

How to (and Why) Make Planned Giving Happen in Your Parish



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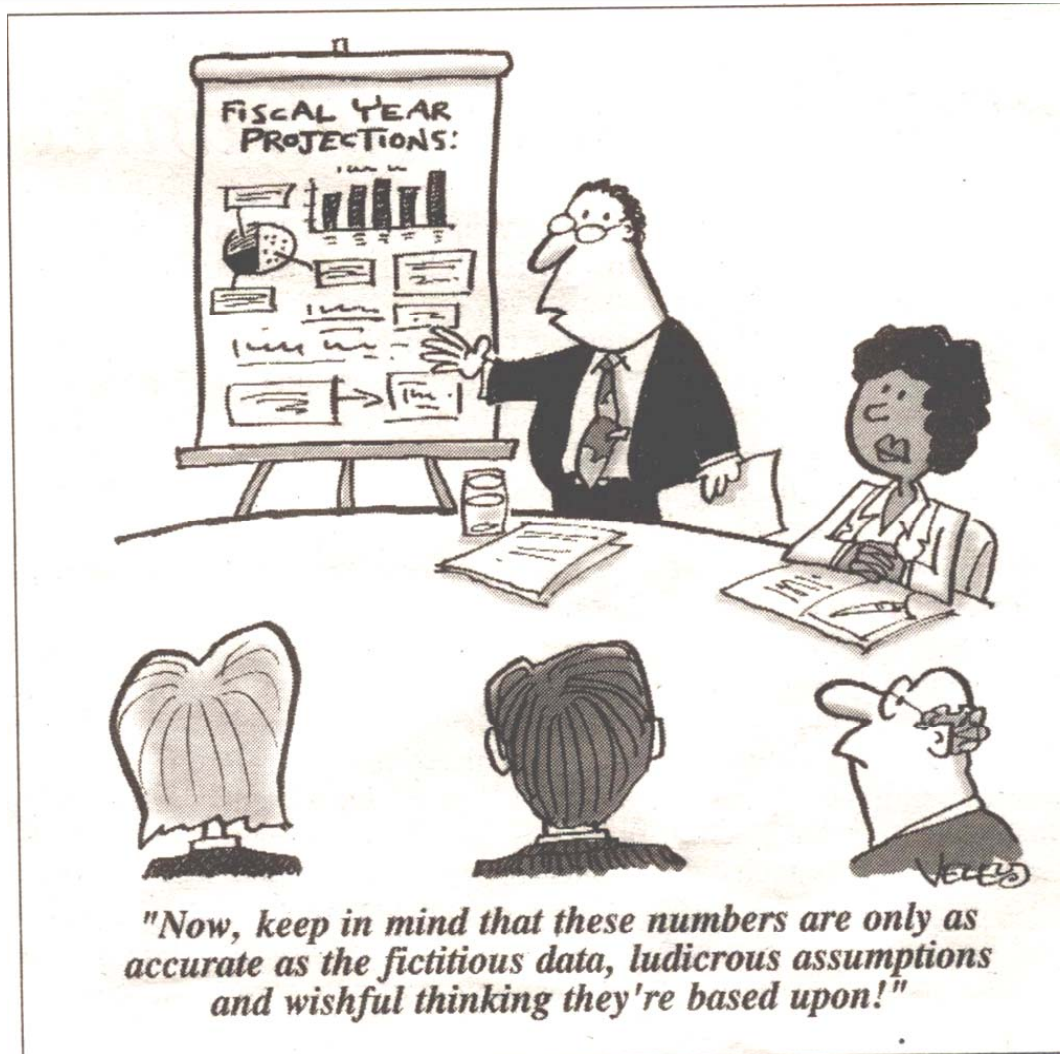
Familiar?



