



Episcopal
Foundation
of Dallas

PLANNED GIVING RESOURCE GUIDE

The Episcopal Foundation of Dallas (EFD) has faithfully helped parishes, schools and missions for seven decades to grow and maximize the financial gifts that have been entrusted to each organization. We can help your Episcopal organization establish and maintain a planned giving program to ensure resources will be available to fund important ministries in the future.

EFD will support you while you establish an active and successful planned giving program to support the future mission of your parish or school. This guide will assist you in providing the resources you need to get started.

Education and Planning

1. Consultation on the steps to create a planned giving campaign
2. Guidance on how to create a Legacy Society

Resources

1. Information on planned gifts
2. Marketing plan
3. Brochure, pew cards, letter/email templates
4. Social media ideas
5. Books and publications

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I. General Information

Planned gifts – gifts made through bequests in wills, life insurance and appreciated properties – are part of a mature financial development plan for your parish. They are a recognition that in time all accumulated assets will pass from one generation to the next. Planned giving then, is a statement of faith and belief in the future. The church leadership has a responsibility to actively provide a meaningful program on planned giving, just like other nonprofit entities do to ensure the future of the organization.

Planned giving is different from other appeals such as the annual stewardship or even a capital campaign in that the funds given are from current annual income. Planned giving generally comes from accumulated assets and may be the largest gift a donor ever makes.

II. Getting Started

A. Why Create an endowment?

The primary reason any organization creates an endowment is for financial independence. In a church this usually means long-term funds are used to empower the ministry and outreach of the church. Defining the vision of the endowment and understanding its relationship with the operating budget is critical for success. Understanding the broad vision and need for an endowment will guide the leadership in engaging the congregation

B. The Planned Giving Structure and Endowment Team

Step 1: The first step in creating a planned giving program is to create a sound structure. The team leading the effort can be a committee of the vestry (for smaller churches) or a separate endowment committee. Endowment committees tend to focus on the long-term goals of the endowment while vestries tend to focus on the short-term operations and issues. These committees often can and should utilize the assistance of outside professionals in the areas of law and taxation when both creating and planning the Endowment.

Some endowment committees will take on the responsibility of investing the funds themselves. Others will work with a local bank or investment company. Choosing to invest through the endowment management services offered by the Episcopal Foundation of Dallas allows you to benefit from our mission of partnering wise investments with purposeful giving.

Step 2: Define the rules of how the money will be spent and how the endowment will operate and put them in writing so there is a clear understanding by potential donors.

Describe the purposes for which the funds generated by the endowment can be spent. (capital needs, outreach ministries, new ministries, special projects, and other purposes are common). It is important to have enough flexibility to allow future vestries the ability to respond to the needs of their time.

Describe the rules under which the endowment will operate in writing. These should include but are not limited to the following:

1. Enabling Resolution – establishes the purposes of the fund and how it will operate. It establishes the committee and its responsibilities. Form an independent, governmentally registered entity with the appropriate related formation, management, and tax structures.
2. Gift Acceptance Policy – defines the types of gifts the church may accept
3. Disposition of Bequest Policy – defines how the church will handle bequests
4. Designated Fund Policy – defines if and how the church will handle designated funds
5. Spending Rule – defines the way funds generated from the endowment will be spent
6. Investment Guideline or Policy – defines how the funds will be invested

Step 3: Maintain good records. Keeping impeccable records of all gifts is critical – no matter how large or small. Often times gifts are given confidentially and you will have information about personal plans and commitments of the donors. It is important to acknowledge gifts in a timely manner and provide reports/information about the endowment to the congregation.

Step 4: Investing the endowment. Where and how the endowment is invested is one of the most important decisions undertaken by an endowment committee or vestry. The Episcopal Foundation of Dallas (EFD) offers a valuable and cost-effective investing option and a disciplined and long-term approach to management. Visit the EFD website at www.episcopalfoundationdallas.org or call at 214 366-9996.

C. Planned Giving and Endowment Program Marketing Outline

Elements of an Effective Marketing Plan

Transferring wealth of any size to one's heirs is very important to individuals. Encouraging additional gifts to the causes that have been important in one's life requires ongoing discussion by a trusted organization. Positioning a church as a beneficiary takes time and attention no matter the size of the gift. The following outline for planned giving communication reinforces the term "drip marketing" with those providing assistance becoming a trusted source of information.

