

## A MISSED OPPORTUNITY ?

What is a planned gift? A planned gift is given from accumulated assets. The most common planned gifts are gifts through wills (bequests), charitable gift annuities, and gifts of life insurance. Approximately ninety percent of all planned gifts are bequests.

As many as one out of every three people in your congregation “would consider the possibility” of including either your congregation or another United Methodist ministry in their wills.

Why bother with planned giving? Your members have supported the work of their Church throughout their lives, and they should be invited to reflect that commitment either in their will or by arranging another type of gift to continue their legacy after they’re gone. Even if just a few additional bequests or other planned gifts are received, this can be important additional support for the ongoing and future ministry of your Church.

Won’t people be upset if we “promote” planned giving? No one wants to propagate the existence of the myth that we “always have our hand out.” However, we have found that people don’t mind being asked to consider a planned gift as long as they feel free to say “yes” or “no” without guilt or pressure.

What can your congregation do? Inform your members and the community about planned giving. Determine how undesignated bequests can best be used to help ensure the long-term health of your congregation. Place a greater emphasis on both stewardship and planned giving.

If you have an Endowment Fund, we can help you write an Endowment Policy and promote giving to your Program through our seminars and customized promotional pieces. If you don’t have an Endowment Fund, we can help you establish one.

Your Stewardship Foundation welcomes the opportunity to talk about planned giving with your Church leadership. We can discuss what type of approach would best suit your congregation. Once you have had an opportunity to consider the possibilities, then you can decide whether you want to pursue it further. Call Rev. Phyllis M. Bowers, Executive Director, directly at 1-877-619-5974.

In the words of Wayne Gretzky, you miss one hundred percent of the shots you don’t take. If you don’t ask, you’re less likely to receive. Don’t miss a wonderful opportunity to strengthen the ministry of your congregation and the United Methodist Church!

