


Rooted in Jesus

Planned Giving: Ministry and Discipleship

Jim Murphy, Managing Program Director
Brad Roberts, Assistant Program Director

January 23, 2020

 **EPISCOPAL
CHURCH FOUNDATION**

1

The Episcopal Church Foundation (ECF)

Independent, lay led organization, founded in 1949



Empowers congregations through visioning and planning, leadership development, and raising financial resources for ministry

Through our programs, ECF is helping to build a Church characterized by:

- Lay and clergy leaders work together to transform the Church
- Healthy, vital, vibrant Episcopal communities of faith
- Meaningful opportunities for Christian stewardship and effective fundraising
- Innovative, mission-based ways to be the Church of the future

 **EPISCOPAL
CHURCH FOUNDATION**

2

What is the Episcopal Church Foundation (ECF)?

Overview:

- Independent and lay-led foundation
- ECF's mission is to strengthen the **leadership** and **financial** capabilities of Episcopal congregations, dioceses, and other institutions
- ECF carries out this mission through a wide array of programs including...



Leadership Resources

- ECF Vital Practices (ecfvp.org)
- Vestry Resource Guide
- Fellowship Partners Program
- Educational Events

Financial Resources

- Strategic Resources
- Capital Campaigns
- Planned Giving
- Endowment Management
- Donor-advised Fund



3

Christian Stewardship



Essential elements:

As Christians, we believe part of our response to God's love is to support the ministry of the Christian church.

- **Vision & Mission:** Tell your story
- **Policy & Structure:** Show that funds will be safe
- **Educate & Enlighten:** Respond to the Vision



4

Types of Gifts

- **Ordinary** - Annual Stewardship/Annual Giving
Funds contributed toward on-going daily ministry and operation of a congregation.
- **Extra-Ordinary** - Capital Campaign
Special funds raised for a specific need, typically for new or enhanced facilities.
- **Ultimate** - Planned Giving
Gifts to support the future ministry and security of a parish and its mission.

What are Planned Gifts?



Planned gifts are a variety of charitable giving methods that allow the donor to express his or her personal values by integrating charitable, family and financial goals.

Resources for Ministry

Ultimate - Planned Giving

The Minister of the Congregation is directed to instruct the people, from time to time, about the duty of Christian parents to make prudent provision for the well-being of their families, and of all persons to make wills, while they are in health, arranging for the disposal of their temporal goods, not neglecting, if they are able, to leave bequests for religious and charitable uses. (BCP pg. 445)

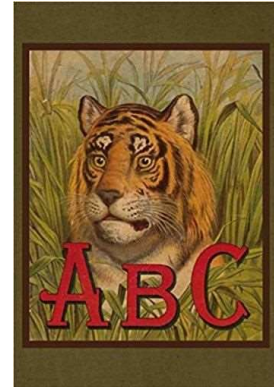
What is special about Planned Giving?



- Future focus
- Donor passion
- A planned gift raises the institution to the level of family in a person's estate plans
- Sensitivity to individual needs, estate planning and end of life issues
- Building trust & sustaining awareness

Types of Planned Gifts

- Bequests
 - By will/trust/account designation
 - 80% of planned gifts
- Life Income Gifts
 - Pooled Income Fund (PIF)
 - Charitable Gift Annuity (CGA)
 - Charitable Remainder Trust (CRUT/CRAT)
- Special Asset Gifts
 - From retirement accounts (401(k), IRA), life insurance, real estate, other appreciated property
- Charitable Lead Trusts



Special Asset Gifts

Lots of opportunity...

- Retirement accounts – *increasingly significant*
- Life insurance
- Real estate – *careful!*

Charitable Lead Trust

We work with donors with complex needs...

- Charity first, then family
- Sizable assets, often income-producing real estate
- Asset-specific, often part of family/business planning

11

Bequests

80% of all planned gifts are in the form of a bequest in a will or trust or an account designation (eg, "transfer on death" or "TOD")

- Bequest types:
 - Specific amount
 - Percentage
 - Specific assets
 - Remainder
 - Contingent bequest
- Bequest designations:
 - Restricted
 - Unrestricted



12

Life Income Gifts – *the basics*



Characteristics of LIG's:

- Donor makes irrevocable gift
- Donor receives charitable deduction in the year of gift
- Donor receives income for life
- Remainder given to charity

13

Life Income Gifts – *the basics*



Pooled Income Fund (PIF)

- Donor income varies based on fund performance
- Current yield @ 2.5%
- Minimum age: 50
- Minimum gift: \$2500
- Donor may add gifts, \$1000 minimum
- No longer as popular

14

Life Income Gifts – *the basics*

Charitable Gift Annuity (CGA)