1. Create Awareness in Regular Parish/School Printed Materials

- a) Parish/School Bulletin
- b) Parish/School Newsletter
- c) Annual Report or Other Regular Publications
- d) Possibly on Parish/School Letterhead and Business Cards
- e) Pledge cards/envelopes "call to action"

2. Add a Planned Giving Brochure Specifically Targeted to Your Parish/School readily accessible in a convenient location

3. Create Awareness in Electronic Media

- a) On Website - Homepage presence and an additional Planned Giving homepage
- b) Examples: <https://foundation.incarnation.org/> and <https://www.saintmichael.org/saint-michael-foundation/>
- c) Electronic Newsletters and Publications
- d) Below Address Line on E-Mails. "Please remember (organization) in your will."
- e) The legal name noted on the website for attorneys and donors.

4. Establish a Planned Giving Society to recognize participants

- a) Recognize parishioners and parents who have told you that your parish/school is in their estate plans
- b) You don't have to start from scratch – invite parishioners and parents who have already told you of their plans to be charter members
- c) Make the process "opt in" which is a "Best Practice"
- d) Give your parishioners and parents the opportunity to be anonymous members
- e) Internally track potential gifts and annually give thanks for their support.
- f) Provide a small token of appreciation when parishioners and parents join
- g) Give the society a name that has meaning for your parish/school
- h) Host an annual event for legacy society members
- i) The event should be modest and meaningful
- j) Make sure the event is short on program and long on gratitude
- k) Publish (with permission) names of legacy society members in various materials
- l) Ask for a copy of the page in their will or a letter of intent.
- m) If the donor declines (very possible), document their intent with a thank you letter to the donor and a copy to your file

III. Types of Gifts

The assets described below may be used to fund both immediate and life-income gifts.

IMMEDIATE GIFTS:

Gift Vehicle		Tax Deduction
<p>Cash or cash equivalents</p>	<p>Cash, in the form of a check or money order, is the most common form for charitable gifts. Currency or coins are not generally accepted.</p>	<p>The actual tax savings from gifts of cash depend on the donor's tax bracket. The higher the tax bracket, the lower the cost of the gift. For example, a donor in a 35% tax bracket contributes \$100,000 to charity. Because of tax savings, the gift "costs" the donor only \$65,000.</p>
<p>Appreciated securities</p>	<p>Donors who contribute long-term (held longer than 12 months) appreciated securities (including mutual funds) get a double federal tax benefit. Gifts of appreciated securities held longer than 12 months are deductible at their full fair market value which is the mean between the high and low trades on the date of the gift.</p>	<p>The capital gains tax on the security's appreciation is completely avoided. The donor is entitled to a deduction for the full value of the security up to 30% of the donor's adjusted gross income in the year of the gift with a five-year carryforward period, if required.</p>

Gift Vehicle		Tax Deduction
Closely held stock	<p>Shares in a privately-owned business are usually owned by family members, top management, and the corporation itself. The stock can be contributed outright and the donor is entitled to a deduction for the appraised fair market value. The donor also avoids the potential capital gains tax on any appreciation in the value of the stock.</p> <p>After the gift, the charity may sell the stock to the corporation or to other shareholders for cash. There can be no prior agreement between the charity and a potential buyer before the gift is made.</p>	<p>The donor is entitled to a deduction for the full value of the stock up to 30% of the donor's adjusted gross income in the year of the gift with a five-year carryforward period, if required. A qualified appraisal will be required if the deduction claimed exceeds \$10,000.</p>
Real property	<p>Gifts of real estate include a house or personal residence, farm, vacation home, commercial buildings, and income-producing or non-income-producing land. Gifts of real estate may be contributed as outright gifts, as a retained life estate or may be gifted through a donor's will.</p>	<p>Gifts of real estate, if held more than one year, are deductible up to 30% of the donor's adjusted gross income in the year of the gift with a five-year carryforward period, if required. Qualified appraisal may be required.</p>

Gift Vehicle		Tax Deduction
<p>Mineral interests</p>	<p>A church can easily accept mineral royalty interests. A gift of a working interest will incur unrelated business income tax (UBIT) liability for the church, which may preclude acceptance of such a gift.</p> <p>The church should require the donor to provide information about the nature of the interest; any encumbrances; the status of taxes, litigation, and regulatory actions; and a title opinion, if available.</p> <p>The church should consult a mineral consultant/custodian to review the interests to be transferred and the supporting documentation. The custodian will recommend to the charity whether to accept the gift. The custodian’s review may include securing a title opinion if no recent opinion can be secured and updated.</p>	

