



Legacy Gifts Webinar

Jesus said, "I came so that they may have life, and have it abundantly." John 10:10

Janice Meighan, Development Manager

Stewardship & Planned Giving, The Presbyterian Church in Canada

About Janice



Fundraising Professional – member of CAGP, AFP

487,500 donor conversations on behalf of 150+ charities in North America through Legacy Leaders Inc.

Master of Religious Studies (U of T)

B.A. Religious Studies; BA. Honours, Biblical & Ritual Studies
(York U)

Certified Bereavement and Grief Educator/Counselling Professional (trauma)

Published Author; Systems Analyst; Personal Business Owner



Goals for Today's Webinar

- Help your congregation prepare for the future
- Provide resources for congregations to help their members find meaningful ways to plan their gifts
- Create a sense of hope in re-imagining ministries yet to come
- Provide ways to ask and next steps



Current Giving / Legacy Giving

- **Decision making process is shorter**
- **Spontaneous and planned**
- **Gift is from current income or savings**
- **Recognition and/or tax relief often a motivator**
- **Made during life**
- **People need time to plan their gift**
- **Gift is generally from accumulated assets: investment funds, real property – land, home, art, jewelry, etc.**
- **Recognition not as prominent a factor ... Meaning is**
- **Tax planning/relief can be a motivator for some**
- **Often triggered on death – though a Living Legacy gift is becoming more popular**

What's the Functional Difference?



- **Current Giving** is about believing in the immediate mission and ministry of the congregation and seeing gifts unfold today
- **Legacy Giving** is about having faith in the future vision and mission of the congregation. Giving often happens when the donor will not see how the gift is unfolding

United Church of Canada Research

- Commissioned in the early 1990s
- Conducted by Dr. Reginald Bibby, the Board of Governors Research Chair in the Department of Sociology at the University of Lethbridge
- Revealed that 50% of church members would leave a legacy gift to the church (gift in the will or endowment) but only 6% had
- Why?



Nobody from the church asked

And Why Didn't Anyone Ask?



Fear?

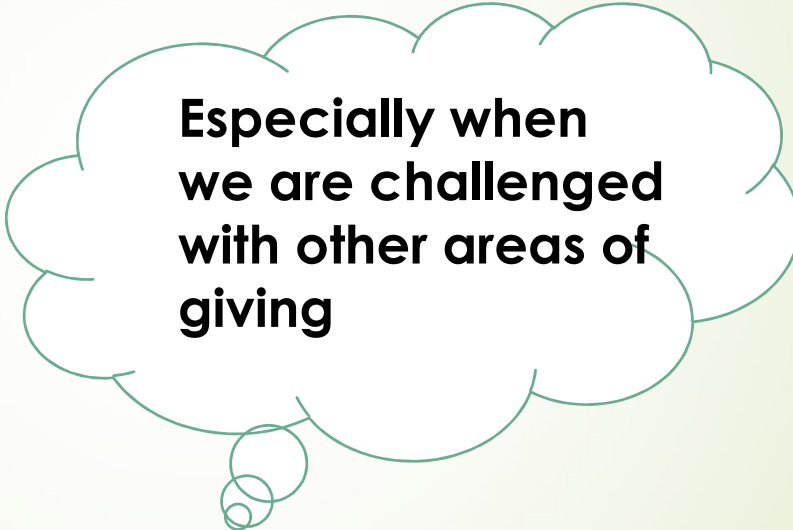
Too Personal?

**No Plan on How to Use the
Gifts?**

Other?



Why is a Legacy Giving ministry so important?



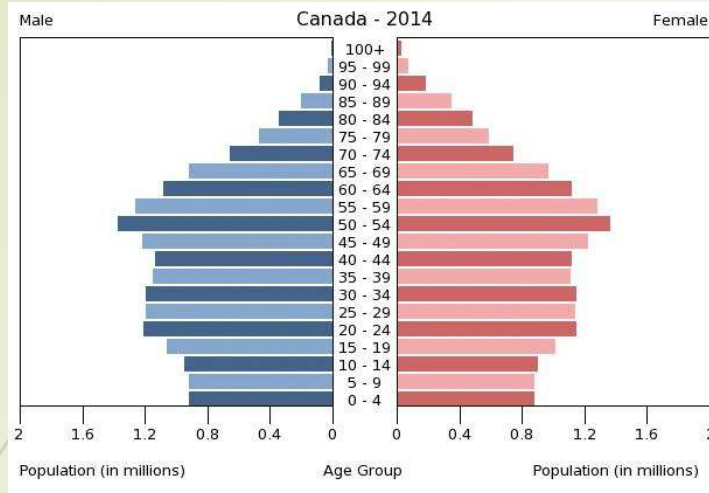
**Especially when
we are challenged
with other areas of
giving**



Why is a Legacy Giving ministry so important?

