PLANNED GIVING IN YOUR PARISH
‘REMEMBER THE CHURCH IN YOUR WILL’

• Fr. Anthony Coniaris inserted this one simple line in the weekly bulletin to remind people that the church remains even after we’ve passed from life to life.

• St. Mary’s GOC in Minneapolis has grown an initial investment of a few thousand dollars to $2.5 million today with more than $500,000 in net distributions.
THEOLOGICAL BASIS FOR PLANNED GIVING

• “Everything comes from you and we have given you only what comes from your hand ....” I Chronicles 29:14

• As a wealthy and gifted people, we are called to invest in the kingdom yet to come.
THE OPPORTUNITY

• Within the next 25 years, $68 trillion in wealth will be transferred
  • $30 trillion will be transferred by Baby Boomers (1944-1964) alone

• Estimated that just 4.5 percent of people have a will which means 95.5 percent
  of people represent a planned giving opportunity

• Why no will?
  • Procrastination
  • Not enough assets
  • Too expensive
  • Don't know how to do it

• A planned giving program implemented by your parish addresses all four
THE OPPORTUNITY

- 95 percent of wealth is in stocks and property so planned giving doesn’t affect cash flow; all income levels are capable of planned giving
- 67 percent of people don’t know what planned giving means
  - Making a charitable gift during your life or in your will/estate plan
- The number one reason a planned gift is made to a church/school/hospital/etc.) is because they were asked.
CULTIVATING GENEROSITY

• A planned gift is estimated to be 200 times the size of a donor’s largest annual gift
  • People who engage in planned giving typically increase their annual giving

• An extension of your stewardship program

• Four types of generosity parishioners must be taught to practice:
  • Annual stewardship - to fund parish operations
  • Periodic capital campaigns - to acquire, construct, or improve parish capital assets
  • Emergency philanthropy - to address emergency needs
  • Planned giving – to fund non-operating parish needs and opportunities

• If established properly, with effective parishioner education, NONE of these will cannibalize any other generosity
RESOURCES IN DEVELOPMENT

• For 2023 and 2024, the GOA budget includes initial funding to assist parishes in establishing planned giving programs

• Resources for parishes – toolkits on planned giving for parishioners

• Certified planning professional to assist metropolises and parishes with implementing programs and to serve as a resource