

**Why does your church
need a planned giving
program?**

Planned giving is **bigger** than you think.

- **Americans are making planned gifts. Are your members doing it?**
\$45.6 billion was gifted through charitable bequests in the U.S. in 2022*, and giving to religion made up 27% of all giving. How much did your church receive?
- **Americans are willing to make bequests.**
An estimated 33% of Americans are open to considering a charitable bequest. Have you asked?
- **Planned giving increases regular giving.**
Legacy donors increase their annual gifts by an average of 75% after making a planned gift.



**Every church needs planned giving!
Let us simplify it for you.**

* Source: Giving USA 2023



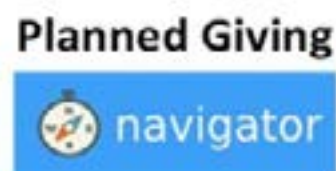
A custom planned giving program for your church . . . and we pick up the tab!

The Foundation invites you to participate in a customized program to design a planned giving initiative for your church. We bring personalized guidance from experts to provide the tools and services your church needs to:

- Create a calendar with recommendations, action items and educational segments.
- Create personalized brochures that you and your staff can edit.
- Set up a planned giving webpage with a seamless click from your existing website.
- Provide a central file system in the cloud for all committee members to access.
- Add customized videos with donor stories and welcoming messages to your website.

The Foundation agrees to:

- Pay 50% of your church's subscription to **Planned Giving Navigator**, an online tool used for marketing material, task calendar, website, and file storage. (A \$500 value per year.)
- Coach your appointed contact person through the process.
- Set up round table discussions and group training sessions for participants.
- Provide tech support.
- Make recommendations for enhancing your program.



Each church agrees to:

- Commit to try the program for one year.
- Appoint a contact person from your church, either volunteer or paid staff, to commit to overseeing your church's program.
- Invest \$250, that will be reimbursed at the end of one year if all commitments are kept, or your church may continue participating at no additional charge.

Everything your church needs to grow
a successful planned giving program.

For more information, contact:
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