- **People want to leave a legacy**
- **Supports your congregation's future ministry**
- **Provides support for new ministries initiatives – beyond the operating budget**
- **It allows people to dream – both the giver and your congregation**

Demographics



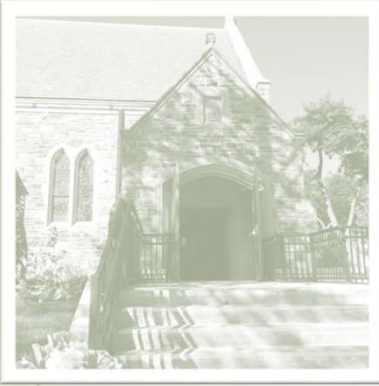
Wealth Transfer
from Builder/Civic
Traditionalist Parents



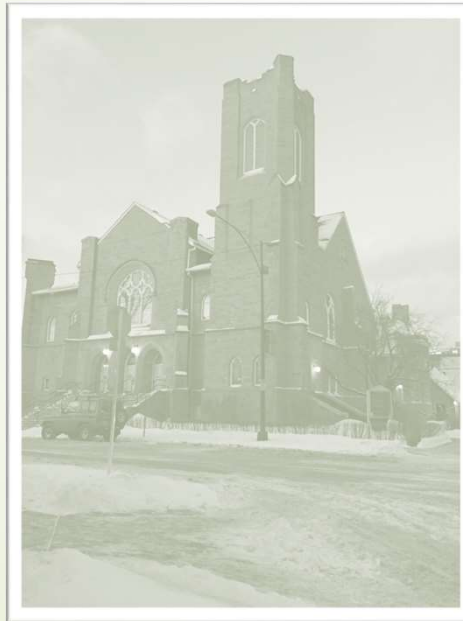
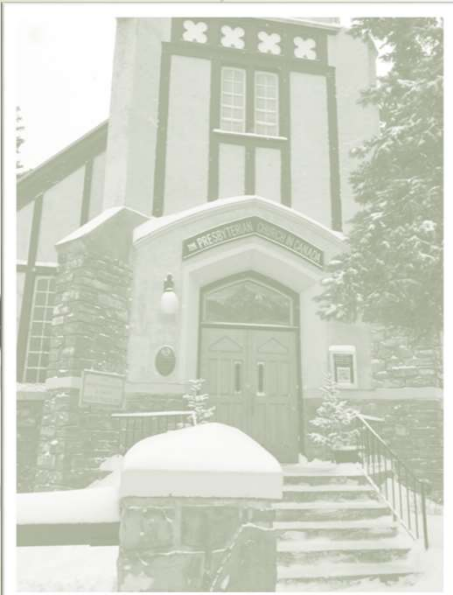
Canadian Baby
Boomers to
Inherit
\$750-billion

Everyone else is asking





**Your Church is just as
important**



**You Need to Ask
and
Be Ready to Receive
Legacy Gifts**



Legacy Giving 6 Motivators*

	<u>1992</u>	<u>2001</u>
Desire to support charity's vision and mission for the future	94%	97%
Ultimate use of gift/impact/case	74%	82%
Creation of memorial (self/others)	28%	33%
Tax/Estate planning	21%	35%
Relationship with charity leaders	18%	21%
Encouragement of family/friends	12%	13%

*Based on research conducted in the USA; publication National Committee on Planned Giving, 2001

Questions?





Impact of Legacy Gifts

The story of three congregations

For surely I know the plans I have for you, says the Lord, plans for your welfare and not for harm, to give you a future with hope."

-- Jeremiah 29:11

St. Andrew's Historic Building Ministry



St. Andrew's, Kingston ON

- Historic building - 1822 and 1890
- Intentionally directing the endowment to cover the maintenance and upkeep of building (people continue to leave legacy gifts to the endowment)
- All other gifts go to support mission and ministry

Bethel Church's Children's Ministry



Bethel Church, Scotsburn, NS

- Had lots of kids, no money!
- Had a small \$5,000 endowment for Christian Education
- They educated congregation about gifts of assets (especially gifts of stock)
- Got kids involved in campaign
- Raised \$100,000 in 3 months (\$70,000 from 3 gifts of stock)
- Launched a mid-week program for children in community
- Additional bequests have brought the endowment total to \$150,000

Current and Active Legacy/Planned Giving program?