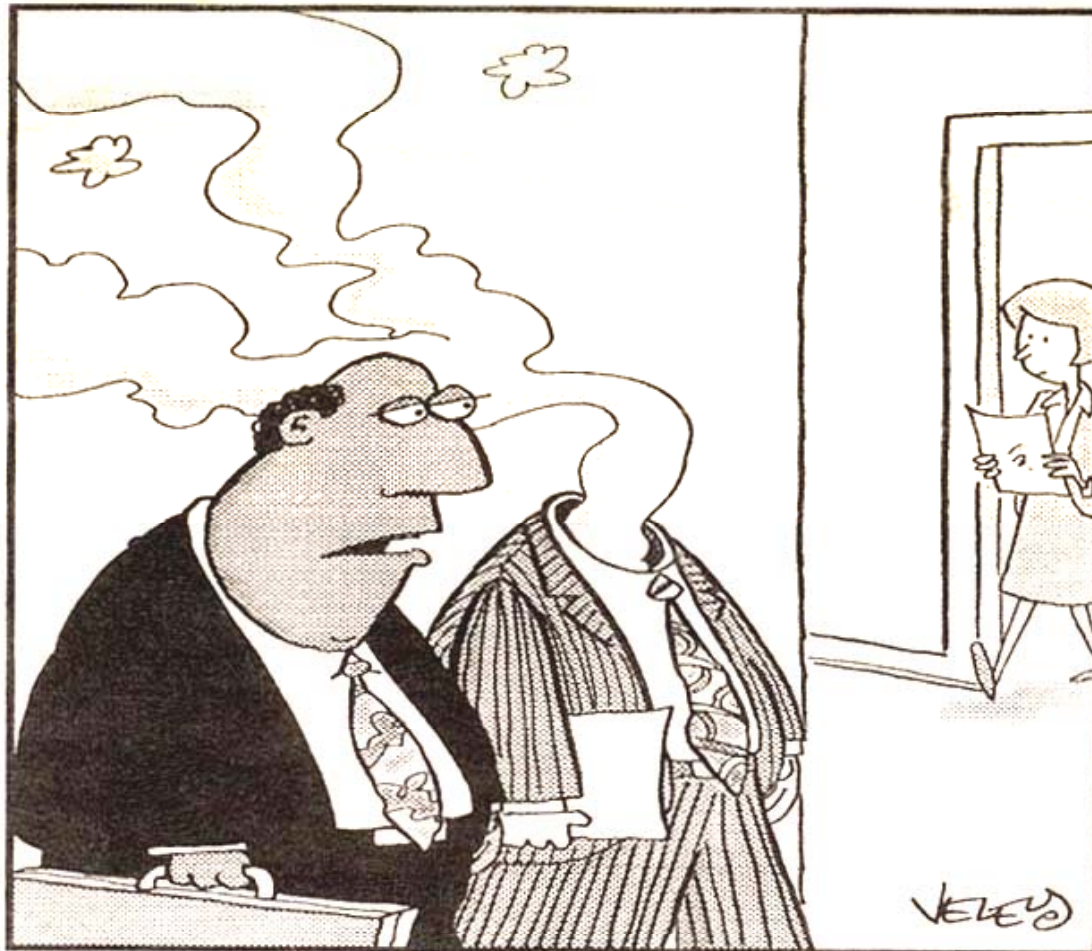
“On a positive note, I think the board really enjoyed batting your proposal around today!”



You will NOT say this...



Also familiar?



"Well, at least now you know where your limits are, stress-wise."



Today we'll

- Describe why we think planned giving is so important that most – if not all – parishes should be doing it
 - Financially AND
 - Spiritually
- Make sure you leave here ready to start – or beef up – your own program
 - Based on what you see here today and
 - What we'll send you home with



Why planned giving is so important -- financially



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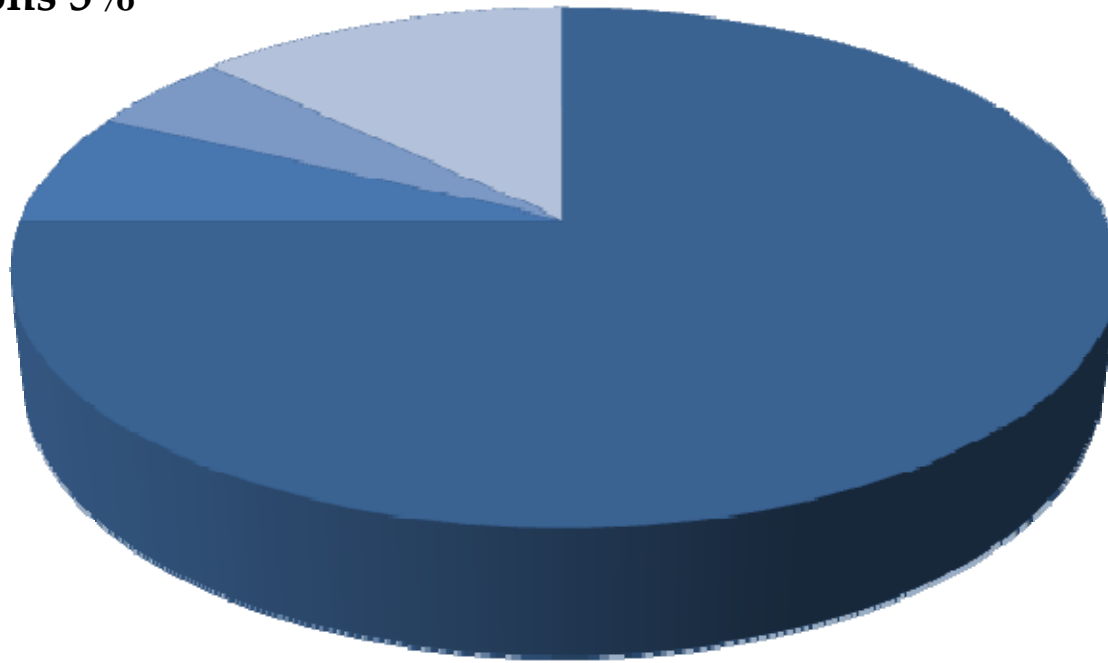
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Current contributions