Mutual funds	Mutual funds can be excellent assets to contribute to a charity. The fair market value of a mutual fund share is its public redemption price on the valuation date.	Gifts of mutual funds, if held more than one year, are deductible at their fair market value up to 30% of the donor's adjusted gross income, with a five-year carryforward, if required.
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DEFERRED GIFTS:

Gift Vehicle		Tax Deduction
<p>Life insurance</p>	<p>Gifts of life insurance enable donors to make a future major gift to the charity at a relatively modest cost. Donors need to be aware that retained ownership of the policy by the donor results in its inclusion in the donor’s estate; however, policy proceeds are free of income tax to the beneficiary. Donors may name the charity as the owner and beneficiary of existing policies that they no longer need. Alternatively, donors may purchase new policies and name the charity as the owner and beneficiary and are able to pay the premium each year through a donation to the church.</p>	<p>Donors are entitled to a federal income tax deduction for the premiums and the cash value of the policy in the year the gift is made.</p>
<p>Qualified retirement plan assets</p>	<p>Retirement plan assets, such as IRAs, can make ideal charitable gifts. Qualified retirement plans enjoy favorable tax treatment prior to retirement, but may be severely taxed upon the death of the plan participant because they are considered "IRD property." IRD stands for "income in respect of the decedent." Because the owner of an IRA, for example, would have been taxed on distributions from the plan if still alive, anyone receiving those plan distributions following his death (including the surviving spouse) must also pay income tax.</p>	<p>Qualified plans may be subject to both income tax and estate tax, which can total 75% or more, depending on the size of the overall estate.</p> <p>Changes enacted by The Pension Protection Act of 2006 allow individuals aged 70 ½ and older to distribute up to \$100,000 annually from a qualified IRA to a charitable organization. The donor may exclude this from his/her gross income for each tax year.</p>

Wills and Bequests	A bequest through a will is the simplest and most common planned gift. It can be an outright monetary bequest, a percentage of your estate, a percentage of the “rest, residue, and remainder” of your estate after a number of other bequests have been fulfilled, or a specific asset such as personal or real property.	A will can be changed at any time and is not irrevocable.
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IV. Templates

Please see the Appendix for the following customizable templates which are available for use by your endowment team to disseminate information about the various ways to give.

A. General Brochure - A Guide to Charitable Estate Planning

B. Letter – Introducing planned giving to constituents

C. Letter – Presenting planned giving to constituents

D. Pew card or website content for

1. Bequest in a Will

2. Retirement assets

3. Life insurance

4. “Legacy Society”