- St. Andrew's in Barrie, Ontario – preaching, well developed policies & procedures, offers seminars, encourages legacy gift/provides materials
- Contact: Shane Mayes, chair of the stewardship committee
- Yours? Let us know

Questions?





9 Steps You Can Take

- Step 1: **Organize a team** of 2-3 people who care about a Legacy Giving ministry
- Step 2: **Pass a motion** at your Session, Board of Managers, Trustees and Clergy Support to make Legacy Giving a priority
- Step 3: **Articulate a vision & mission** for your ministry that speaks about the future – The Dream
- Step 4: **Be Prepared. Evaluate** any existing funds and endowments

First Church, Brandon example



First Church, Brandon, MB

- Endowment was known as “*slush fund*”
- Now called “*partner in ministry*” fund
- Income matches current gifts to **expand** or to **launch** ministries

9 Steps You Can Take

- **Step 5: Develop policies and procedures:** see the PCC's electronic Legacy Funds and Endowment Guide for Congregations. You can cut and paste and adapt the sample policies within. Download it at:
presbyterian.ca/plannedgiving/resources/

The Presbyterian Church in Canada
L'Église presbytérienne au Canada



Setting up Legacy Funds and Endowments

A Workbook to Help Your Congregation
Develop Policies & Procedures

For use in congregations and ministries within The Presbyterian Church in Canada

9 Steps You Can Take

- Step 6: **Learn** the five most common types of Legacy Gifts
- Step 7: **Integrate** Legacy Giving into your other giving ministries & times of year
- Step 8: **Share** stories to inspire others
- Step 9: Ask, Celebrate, Thank and Promote Legacy Giving regularly

Questions?





Ways to Ask

- Piggy-back on other giving ministries
- Weekly bulletins
- Monthly newsletters
- Have conversations
- Host an information workshop/seminar

Sample Giving Card for an Annual Stewardship Campaign

With a grateful heart for God's boundless generosity and as an expression of my/our Christian stewardship, I/we make this estimate of giving to Christ's church and the ministry of this congregation.

My/our estimate is \$ _____ per week, or
\$ _____ per month, or
\$ _____ per year

I/we understand that my/our estimate of giving will be kept confidential and that I/we may adjust my/our estimate at any time simply by contacting the offering envelope secretary.

Name _____ Date _____

Address _____

Phone _____ Email _____

☐ **Please contact me/us regarding how to give a legacy gift / include this congregation in my/our estate plans.**

In Your Weekly Bulletin



KNOX PRESBYTERIAN CHURCH

Address City/Prov Postal Telephone
Worship Leader: Rev. XYZ
Guest Preacher: Janice Meighan
Church Musician:

Date/Time – 11:00 am
~ Legacy Giving Sunday ~

*"The power of the future lies not in the hand of those who believe in scarcity but of those who trust God's abundance."
Walter Brueggemann*

ORDER OF WORSHIP

(* Asterisks indicate when the congregation is invited to stand.)

Musical Prelude:

Welcome and Announcements

WE GATHER TO PRAISE GOD

Call to Worship:

One: As we gather for worship, we remember that you, God, have been our dwelling place, in all generations

All: Eternal God, before the mountains were, you were. As the earth and this world were formed, we were gifted with abundant and ever-lasting beauty. From star-lit skies to dew on morning grass.

Together: In Christ, your giving spirit knows no limits – with those who have gone before us, with us today and with the generations of tomorrow.

* Hymn: "Morning Has Broken" (#814)

Prayer of Adoration & Confession

Lord's Prayer (sung): "Our Father who art in heaven" (#831)

Assurance of Pardon

The peace of our Lord Jesus Christ be with you. **And also with you.**

WE HEAR GOD'S WORD

Living Faith: 3.5.4 (in unison – see back cover of bulletin)

* Worship Song: "Open my eyes that I may see" (#500)

Sharing for the Young at Heart

Responsive Reading: Psalm 121 (see blue insert – Don Young)

Music Ministry (Choir)

Prayer for Illumination

Scripture Reading: Matthew 25: 14-30

Message: THE GOOD AND FAITHFUL SERVANT

* Hymn: "Simply trusting every day" (#689)

