

Why Planned Giving?



THE UNITED METHODIST
FOUNDATION
of Western Pennsylvania

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Three Areas to Discuss:

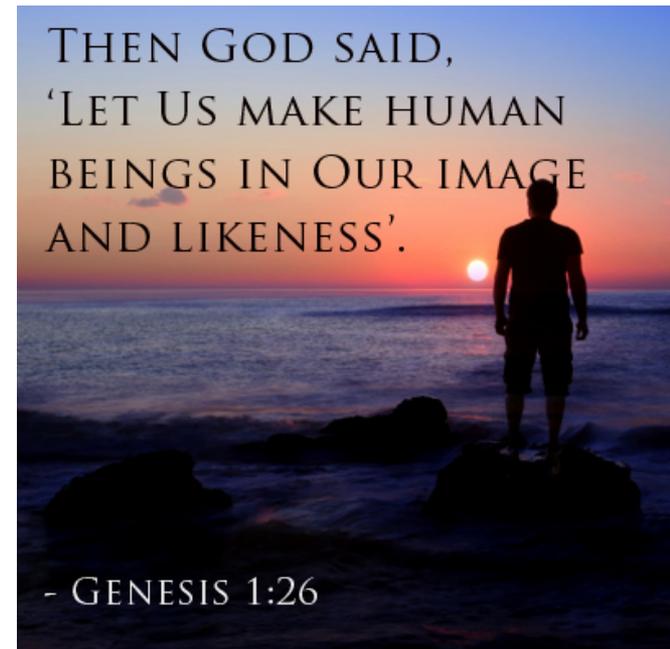
- Today's giving environment
- What planned giving is and the need for it
- How to incorporate planned giving in your church

Setting the Stage

People have a need to give that is greater than the need of an organization to receive

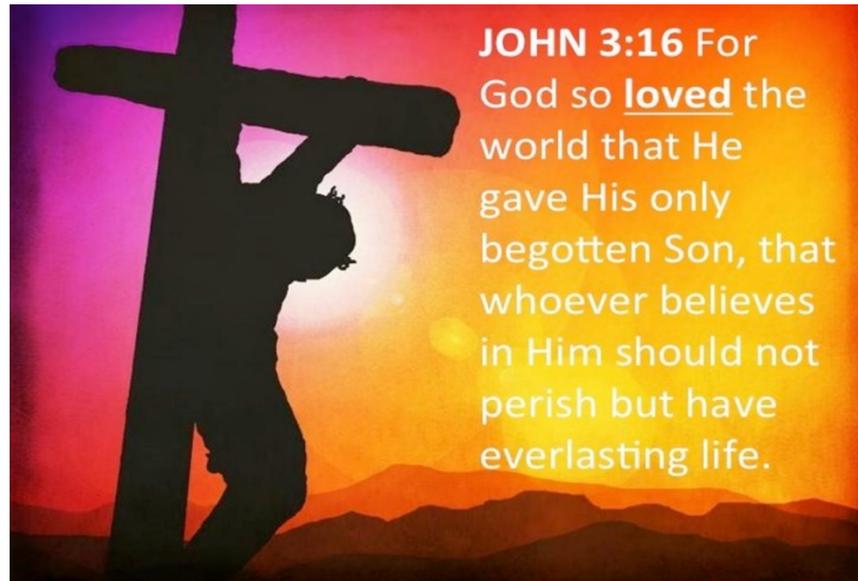
Setting the Stage

1. Created in the image of God



Setting the Stage

2. God is Giving



We Are Called To Be Good Stewards

- *“The earth is the Lord’s and everything in it, the world and all who live in it.” – Psalm 24:1*
- *“...every animal of the forest is mine and the cattle on a thousand hills.” – Psalm 50:10*