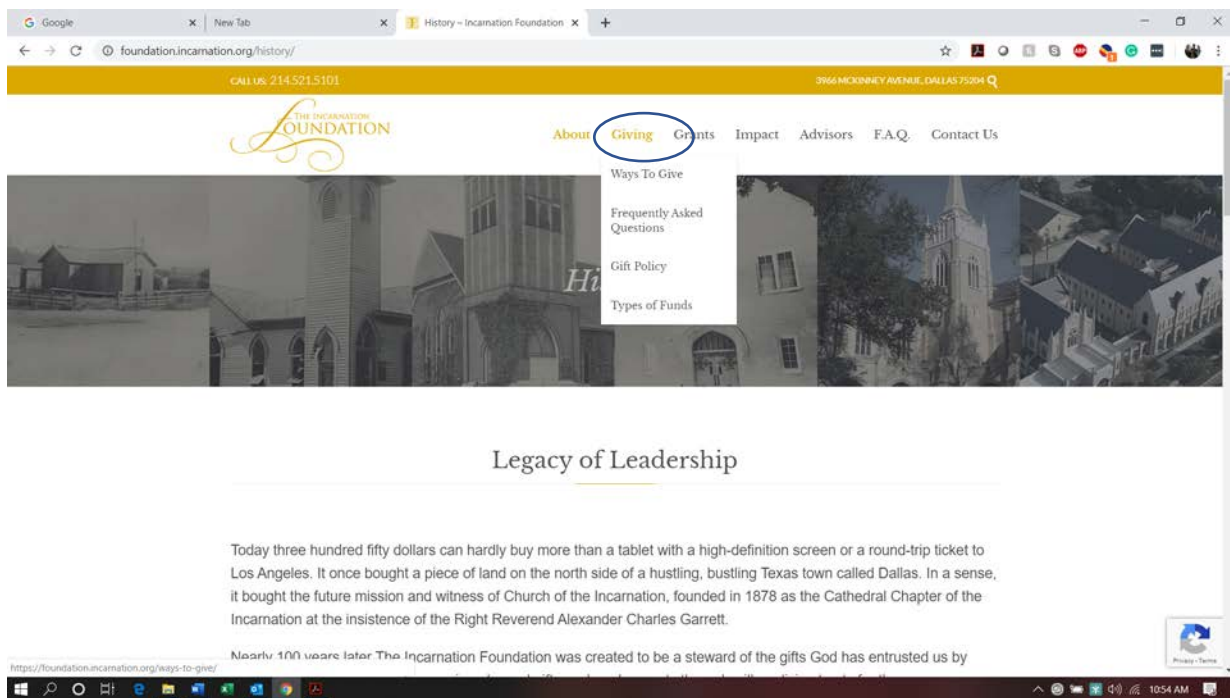


V. Resources

A. Electronic Presence

The church website should make it very clear how a parishioner can give. See the examples below.

Church Home Page Example:



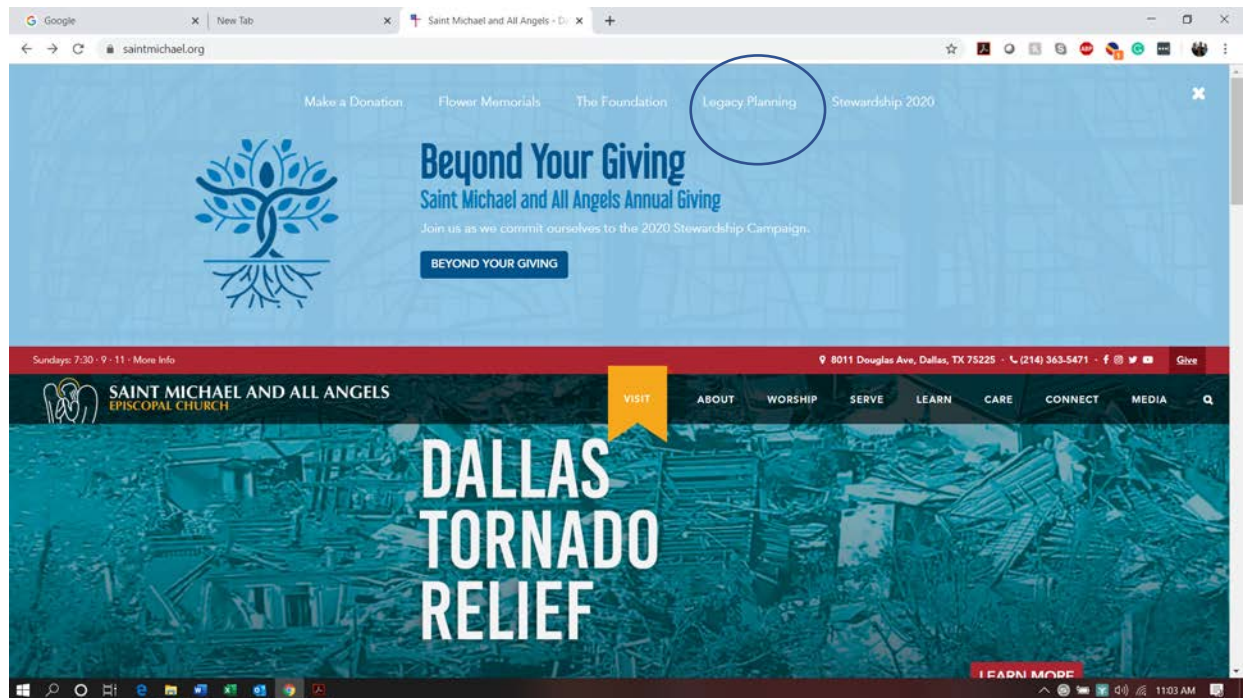
Planned Giving Page Example:

The screenshot shows a web browser window with the URL foundation.incarnation.org/ways-to-give/. The page features the Incarnation Foundation logo and a navigation menu with links for About, Giving, Grants, Impact, Advisors, F.A.Q., and Contact Us. The main heading is "Planning an Estate Gift Can Be Easy". Below this is a testimonial from Leila and Holland Gary, accompanied by a photo of the couple. The testimonial text reads: "I figured we would leave the church in our estate plans," says Holland. "When we thought more tangibly about it, it seemed like an expensive administrative headache to go back to our attorney and make a bequest. But then we learned there's more than one way to do it. We simply updated our IRA online by naming Incarnation as a partial beneficiary," says Holland. We were relieved once we'd made the decision to do it sooner rather than later—planning an estate gift is easy. It is not like you can do anything with earthly treasure after you are gone. This is also our final moment to communicate to our children: 'Giving thanks for the gifts of our life is what is important to us and we hope you'll agree for the sake of your kids and grandkids.' Below the testimonial is a section titled "Long-Term Giving Options" with a link to "Click bar to view more information." A yellow bar contains two options: "Bequests and Wills" and "Retirement Plans".