WE RESPOND

The Offering of our Tithes and Gifts

* The Doxology: "Praise God from whom all blessings..." (#830)

Prayer of Dedication

Prayers of the People

WE GO OUT TO SERVE GOD

* Closing Hymn: "God, whose giving knows no ending" (#663)

* Benediction and Amen

Recessional

Have you considered Knox in your estate plans? If you'd like to confidentially discuss the many options and benefits of leaving a legacy gift to Knox, please contact [Insert Name]

"Now the whole group of those who believed were of one heart and soul, and no one claimed private ownership of any possessions, but everything they owned was held in common." Acts 4:32

WE REST ON

The Offering of our Tithes and Gifts

* The Doxology: *"Praise God from whom all blessings..."* (#830)

Prayer of Dedication

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In Your Monthly Newsletter

- **“A legacy gift to [Name of the church] will help develop empowered and loving disciples of Christ, for today and tomorrow. Please consider making a legacy gift, now or in your estate plans. Thank you.”**

(Based on the mission statement of Knox Presbyterian Church, Oakville: “Developing empowered and loving disciples of Christ.”)

- **Tell Stories/Testimonials (with photos)**



Preach

➤ **Use materials from the PCC's** Legacy Sunday (3rd Sunday in November). November is make a will month also! May is "Leave A Legacy" month.

➤ **Tell Stories/Testimonials**

➤ **Scriptures on Legacy Gifts**

- **Luke 7:36-50** Woman gives perfume
- **Luke 18:18-25** Sell everything, give to the poor and follow me
- **Acts 4:32-37** Believers share all they have, Barnabas sells a field



Host a Workshop/Seminar

- Staff from Stewardship & Planned Giving
- A highly-recommended / trusted financial planner in your community
- Will & Estate Lawyer
- Other allied professional you would like to engage?



Two-Part Conversation

Every gift made comes from a donor's passion and desire to support the mission.

“I'm curious, can I ask you a couple of questions?”



Part One of the Two Part Conversation

- **Ask about the congregation's mission** pick one or two
 - Why do you think [congregation] is important to our community?
 - What does [congregation] mean to you?
 - What is it about [congregation] that you find most helpful/meaningful (inspiring, faithful, Christ-centred)?
 - In your mind, what should be the mission of [name of congregation]?
 - Can you tell me more about [what's been said] ...

(Source: Questions come Empowerment Dialogue)



Two-Part Conversation

- ➡ If the person has provided positive responses to **Part One**, move to **Part Two** of the conversation



Part Two of the Two Part Conversation

- **Ask what a legacy gift could do for the congregation's mission and ministry in the future: pick one or two**
 - What part of our ministry (mission) here at [congregation] interests you the most?
 - What do you hope that ministry will look like in 5-10 years?
 - How do you think we could make that happen here at [congregation]?
 - What do you think about the future of [congregation]?
 - Tell me why [name the ministry area] means so much to you?
 - Can you tell me more ...

(Source: Questions come from Empowerment Dialogue)



Finale of Two-Part Conversation

“This has been very interesting, thank you for the conversation.” – Leave it with the person to think about.

OR

“That’s terrific, thank you for sharing all of this with me. Have you considered leaving the church a gift in your will – to help [continue X program, create disciples in the future, carry on the ministry here at X that you care about?] ...”