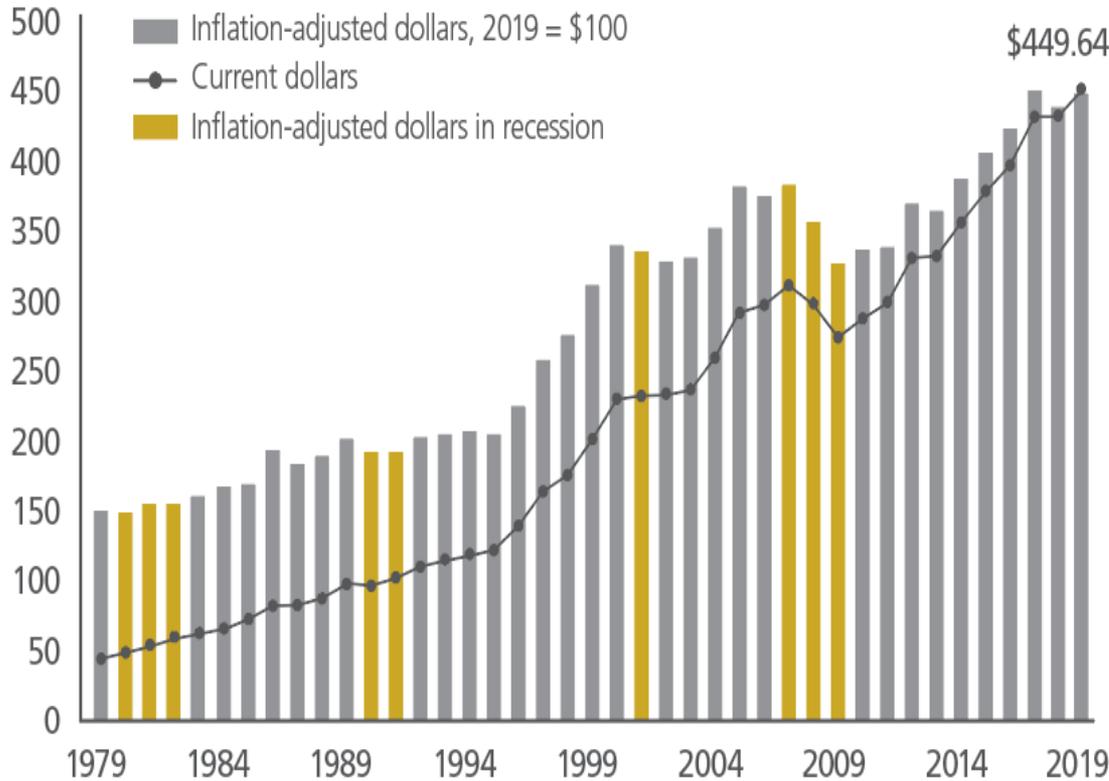


The Challenge Local Churches Face



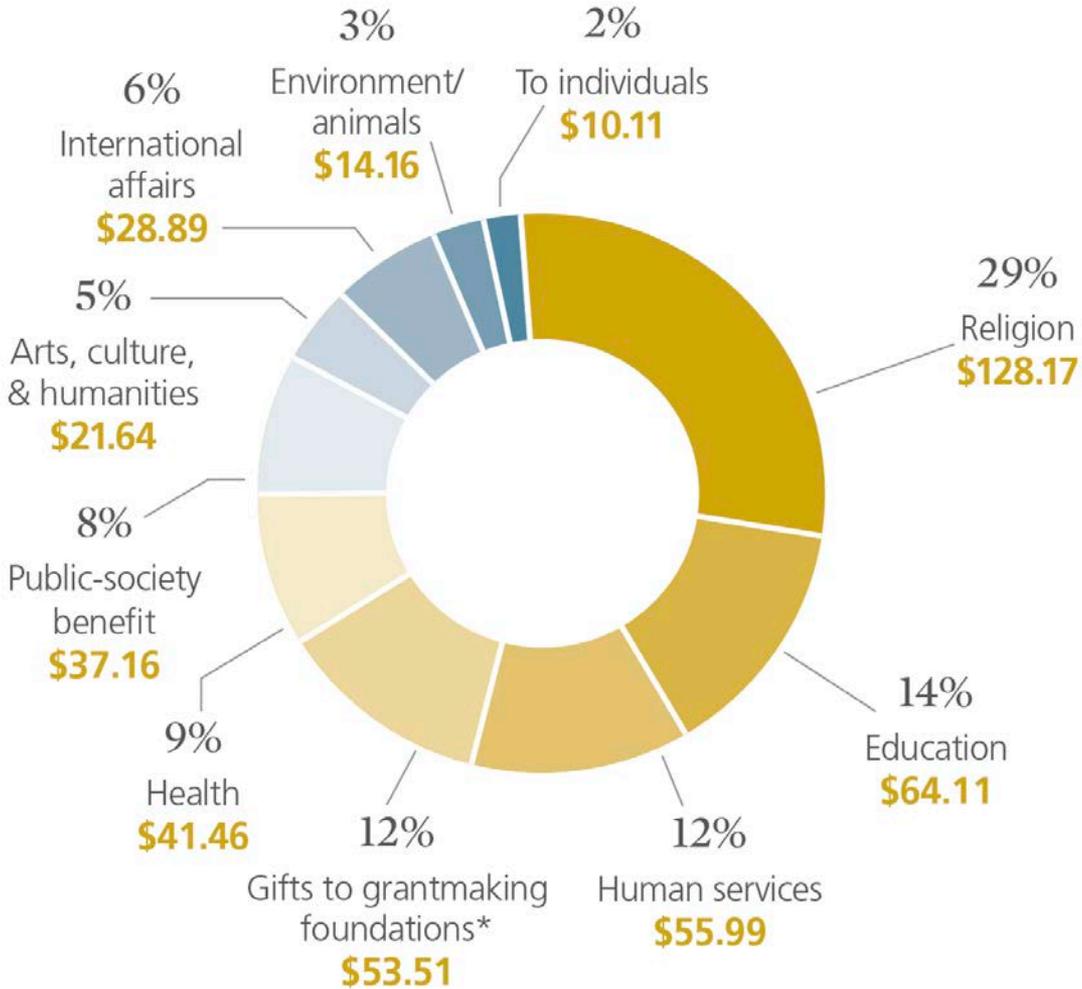
- Giving is decreasing
- Costs are increasing
- Congregations are aging