Church Home Page Example:

The screenshot shows the homepage of Saint Michael and All Angels Episcopal Church. The header includes the church's name, address (8011 Douglas Ave, Dallas, TX 75225), phone number (214) 363-5471, and social media icons. A navigation menu includes links for VISIT, ABOUT, WORSHIP, SERVE, LEARN, CARE, CONNECT, and MEDIA. A prominent banner features a smartphone displaying the church's mobile app interface with the text "It's here." and a "DOWNLOAD NOW" button. A dropdown menu is open under the "GIVE" link, listing various giving options: BLOG / NEWSROOM, LIVE EVENTS, ARCHANGEL MAGAZINE, RESOURCE GUIDE, SERMONS, CLASS RECORDINGS, RECTOR'S BIBLE STUDY, SUNDAY NEWS, ANNUAL REPORT, VESTRY & FINANCE, and MINUTES. Below the banner is a section titled "LATEST SMAA SOCIAL" featuring a grid of social media posts, including a video of a man speaking, a photo of a man in a yellow shirt, a smartphone displaying the app, a "FALL BACK TONIGHT" sign, and a poster for "ALL SOULS' DAY EVENSONG" at 5:30 PM in the church.

Planned Giving Page Example:



B. Books and publications

Visual Planned Giving by Russell James, J.D., Ph.D.

The Art of Planned Giving by Douglas E. White

Seeing Through a Donors Eyes by Tom Ahern

Other organizations that can assist in planned giving education

CNM Connect: <https://thecnm.org/> Offers nonprofits affordable education and consultation services in Dallas, TX.

VI. Appendix:

Templates and Content

- a) General Brochure - A Guide to Charitable Estate Planning
- b) Letter – Introducing planned giving to constituents
- c) Letter – Presenting planned giving to constituents
- d) Pew card or website content for
- e) Bequest in a Will
- f) Retirement assets
- g) Life insurance
- h) “Legacy Society”

A. General Trifold Brochure about Planned Giving

Front page:

Entrust your Legacy – (Title of brochure)

Placeholder for picture of the church

How will you be remembered?

A Guide to Charitable Estate Planning

Church Name, address, phone number, website

Page Two:

Place holder for picture

Remembering [Church Name] in your Estate Plan

Established in [DATE], our church was built over the years on the generosity of countless others who came before us.

[Church Name] has provided a spiritual foundation for our lives and has witnessed so many important milestones in the lives of our families – baptisms, graduations, weddings and funerals in addition to providing vital support during life’s most difficult times.

Your generosity helps to ensure that [Church Name] will always be there to provide this same spiritual formation for future generations, just as those who came before us did for our families.

Page Three:

Placeholder for picture of the Rector

Placeholder for “Note from the Rector” About Building an Endowment Fund

Easy Planning Options Section:

Bequest from your Will of Living Trust – You can easily make a charitable gift of a specific dollar amount, percentage of your estate/trust, a certain asset or make the church a “residual beneficiary”. In addition to a very generous charitable gift, your trust or estate receives an estate tax benefit to the action as well.

Beneficiary Designation from a Retirement Plan – By designating the church as a beneficiary of your retirement plan, you support important charitable work and avoid both estate and income tax.

Charitable Gift of Life Insurance Policy – You can assign a whole life insurance policy to the church or name the church as a beneficiary. In return for your generosity, you receive a tax reduction for the premiums you paid on the policy.

Page Four:

[Church Name] Endowment Fund

Our church has established a permanent endowment fund at [the Episcopal Foundation of Dallas], that is uniquely ours which will provide annual support for our [facilities as well as funds for scholarships, our programs and operating expenses]. You can specify that your gift is added to our endowment for a specific need of our church.

For more information or to answer your questions about a possible gift, please contact [Name] at [email] or [phone].

