

Why does your church need a planned giving program?

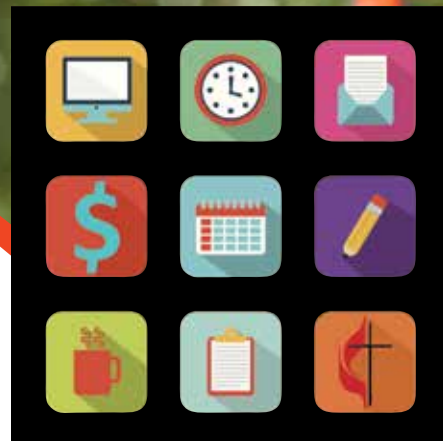
Planned giving is **bigger** than you think.

- **Americans are making planned gifts. Are your members doing it?**
\$28 billion was gifted through charitable bequests in the U.S. in 2014.
\$6.3 trillion will transfer to charities from estates between 2007 and 2061.
- **Americans are willing to make bequests. Has your church received any?**
An estimated 33% of Americans are open to considering a charitable bequest. The willing ratio is much higher in churches, but still, only about 5% of Americans actually leave a bequest.
- **Planned giving increases regular giving.**
Legacy donors not only continue their annual giving, but actually increase their annual gifts by an average of 75% after making a planned gift.



**Yes! Your church needs planned giving!
Let us make it easy for you.**

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



The Foundation invites you to participate in a new initiative to design a planned giving program 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.

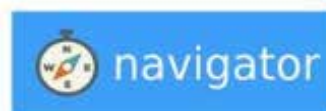
The Foundation agrees to:

- Pay for your church's subscription to **Planned Giving Navigator**, an online tool used for marketing material, task calendar, website, and file storage. (Approximately \$550 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 learn the system and commit to overseeing your church's program.
- Invest approximately \$250, based on church size, that will be reimbursed at the end of one year if all commitments are kept.

Planned Giving



Ready to get started?

Let us help you make planned giving easy!

(225) 346-1535

www.umf.org