Today's Charitable Giving Environment

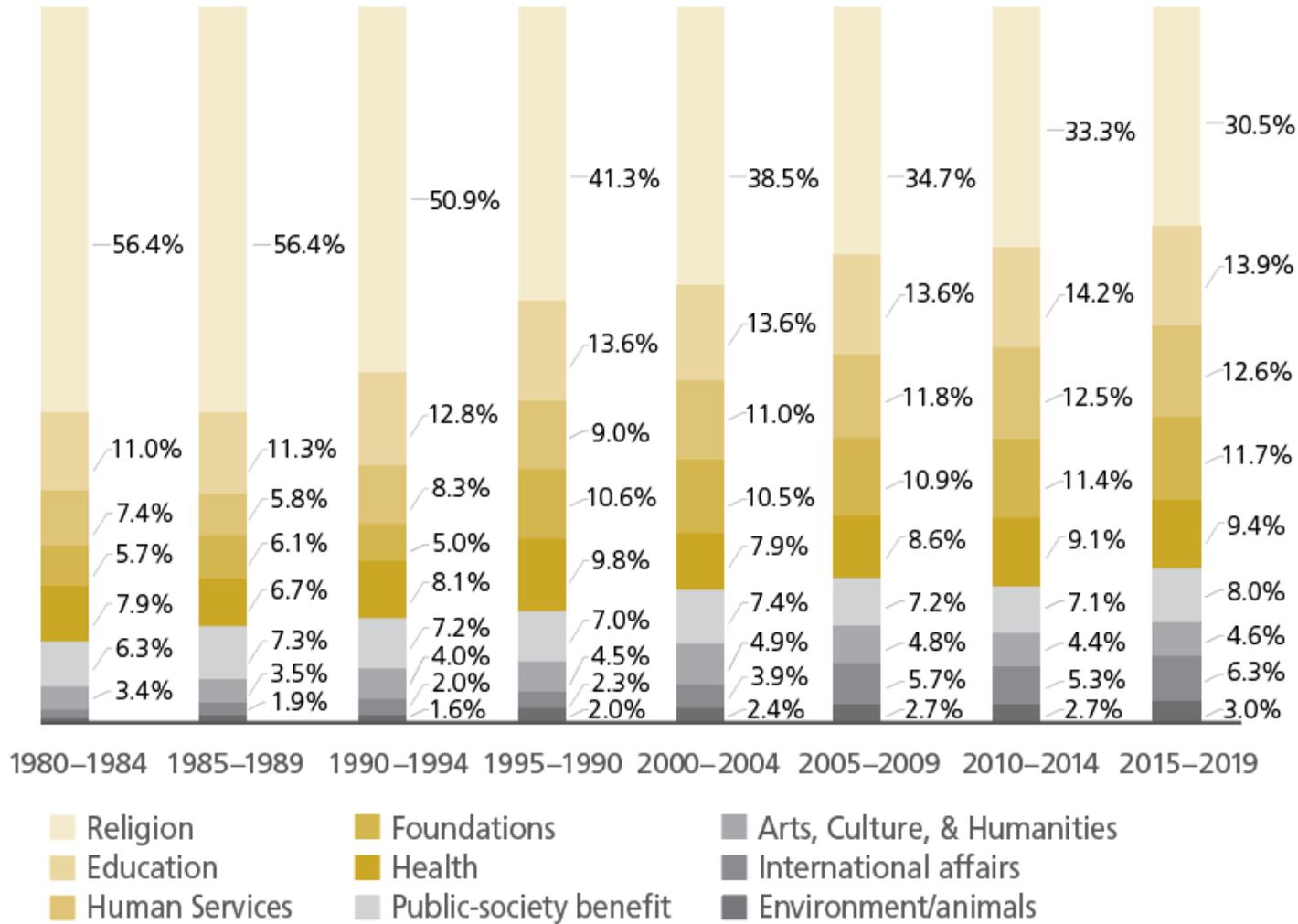


- Charitable giving has increased every year since 1971, with the exception of three: 1987, 2008, and 2009.
- 2019 was the tenth year individual giving has increased.