Page Five:

Contact us for more information – For more information or to answer your questions about a possible gift to [Church Name] Endowment Fund, please contact [Name] at [email] or [phone].

[Church Name] Endowment/Foundation

Address, city, state, zip

EIN Number

Tax deductible contributions to the [Church Name] endowment are invested and managed and administered with careful stewardship. Only the earnings from these legacy gifts will be distributed to the church. Your gifts to the Foundation will have an everlasting and perpetual impact on the mission and ministry of [Church Name].

Page Six:

For many there is a compelling need to make a difference and leave a lasting impact at [Church Name] now and in the future. Won't you join us?!

Expressing our Gratitude – [Church Name] Legacy Society

The [Church Name] Legacy Society was formed in [2019] to honor the individuals and families that have made long-term commitments to our church through planned gifts such as bequests, retirement assets or insurance policies. Our church is already the beneficiary of many gifts entrusted to us by generously-minded individuals and families.

The [Church Name] Legacy Society provides a way for us to recognize and thank donors during their lifetimes as well as honor their memory in death. If you have already remembered [Church Name] in your will, please contact us and consider joining us in [Church Name] Legacy Society.



B. Letter Introducing Planned Giving Program

SECTION 1: INTRODUCTION: CAPTURE INTEREST WITH PERSONAL QUOTES AND EXAMPLES FROM YOUR PARISH

Dear [NAME],

Throughout your lifetime, you've given faithfully to the ministry of [CHURCH NAME]. You have committed your annual pledge and participated in capital campaigns that met specific needs, such as the [GIVE EXAMPLE]. Perhaps you've made a memorial gift to honor a loved one.

Each gift is an expression of your values, priorities and gratitude for God's blessings in your life. By giving, we worship God and strengthen our community, as every gift blesses others.

SECTION 2: EXPLAIN BASICS ABOUT PLANNED GIVING

Through the ministry of planned giving, we have a powerful opportunity to ensure that our most sacred values and commitments are part of the legacy we leave behind for future generations. Since planned gifts generally come from the accumulated assets of our lifetime, it is an opportunity to make a final statement of support for a ministry dear to our hearts.

[CHURCH NAME] planned giving program benefits both our present and future members. Through planned giving, we can help parishioners provide for the needs of their family through effective estate planning and tax reduction strategies. Planned gifts also ensure that the church will have the resources needed to continue its mission and ministry for many years to come.

Planned giving does not have to be complicated—and it is not only reserved for those with great wealth. It can be as simple as adding a bequest to the church in your will.

SECTION 3: PROPOSE NEXT STEPS/PROVIDE CONTACT INFORMATION TO FOLLOW UP

Please take a moment to read the enclosed brochure, [Leave Your Legacy], which explains the most common types of planned gifts and their benefits. You may also want to visit the [CHURCH NAME] website (www.WEBSITE) to learn more.

We ask you to prayerfully consider taking the next step—exploring planned giving opportunities to support [CHURCH NAME]. Members of the planned giving committee [OR THE RECTOR/SENIOR WARDEN] are available to provide more information or meet with you for a confidential discussion about planned giving options to best suit your circumstances.

Please return the enclosed response card to the church office or call to set up an appointment.

Faithfully yours,

Chair of Planned Giving Committee



C. Letter Presenting a Parish Endowment Fund

SECTION I: INTRODUCTION: SET THE VISION FOR THE ENDOWMENT FUND

Dear

[“The good leave an inheritance to their children’s children...” Proverbs 13:22]

We all plan for the future. Often, we set goals for ourselves, such as advancing our careers, running a marathon, or visiting the world’s great wonders. However, the most important plans we make concern the welfare of others, particularly our families. We thoughtfully consider what the future may hold and take appropriate action to provide for them.

As Christians, we are called to plan for the future of our church—our spiritual family—in the same way. To accomplish this, the Vestry of [CHURCH NAME] has established an endowment fund to provide a reliable source of income to the parish for generations to come.

The [CHURCH NAME Endowment Fund] has a unique purpose in the life of our parish— to empower ministry beyond what is possible through annual operating funds. The Endowment Fund is not simply a hedge against future uncertainties. It is a commitment to provide our future parishioners with the means to minister to the community as we have been blessed to do.