- Most popular LIG, nearly 90% of gifts
- Donor income guaranteed for life
- Income based on age at time of gift
Higher payout with greater age
- Minimum age: 55
- Minimum gift: \$5000
- Younger donors: Payments may be deferred!
- 10% of remainder to ECF to support program

15

Life Income Gifts – *the basics*

Charitable Remainder Trusts

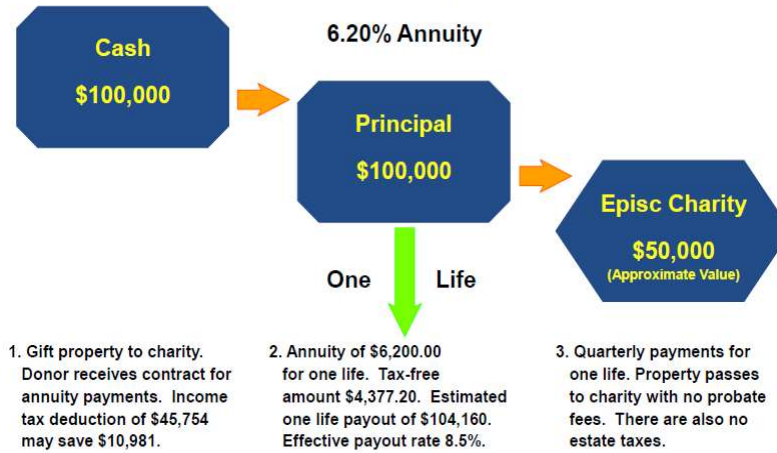
- Minimum gift: \$100,000
- Minimum age: 50
- Payments set by trustee with donor input
 - Fixed annuity (CRAT)
 - Variable based on performance (CRUT)
- ECF attorney can draft trust documents for donor attorney review
- Variety of options for appreciated assets



16

Charitable Gift Annuity

Miss Smith - Age 75

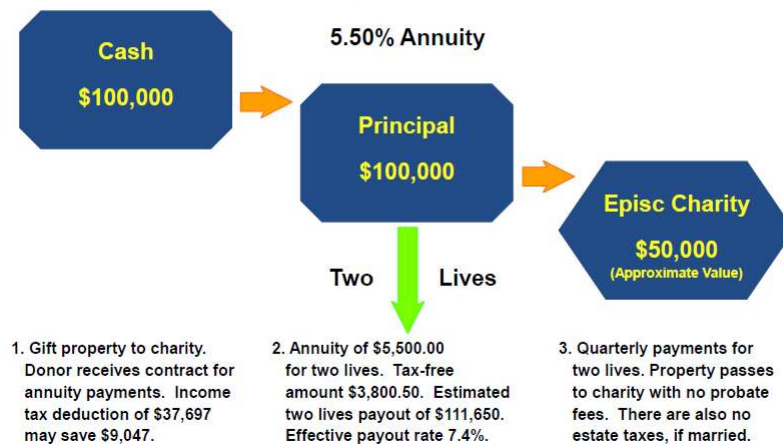


ecr EPISCOPAL
CHURCH FOUNDATION

17

Charitable Gift Annuity

Mr Smith - Age 75 Mrs. Smith - Age 75



ecr EPISCOPAL
CHURCH FOUNDATION

18

Promoting Planned Giving



For all levels of a PG program:

- Awareness
- Basic understanding of the “why’s” & “how’s” of planned giving
- Competition from other charities

Identifying Donors

- Age
- Frequency of giving & longevity
- Cumulative gifts
- Other known planned gifts

Your PG Ministry

“For Keeps”

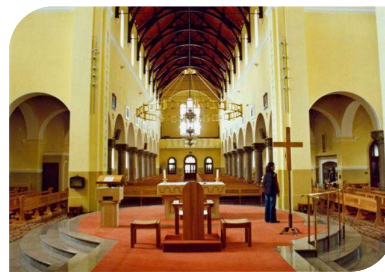
- Keep people informed
- Keep track and respond to inquiries
- Keep saying “Thank You” !



21

Starting PG in your parish

- Every Parish can have a Program
- Start where you are now
- Seek to move to the next level with the help of the Episcopal Church Foundation



22

Resources from ECF

- Endowment & Gift Acceptance Policies
- Investment of Permanent Assets
- Direct Leadership Support
- Funding Future Ministry
- Life Income Gift Illustrations
- Planned Giving Sponsored Website for Donors www.episcopalgifts.org
- SPECIAL RESOURCES:
 - **Planned Giving on Demand**
 - **Donor-advised Fund (DAF)**



23

What is *Planned Giving on Demand*??

