

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