SECTION 2: DESCRIBE THE TYPES OF FUNDS SET UP BY THE PARISH (IF APPLICABLE)

[CHURCH NAME] has established several funds within the Endowment Fund to allow our donors to designate their gift to a specific area of ministry. You can select the particular fund into which your gift will go:

- The [Premises Fund]: for the maintenance and repair of the buildings and grounds, and for projects of enduring character.
- The [Christian Education Fund]: for the teaching ministry, including work with youth.
- The [Parish Life and Music Fund]: for the enrichment of worship, music, fellowship and lay ministry and for the enhancement of the organ.
- The [Remembrance Fund]: for memorial gifts and “in lieu of” contributions, to be used for worthwhile purposes

Details on the investment policies, guidelines and performance of the Endowment Fund are available through the church office.

SECTION 3: EXPLAIN HOW GIFTS CAN BE MADE TO THE ENDOWMENT FUND

Gifts can be made to the Endowment Fund in two ways: by a direct gift of cash or check, or by making a planned gift.

Planned gifts, though requiring financial and estate planning assistance, offer a unique opportunity to make a substantial gift to the Endowment Fund while providing for one's family. Some planned gift options provide income for life and reduce the tax burden on the donors and their heirs.

SECTION 4: PROPOSE NEXT STEPS/PROVIDE CONTACT INFORMATION TO FOLLOW UP

We ask you to prayerfully consider your role in building [CHURCH NAME]'s Endowment Fund. If you would like additional information or wish to discuss confidentially the best way for you to make a gift, please feel free to contact me or any member of the Endowment Committee or Rev. [NAME].

We are grateful for your generosity and commitment to ensure an abundant future for [CHURCH NAME].

Faithfully,

Chair of the Endowment Committee

ATTACHMENT:

TYPES OF PLANNED GIFTS:

Planned gifts are generally made through the following means. More detailed information on these options can be found on the Church's website, [www.\[WEBSITE\].org](http://www.[WEBSITE].org).

Bequest in a Will

The easiest and most common way of making a planned gift is through a bequest in your will. You can designate a specific amount of money, a percentage of your estate, or a specific asset. [CHURCH NAME] Endowment Fund could also be named as a contingent beneficiary.

Life Insurance

Life insurance can be used to make a sizeable gift to [CHURCH NAME's Endowment Fund]. For example, you can purchase a new policy and make the church the owner and beneficiary of the policy. You can make [CHURCH NAME] the owner and beneficiary of an existing policy you no longer need. Or you can name [CHURCH NAME] a contingent beneficiary of an existing policy.

Appreciated Securities or Real Property

Gifts of long-term appreciated securities are deductible at their full market value if held longer than 12 months. The Capital gains tax on the stock's appreciation can be completely avoided.

Mutual Funds

Mutual funds can be an excellent asset to contribute to a parish or school. The fair market value of a mutual fund shares it its public redemption price on the valuation date.

Qualified Retirement Plan Assets

Retirement plan assets such as IRAs, can make ideal charitable gifts. The [CHURCH NAME] can be named the beneficiary either in dollar amount or as a percentage. Additionally, the changes to the Pension Protection Act of 2006 allow individuals aged 70 ½ and older to distribute up to \$100,000 from a qualified IRA directly to a charitable organization with no tax implication.

Please check with your financial and legal advisors before making a gift.

D. Pew card or website Content

Bequest in a Will

The most common planned gift is simply to remember ones’ church in a properly prepared written will. Bequests from a will can take many forms including: a) Outright gift of money, b) a percentage of an estate, c) a specific asset such as personal or real property, d) a trust created in a will, or e) a contingent beneficiary.

Donors should consult with their legal and financial advisors and family members before creating a will.

Sample Bequest language:

“I give, devise and bequest (amount, asset or percentage of estate) to [Church Name, address] to be used (describe use) or as the [Church Name] deems appropriate.”

In the State of Texas, it is not necessary to completely rewrite one’s will to include your church or church endowment or any other charitable organization. An addition to a will is known as a codicil.

Sample Codicil language:

“I (your name), hereby amend my last will and testament, executed on (date of last will). I direct all provisions of that will remain in effect but hereby direct that in addition the [Church Name, address], shall receive (describe bequest) to be used for mission and ministry.”

Preparing a will is an act of love for your family and friends, a way of easing the pain of loss that follows death. Please consult with your trusted estate planner or legal advisor when preparing your final legacy.

[Church Name] Endowment Fund

Address

City, state, zip

EIN Number

Retirement Assets

Retirement assets, such as an individual retirement account (IRA), a 401(k) or 403(b) are an increasingly valuable asset to many people. A retirement account also provides a simple way to make a planned gift to [Church Name] by making the church a beneficiary on the account.