- A toolkit that empowers leaders!
- Learn at your own pace
- Everything you need in one place
- Consider joining ECF new national network of PG Shepherds



24



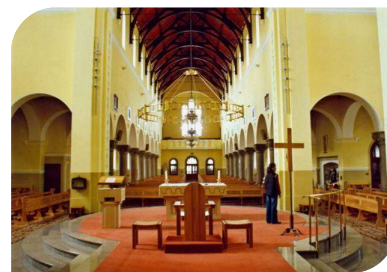
Use the tools, now and in the future

- All resources will be updated and refreshed on an on-going basis
- Plan your own education and your other volunteers
- Plan your next steps
- Take your first step.....

25

Starting PG in your parishyesterday!

- Step by step guide, levels 1-5
- Choose a PG Shepherd
- View the 'quick start' article
- View a 'Basic' webinar
- Contact ECF to create/review Endowment & Gift Acceptance Policies



26

Quick Start Article

Starting Planned Giving from Scratch

What's the sure-fire way to set up a planned giving effort from scratch in any congregation? There's no magic bullet. I've worked with congregations all across the country, and I've learned that each is unique. However, there are some basic steps that should work for almost any Episcopal faith community:

Choose your Shepherd: Appoint and empower at least one leader to oversee your effort.

Empowered and appropriate leaders are essential for success in every ministry. Your planned giving ministry is no different. Here are some things to keep in mind:

- Your PG shepherd (and yes, you can choose more than one) should be knowledgeable about your congregation, its history and ministries, and care deeply about its future.
- She/he should be responsible, trustworthy, discreet, well-respected, and happy to work with others.
- Your PG shepherd does NOT need to be a professional fundraiser, financial consultant, or lawyer. However, your shepherd should be willing to learn the basics about planned giving.



Basic steps for starting a planned giving program for your congregation.

ecr EPISCOPAL
CHURCH FOUNDATION

27

Use Printed Resources.....

- Get brochures, booklets and other resources



ecr EPISCOPAL
CHURCH FOUNDATION

28

Funding Future Ministry



- FFM printed copy included with *Planned Giving on Demand* toolkit
- E-book now available separately for \$9.95 on Amazon.com
- Sample parish materials and various resources still available on line

29

Other PG Resources from ECF remain available

- Publications directly through Forward Movement
 - Booklets & Brochures
 - *Funding Future Ministry*
- Life Income Gift Illustrations from ECF Staff
- ECF Sponsored Planned Giving Website for Donors: www.episcopalgifts.org



30

www.episcopalgifts.org

Gift Options



Planned Giving helps you meet your personal, financial and estate planning goals by making a lifetime or testamentary charitable gift. Learn about the benefits below.



Donor Stories

Learn how others have made an impact through their acts of giving to your preferred Episcopal charity or parish and others. Explore the many benefits of charitable gift planning.

[More](#)



What to Give

Find out what type of assets make the best planned gifts. Learn about gifts of



How to Give

Learn how to make a gift that provides tax benefits and even life income.



Planned Gifts Calculator

View a presentation that shows the benefits of a planned gift based on your

31

Building PG in your parish

Level 5: Legacy Society Stage

- Expand the number of volunteers and share leadership
- Establish Membership Criteria & consider the "Founding Members"
 - Be as inclusive as possible –
- Plan the next 12 months and an inaugural event
- Remember to follow up!!

32

Legacy Societies

Why have a legacy society?

- Raise awareness of planned giving options
- Opportunity for witness
- Provide a system for acknowledgements
- Stay connected with donors, an opportunity for Ministry!



33

Legacy Societies



Creating a Legacy Society

- Establish a Name/Theme & Create promotional brochure
- Establish Membership Criteria & Consider the “Founding Members”
- Create Enrollment & Acknowledgement plan
- Hold annual “Thank You” event

34

Questions?

How will your parish move forward?

What is your parish's next step?



35

Recorded Webinars to Empower your Leaders

- Basics of Planned Giving for Parish Leaders
- Basics of Endowment Management for Parish Leaders
- Prospective Donors of Planned Gifts
- Basics of a Capital Campaign
- Annual Stewardship
- Vestry Leadership 101

For links to recordings visit: www.ecfvp.org



36

Upcoming Free Live Webinars

***Check our website, under
Events, for more info.***



37

At your service

**ECF always available to assist at (800) 697-2858
Endowment Management, Planned Giving & Donor Solutions**

Jim Murphy, Managing Program Director
jmurphy@episcopalfoundation.org

Ken Quigley, Senior Program Director
ken@episcopalfoundation.org

Carsten Sierck, Program Director
csierck@episcopalfoundation.org

Josh Anderson, Associate Program Director
janderson@episcopalfoundation.org

Demi Prentiss, Program Consultant
dprentiss@episcopalfoundation.org

Brad Roberts, Assistant Program Director
broberts@episcopalfoundation.org



38