Today's Charitable Giving Environment



Religion Giving is Declining...



The Need for Planned Giving

According to latest estimates by Boston College's Center on Wealth and Philanthropy, charities are expected to receive \$27 trillion in planned gifts by 2061.

While Religion receives about 29% of all charitable giving, it only receives about 10% of estate gifts.

So why Planned Giving?

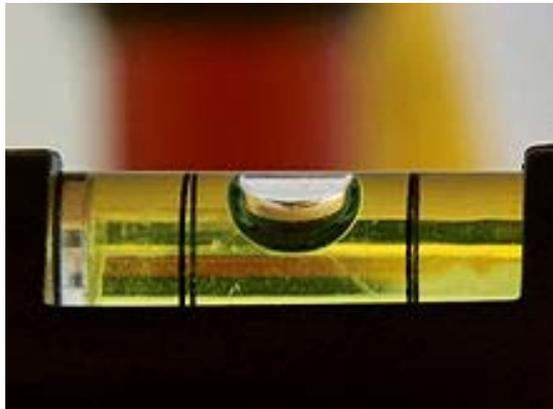
Much of the intergenerational transfer will be accomplished **through planned giving.**

Defining Planned Giving

- In the past, planned giving was often called “deferred giving.” However, not all planned gifts are deferred.
- Planned Giving is any gift that requires a professional.
- Another thought – switch the words: think about it as “gift planning.”
- Gifts can be planned:
 - Now or in the future
 - They may involve a person’s estate
 - Usually involves giving beyond cash

Defining Planned Giving

Planned giving is also a statement of belief.



Look at this definition as noted in **The Planned Giving Blog**:

“...planned giving [occurs] when the values of an institution align with a donor’s own values to the extent that it becomes the donor’s belief that these values should be preserved for the future.”

Defining Planned Giving

BENEFITS for the individual who wants to support.

In addition to supporting the ministry/institution, planned giving offers several benefits which may include:

- Income for life
- Reducing taxes
- Providing for loved ones
- “Passing on a legacy”



Let's Define Planned Giving:

BENEFITS for the organization.

The largest gifts that most organizations will receive are from planned gifts.



With All of These Benefits

WHY is it that many churches have **never received**, or received **only a few**, planned gifts?



Planned Giving as a Stewardship Concept



He said to them, “Cast the net to the right side of the boat, and you will find some.” So they cast it, and now they were not able to haul it in because there so many fish.” – John 21:6

So... Why Planned Giving?

THE BIBLE SPEAKS ABOUT IT!

And Joses, who was also named Barnabas by the apostles (which is translated Son of Encouragement), a Levite of the country of Cyprus, having land, sold it, and brought the money and laid it at the apostles' feet." – Acts 4:36-37

Barbabas gave generously of his life and substance for the encouragement of the apostles and their ministry.

Today, we have the opportunity to follow his example in lives given to charity and the proclamation of the Gospel; through Christ our Lord.

Define the Ministry

Given the ministries that you have stated:

- All, one, or a few... should the program be broadly or narrowly focused?
- What are the benefits of each approach?

Each church is unique... Each approach will be different

Creating Options for Support



This is where the use of an endowment fund is prescribed.

To illustrate why, let's look at the example of the Smith Family and their desire to save for their children's education...

Communication



How do you communicate the initial idea to the church?

- Pastoral announcements
- Formal programs
- Bulletin inserts
- Resource tables
- Social media

Utilize existing methods

Gift Development

The Foundation can help you work with donors to:

- Identify opportunities
- Structure agreements
- Save money and time
- Bless their family/church

Encourage individuals to consult with their families and independent advisors.



Donor Recognition

Recognition can be the missing piece to the puzzle.



Ways to honor donors:

- Let them tell their story – **testimonies inspire!**
- Plaques and Certificates
- Verbal recognition
- Formal Legacy Society

Support becomes contagious – having the potential to strengthen a culture of generosity with your church.

Ongoing Program Evaluation



Continue to monitor and improve the program over time!

- Be committed
- Try new strategies
- Be flexible
- Continue to learn and grow

UMFWPA Can Help

- “Pass It On” legacy program
- Templates for local church endowment policies
- Resource for questions
- Funds management



Local Church Administration of Endowment Funds

Endowment Committee

UM Discipline

Responsibilities

Resolution

Dedicated

Endowment Policy

Permanent

Options for Giving

Accept or Reject Gifts

Questions?

We are here for YOU!

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