Retirement accounts, like life insurance policies are able to have several designated beneficiaries or assign a specific percentage of what remains in the account to different people and/or entities. There are many options available with retirement accounts. Please contact your financial advisor or attorney for the latest legal and financial information when making important decisions.

The designation of retirement assets to a charitable entity like [Church Name], carries tax benefits for your estate. It is also one of the least complicated avenues for an estate plan to acknowledge the important role that [Church Name] has played in your life and the lives of your family.

A planned gift to [Church Name] through one's retirement account is a statement and reflection of your values and priorities.

[Church Name] Endowment Fund

Address

City, state, zip

EIN Number

Life Insurance

Planned giving is a variety of giving methods that allow the donor to express their personal values by integrating charitable, family and financial goals.

A gift of life insurance is a popular easy and convenient way to make a planned gift to [Church Name]. Generally, such a gift should be a whole life policy and not a term policy.

There are several ways to make a gift of life insurance:

Purchase a new policy and make the Church both the owner and the beneficiary of the policy. This allows the premiums to be tax deductible.

Make [Church Name] the owner and beneficiary of an existing policy. This allows the cash value of the policy to be tax deductible along with any future premiums.

Make the Church a contingent beneficiary of an existing policy.

Please consider making a planned gift to the Church. As with any important financial decision we encourage you to consult with your attorney or financial adviser and family members before making a gift.

The [Church Name] Endowment was established to benefit the [*ministries, programs, operations, activities*] of the Church. Contact us to learn more about how you can support the ministries of the Church

[Church Name] Endowment

Address

City, State, zip

EIN Number

Invest – Legacy Society

Side 1

[Church Name] “Legacy Society” (pick a name that means something to your parish)

The [Legacy Society] was established to recognize individuals, couples, and families who have informed us that they have made a provision in their estate plans or who have made a generous gift to its endowment. Members of the [Legacy Society] bear witness to their faith through the [Church name]. They care about the future strength of the church, empowering the ministry for generations to come.

Members of the [Legacy Society] receive:

Invitation to annual [Legacy Society] dinner

Updates on Endowment activities

Recognition on the [Legacy Society] plaque in the vestibule (optional)

The [Church Name] Endowment was established to benefit the [*ministries, programs, operations and activities*] of [Church Name]. If you have included the Church in your estate plans or would like to receive additional information about becoming a member of the [Legacy Society], please complete and return the enrollment form on the opposite side.

Side 2:

Yes, I would like to learn more about the [Legacy Society]

I have made provisions for the Church in my(our) estate plans. Please contact me/us to discuss.

Name, Street address, city state, zip phone number

Drop this completed form at the front desk or mail to [Church Name] Endowment Fund, address, city, state, zip, EIN #

Appendix E

E. Planned Giving Gift Chart

The chart below can help you identify the best gift plan to meet your needs

(We recommend and encourage you to speak to a professional to create your individual giving plan)

Your Gift	Bequest	Revocable Living Trust	Outright Gift of Cash	Outright Gift of Securities	Outright Gift of Personal Property	Gift of Life Insurance	Gift of Retirement Assets	Gift of Real Estate
Your Goal	Defer a gift until after your lifetime	Make a revocable gift during your lifetime	Make a quick and easy gift	Avoid tax on capital gains	Share your enjoyment of a collection or other personal item	Make a large gift with little cost to yourself	Avoid the twofold taxation on IRAs or other employee benefit plans	Avoid capital gains tax on the sale of a home or other real estate
How to make the Gift	Name us in your will (designate a specific amount, a percentage or a share of the residue)	Name us the beneficiary of assets in a living trust	Simply write a check or make a cash donation now	Contribute long-term appreciated stock or other securities	Donate tangible property related to our exempt function	Contribute a life insurance policy you no longer need and/or name us as beneficiary	Name us as the beneficiary of the remainder of the assets after your lifetime	Donate the property to us, or sell it to us at a bargain price
Your Benefits	Donation is exempt from federal tax	You maintain control of the trust for your lifetime	Immediate income tax deduction Possible estate tax savings	Immediate charitable deduction Avoidance of capital gains tax	Charitable deduction based on the full fair market value	Current Income tax deduction Possible future deductions through gifts to pay policy premiums	Allows less costly assets for your heirs	Immediate income tax deduction Reduction or elimination of capital gains tax