Foundations 13%

Corporations 5%

Bequests 7%



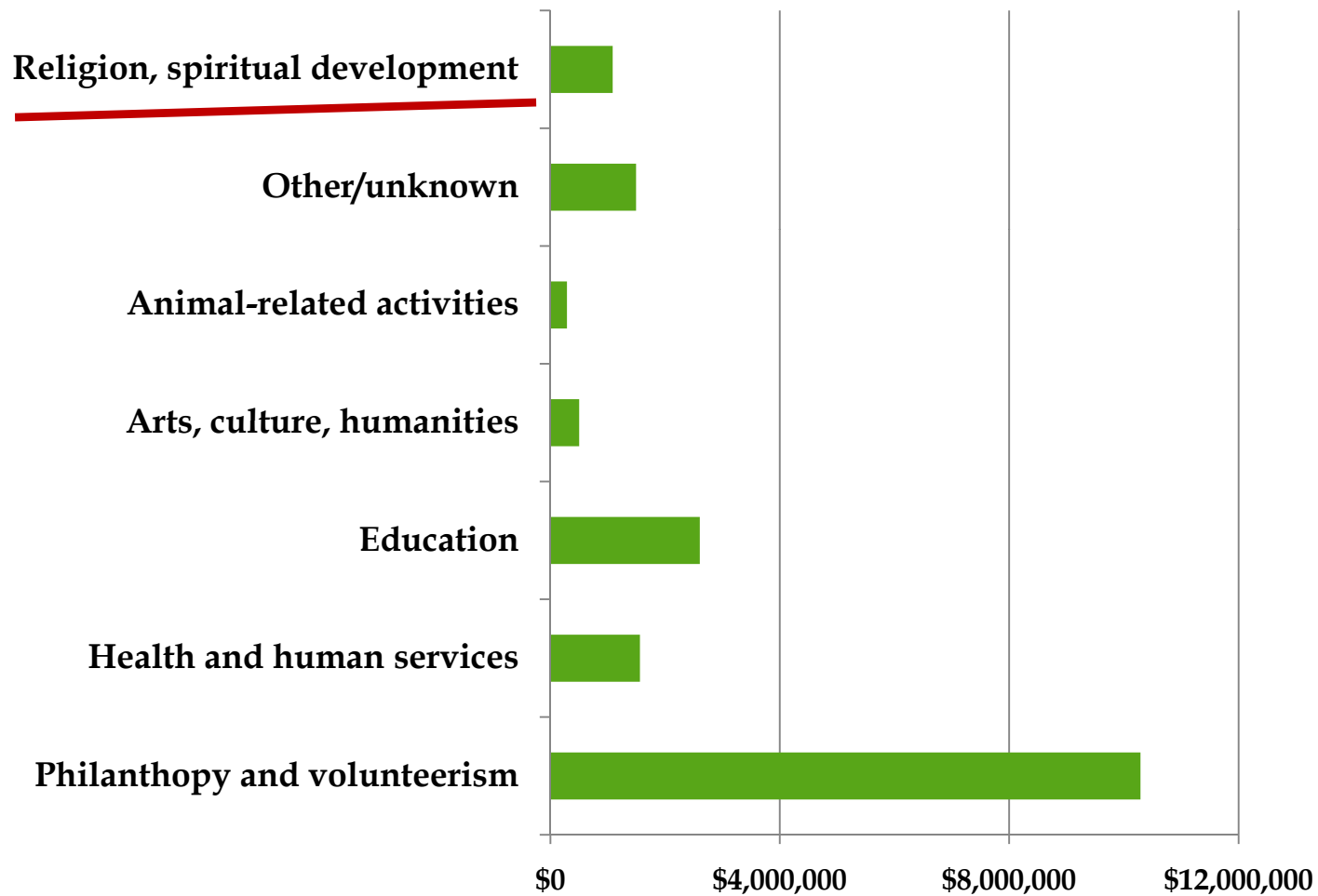
Individuals 75%

Total: \$306 billion

From *Giving USA 2009*



Estate giving



Wealth transfer 1998-2052

(in trillions)

	<u>Low</u>	<u>Mid</u>	<u>High</u>
Value of Estates	\$40.6	\$72.9	\$136.2
To Charity	\$6.0	\$11.6	\$24.8

Source: Boston College Social Welfare Research Institute (1999)

NOTE: transfer “on track” according to recent updates!



