

Guidelines to Implementing a Planned Giving Program

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Establish a Planned Giving Committee

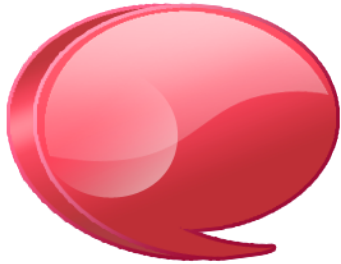
With the purpose of assuring a healthy long-term financial future for the church for generations to come.



- **The size and composition of the committee will vary according to the membership and character of your congregation:**
 - Suggest 3-9 members for at least a three-year term
 - Consider representation from other boards and committees
 - Cross section of the congregation
 - Expertise in fields related to Planned Giving
 - Willing to lead by example
- **Educate the committee on Planned Giving**
 - Use the resources available to you from UCC Financial Development Ministry

What are the responsibilities of the Planned Giving Committee?

- Whatever organizational structure is created, using one committee or two, **develop specific lines of responsibility and accountability.**
- **Develop a Mission Statement** for Planned Giving



“The Planned Giving committee’s mission is to build a generous endowment fund to advance the vision, values and voice of our church for many years to come.”

• Establish Endowments

- Purpose of each endowment
- How will it be utilized?
- Restrictions and parameters of the endowment



EXAMPLES OF ENDOWMENTS

GENERAL ENDOWMENT FUND: To provide long-term financial health for Community Church of Vero Beach. The General Endowment is intended for the sole purpose of securing, strengthening, and extending the long-term survival and mission of the church. The General Endowment will be utilized for the development and expansion of the ministries of our church that are beyond the general operating budget, to ensure financial stability in the event of a severe economic downturn, or for debt repayment. This fund will allow the church to move quickly to take advantage of a new ministry opportunity for which there is no immediate funding, support new programs and provide additional support for existing ministries. Gifts to the fund shall accumulate until the principal amount of \$500,000.00 is received.

MUSIC ENDOWMENT FUND: To provide funding to assist with the music ministry of Community Church of Vero Beach. The Music Endowment Fund will be utilized to promote and develop concerts and musical programs sponsored by Community Church of Vero Beach for the church's congregation and local community as well as the acquisition of music, materials and maintenance of musical instruments that support the church's music programming. The Board of Music may make recommendations to the Board of Trustees for use of this fund. Gifts to the fund shall accumulate until the principal amount of \$250,000.00 is reached.

- **Establish Policies for the Endowments**

- Distribution policies
- Gift Acceptance policy
- Undesignated gifts
- Fund Management
- Amendment of Endowment policies
- Minimum gift to set up a specific endowment



EXAMPLES OF ENDOWMENT POLICIES

Distributions from the net income of the fund may be made upon majority vote of the Board of Trustees in consultation with the Church Council. Distributions will not be available until such time when the principal of the fund has reached the determined limit (see each endowment description for that amount).

In order to invade more than 5% of the principal (original gift) of the fund, or \$10,000 (whichever is greater), it would require a majority vote of congregation (present and voting).

Each board requesting a distribution of an endowment will make their proposal to the Planned Giving and Endowment Committee of the Board of Trustees, who will then present the request to the Board of Trustees at their monthly meeting for a final decision.

Gift Acceptance: The Board of Trustees will have the responsibility for the acceptance or rejection of all gifts. Gifts which are unwieldy to manage or not in keeping with the mission of the church will be carefully reviewed by the Board of Trustees and the Church Council. Community Church will accept designated funds, but gifts will not be accepted if they are conditioned upon the church taking any action.

Undesignated Gifts will be assigned to the General Endowment Fund.

Fund Management – The funds will be managed by the Finance Committee and in concert with the current Investment Policy Statement.

Amendment of the Endowment Policies - Any amendment to the policy we establish for the planned giving endowments (change, alter or amend) must be approved by majority vote of congregation (present and voting).

Minimum Gift – A minimum gift of \$50,000 is required in order to set up a specific endowment, other than those already established.

Marketing and Promoting Planned Giving



- Target Markets
 - Active donors who are 50 years of age and older.
 - Begin communications with those in their 40's.
 - 53% of people who make a planned gift, will do so within one year of giving serious thought to the matter. *
 - 72% do not make additional planned gifts after doing their initial planning.*
 - Income does not have a correlation with planned giving.
 - Relevancy is more important than frequency.
 - Commitment is more important than annual giving amount.
 - Encourage people to include their family in the process.
 - 81% of those that do a planned gift will let their children know.*

Marketing Plan

- Develop a marketing plan that fits your church.
- Determine who in the congregation has already given a planned gift.
 - 87% of planned gifts come from bequests*
- Organize a group that is inclusive to planned givers.
- Create a brochure that outlines the Planned Giving program.
- Use every media outlet available to promote Planned Giving.
- Testimonials
- Mailings
- Follow up with those who have requested more information or expressed interest in giving a planned gift.
- Personal visits (prospects AND current givers)
- **THANK AND RECOGNIZE DONORS**
- Seminar Events
- Endowment Campaign
- Stay current on Planned Giving information.

Planned Giving Program to Date

Prior to 2010, there was not an active planned giving program in place (no marketing or managing of our current gifts/givers). In November of 2010, Executive Minister, Director of Development and Church Member traveled to the national office of UCC in Cleveland and spent three days learning the ins and outs of planned giving. Since that time:

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| JANUARY 2011 | Established the Planned Giving Committee |
| FEBRUARY 2011 | Created a Mission Statement |
| APRIL 2011 | Developed the parameters for the recognition group to recognize anyone who does a planned gift (1924 Society) |
| SUMMER 2011 | Developed Planned Giving endowments and implemented Guidelines for Gifts received. |
| FALL 2011 | Developed and printed a 6 page, glossy marketing brochure to describe the Planned Giving program at CCOVB.

Completed a mass marketing to 1300+ people in the congregation to introduce Planned Giving. |
| JANUARY 2012 | The 1924 Society Recognition Wall was designed and is in Community Hall with corresponding names. |
| 2012-PRESENT | Director of Development become a part of two networks of large churches in the country that meet periodically as well as correspond via Yammer blogs to discuss what is and is not working for the churches.

Director of Development attends seminars on Planned Giving and joined the local Planned Giving Council to take advantage of the learning opportunities available. |

Additional Marketing efforts:

4 week class for Community@Community that discussed planned giving options.

Articles in the newsletter about gifts (and givers) the church received as a result of planned giving.

Tag lines at the bottom of every contribution statement that “advertise” planned giving.

Periodically, on Sundays during coffee hour, planned giving committee members and Director of Development are present to answer questions about the program.

There was a “Planned Giving 101” luncheon on Oct 5, 2012. Invitations were mailed to over 900 households. There were about 40 people in attendance and we received a lot of positive feedback. A follow up will be made to those who attended the seminar.

Annually, there is a breakfast given for those who are members of the 1924 society to recognize their commitment.

CONCLUSION: When we started this program, there were **8** planned gifts we were aware of. We now know of 15 other people who had a planned gift in place and as a result of our focused program, have an additional **29 NEW** planned gifts set up for a total of 52 planned gifts. Since 2010, the church has received \$335,000 in planned gifts that came to fruition.