launch your PG efforts with a celebration of people who have already remembered your parish in their estate plans. This may also be a good time to build awareness about the different types of planned gifts.
- If there's no upcoming special day, that's ok too. Just pick a date when you think the maximum number of people will be available. Generally you should allow somewhere between 14-18 months from your initial planning and your chosen date on the parish calendar. Lenten Sundays or All Saints Day might be appropriate, for example. Once you've set the date, your PG shepherd and others can plan events leading up to it. If you need help with this planning, contact ECF at Giving@episcopalfoundation.org or your diocese.

Plan to Say Something Soon: Begin to raise awareness around the parish about planned gifts.

- Review the parish calendar to find the next full-congregation meeting — the annual meeting, or another large gathering. Prior to this meeting, meet with the vestry to find out who among them has already remembered your parish with a gift in their will, life insurance, remainder of IRA, or a trust. Even if none of them has set up a planned gift yet, brainstorm with them a list of who else in the parish may have done so. From your full list, pick one person who is well-respected and has already set up a planned gift, then have the PG shepherd ask if that person would be willing to speak for a few minutes at this next parish gathering. This testimonial, without telling the dollar amount, demonstrates why he/she made this very significant gift for the congregation's future and will inspire others to consider a gift too.

Ask your parishioners: Find out who has raised the parish to the level of family in their estate plans.

- Discover who else has already included the congregation in their estate/retirement plans. You could include a response card in your next parish mailing, or add an option on your next pledge card asking, "Check here if you have remembered the parish in your estate plans." Please be sure to keep record of these responses. They demonstrate who will make a planned gift, and who could become new PG shepherds or other leaders in the future.

For more information on how ECF can help your congregation visit ECF's [Planned Giving on Demand](#) resource or e-mail: Giving@episcopalfoundation.org.

Jim Murphy is managing director of financial resources at the Episcopal Church Foundation. He may be reached at jmurphy@episcopalfoundation.org. This piece originally appeared in the January 13, 2012 issue of The Steward's Well, an online publication of The Episcopal Church.