Main Objection / Question

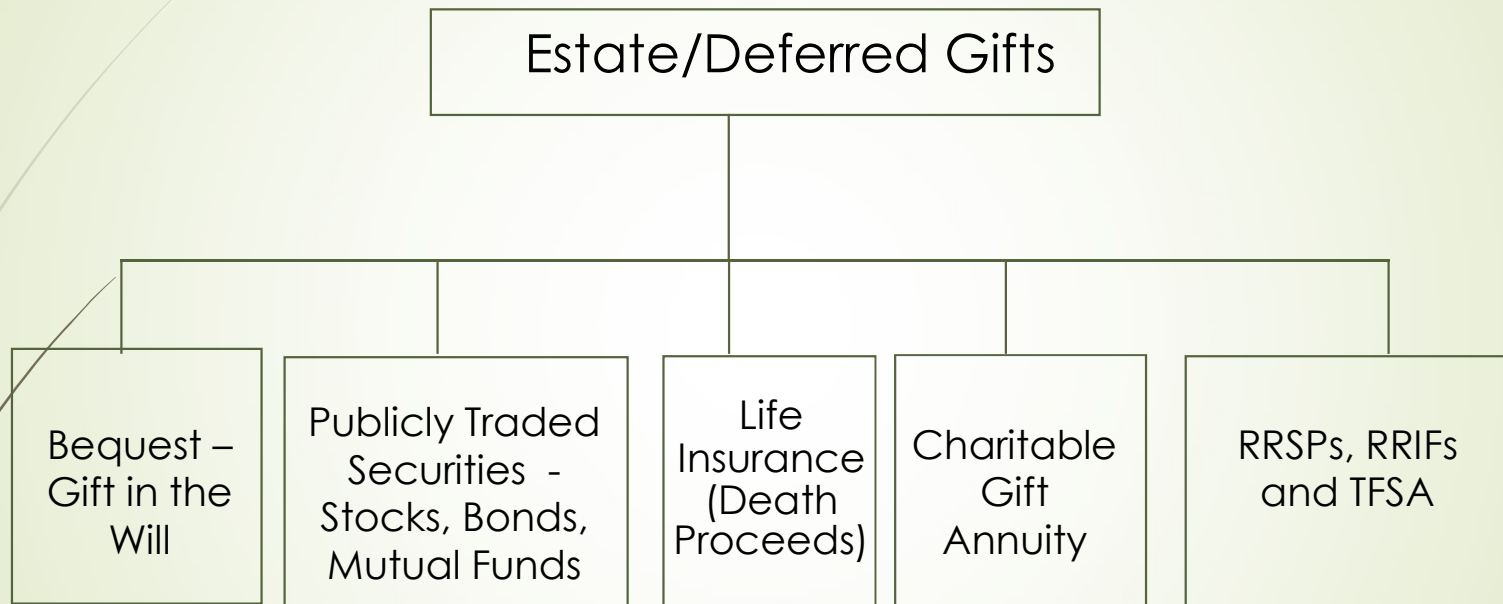
The main question I am asked by members of congregations following workshops/seminars on Legacy Giving is:

“What if my congregation is not here when I die?”

Response:

- ▶ Practical and honest information about the PCCs policies for dissolved or amalgamated congregations
- ▶ Inspirational – “Christianity has survived for almost 2000 years. Your gift can resource a new dream and help your congregation or another mission or ministry in the PCC, that you care about, be reimagined and reborn in new and vital ways that you may never have thought possible. The church, your congregation will change, there is no doubt about that. And your gift can be a meaningful legacy to your congregation and this denomination. It can be part of something that has never been dreamed before.”

The 5 Most Common Legacy Gifts





Basic Info on the 5 Gift Types

Bequest – Gift in the Will

- ▶ Leaving money of any size (% , \$, residue). A way to reduce estate taxes. Currently this is 95% of all legacy gifts

Securities – Stocks, Bonds and Mutual Funds

- ▶ Transfer of publically traded equities, bonds and mutual funds that have gone up in value. Great way to reduce or eliminate capital gains and get a tax credit.

Gift of Life Insurance

- ▶ Giving a larger gift with small monthly premium payments or paid up policy. Tax receipt for premiums or cash value of policy. Great gift type for younger donors.



Basic Info on the 5 Gift Types

Charitable Gift Annuity

- ▶ Guaranteed income, higher rates than GICs with enhanced tax benefits. Great gift type for people on fixed income.

Registered Assets – RRSPs, RRIFs, TFSA

- ▶ Assign a charity as a beneficiary. This avoids probate fees and gives away an asset that is highly taxed and provides a gift receipts which can offset taxes owing.

Resources

- PCC's electronic Legacy Funds and Endowment Guide for Congregations
- Ways of Giving Legacy Gifts - Inserts and One Page information sheets

Find them at: presbyterian.ca/plannedgiving/resources/





Staff in Stewardship & Planned Giving

Janice Meighan, Development Manager,

Phone: 1-800-619-7301 / 416-441-1111 ext. 257

Email: jmeighan@presbyterian.ca

Karen Plater, Associate Secretary

Phone: 1-800-619-7301 / 416-441-1111 ext. 272

Email: kplater@Presbyterian.ca

Post: Stewardship & Planned Giving
The Presbyterian Church in Canada
50 Wynford Drive,
Toronto, ON
M3C 1J7



Thank You!

***Next Stewardship Webinar Wednesday
March 7, 2018***