Bequest data in Archdiocese

- Preliminary review of data shows (1/1-10/31/09)
 - \$3 million to parishes
 - 62 parishes received bequests
 - 6 parishes received more than \$100,000
 - Lowest amount was \$1,000
- Total for Archdiocese -- \$5 million
 -



Why planned giving is so important -- spiritually



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Catholic issues

- So many of our Catholic teachings touch on the issues involved with planned giving
 - Death and preparation for death
 - Stewardship of all that we are – during lifetime and at death
 - Understanding God's will for each of us



Death and preparation for death

- Death itself
- Suffering
- Sacrament of the Sick and Viaticum
- Life-sustaining care
- Passing on our values



Stewardship

- Consciously...
 - Receiving God's gifts gratefully
 - Cherishing and tending them in a responsible and accountable manner
 - Sharing them in justice and love
 - Returning them with increase to the Lord



Understanding God's will

- What is God calling us to do...
 - As we live
 - As we prepare for death



How do we weave these
themes together?



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Let's look just at stewardship

- Receive God's gifts gratefully
- Cherish and tend them in a responsible and accountable manner
- Share them in justice and love
- Return them with increase to the Lord



Receive God's gifts gratefully

- We need to understand that everything we are and have is from God
- We create inventories of who we are and what we have
- We bless and thank God for what he has done for us



Cherish and tend...

- We cherish our gifts
- We tend them in a responsible and accountable manner
 - Making the necessary plans
 - Implementing the plans



What kind of plans

- Live our lives fully – until the moment of death
- Meet God at the moment of death – ready to answer the question of Luke 16:2



Specific types of plans

- Financial and estate planning
- Culminating in documents
 - Will
 - Trust
 - Health care proxy
 - Durable power of attorney for health care
 - Ethical will
- Executing the documents



Share in justice and love

- What do we share?
- With whom do we share?
- Planned giving can provide stewardship opportunities
 - Increase income
 - Favorable capital gains tax treatment
 - Increase charitable tax deductions
 - Increase the size of a person's estate



Return with increase to the Lord

- Putting it all together into a plan that we implement
- Leaving behind
 - Something to instruct our children
 - A legacy
 - An inheritance for others
- Best articulated with an “ethical will”



What do you think?

- Is it reasonable for us to think that most – if not all – parishes should be doing planned giving?



How to start a planned giving program



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The basic idea

- Create a bequest marketing program
- Invite parishoners to join your parish's "chapter" of Catholic Legacy Society
- Hold end-of-life workshops
- Build themes into homilies



Bequest marketing program

- Insert bulletin announcements weekly



Invite people to join local CLS

- Various methods
 - Letters
 - Announcements from pulpit
 - Bulletin announcements
 - Bulletin inserts (especially regarding CLS)



Why CLS?

- To motivate people to name your parish in their wills or estate plans
- To motivate people to tell you they've named your parish in their wills
- To be able to thank them *in the present*



Customize the logo



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becomes...



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ST. JOSEPH PARISH IN MEDFORD



Add planned giving to

- Newsletter
- Annual report
- Grand Annual mailings
- Stationery
- Web site



Hold workshops

- Wills and trusts
- Catholic end-of-life issues
- Life sustaining care and the health care proxy
- Role of suffering
- Planning funerals
- Help parish build a legacy



Periodic homilies

- Many wonderful themes
 - Stewardship generally
 - Abundance of God's gifts to us
 - Gratefulness for God's gifts
 - Affirmation of life – even in the face of death
 - Living life fully – even to the end of life
 - Help parish build a legacy for next generation
 - Passing on our values



Face-to-face visits

- With strong Offertory supporters: please include the parish in your estate plan
- With business owners
- With people who have given securities



But to really take off...

- Create a message and stay on it
- For example,
 - We in this current generation inherited a great legacy from the previous generation
 - We have done our best to be responsible stewards of that inheritance
 - We need to consider what the legacy is that we will leave



Create or build endowment fund

- Parish support funds
- Scholarship funds for schools
- Currently in TCF
 - 61 funds
 - \$25 million in assets
 - About \$1 million distributed annually



The BIG question

- How do I know that the money will benefit this parish?
- Answers
 - Legal structure of the Archdiocese
 - Accounting standards
 - Variance clauses in permanently restricted funds



How The Catholic Foundation can help



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What we provide

- Materials – e.g., bequest language and articles for publication
- Services
 - Marketing and technical assistance
 - Seminars and workshops
- Endowed funds
- Charitable Gift Annuities
- All with a uniquely Catholic perspective



And especially

- The Catholic Legacy Society
 - Your own identity
 - Archdiocesan strength
- Invitations to Archdiocesan-wide events
- More “perks” as we develop them



Final thought

- If you make the effort
- Your parish will reap the benefit
- Your donors will be appreciative



Thanks for your
attention!



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For more information

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