

WELCOME EVERYONE...

How to Build a Legacy for Your Ministry Through Planned Giving



Planned Giving

Intention: To cultivate financially thriving Unity ministries thru a robust planned giving program.



Your Co-Hosts and Special Panelist



Rev. Diana Kennedy

Development and Engagement

Coordinator

Unity Worldwide Ministries



Rev. J.D. Bloom

Estate Planning Attorney

Senior Minister

Unity Inner Quest Ministry



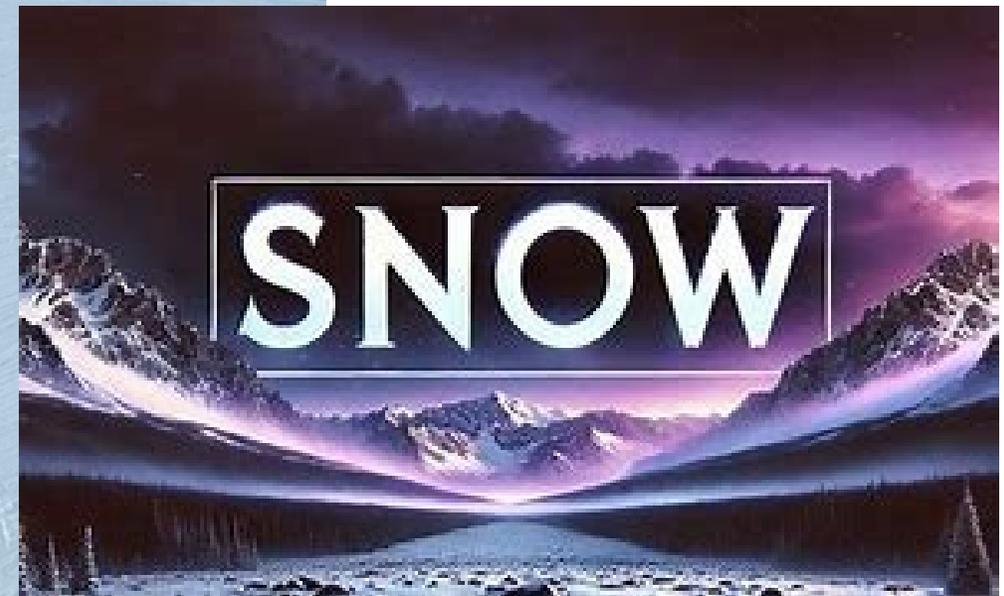
Rev. Daybree Thoms

Guest Panelist

Senior Minister

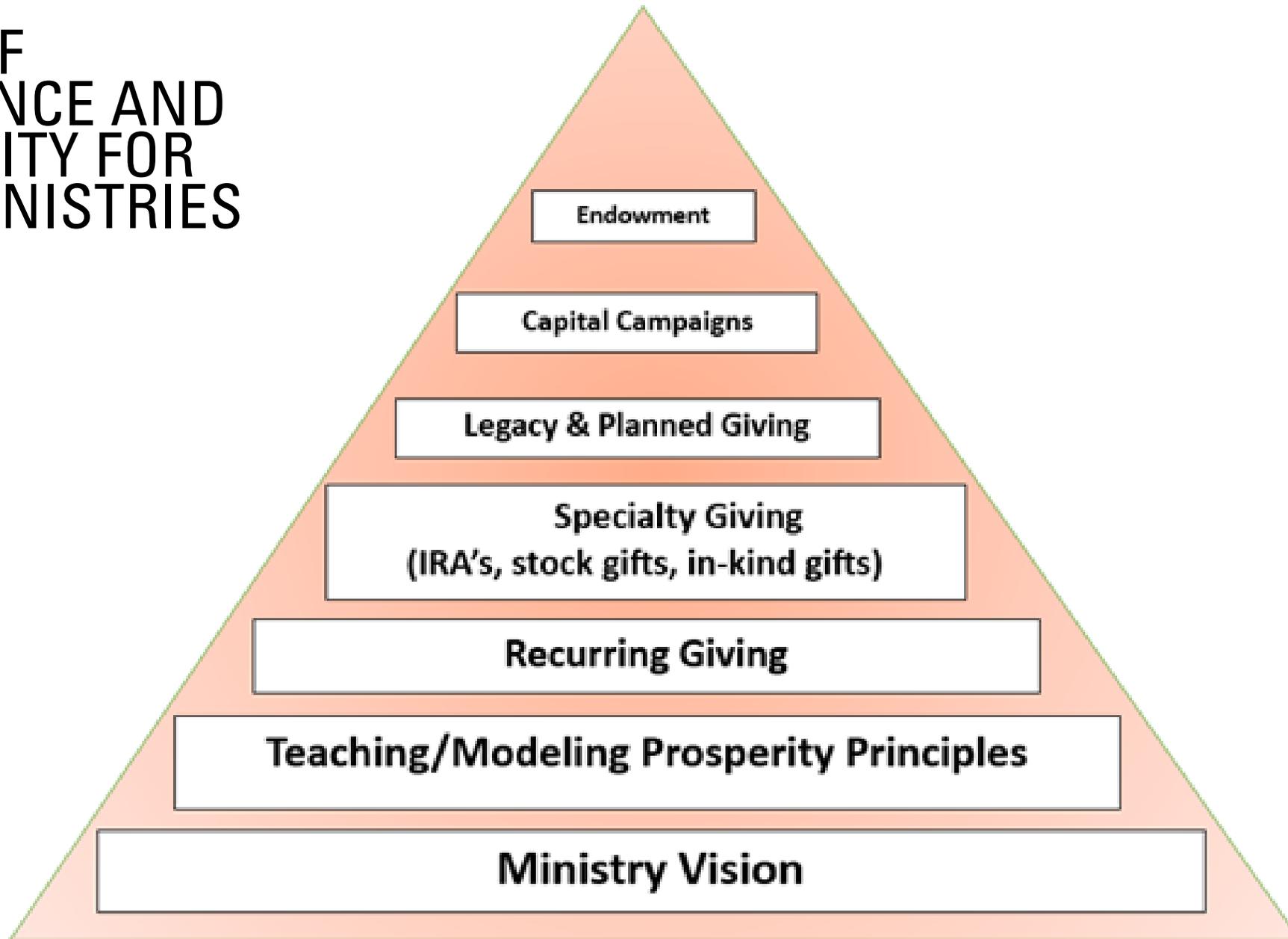
Unity of the Keys Spiritual Center

WORLD TRAVELER





MODEL OF ABUNDANCE AND PROSPERITY FOR UNITY MINISTRIES

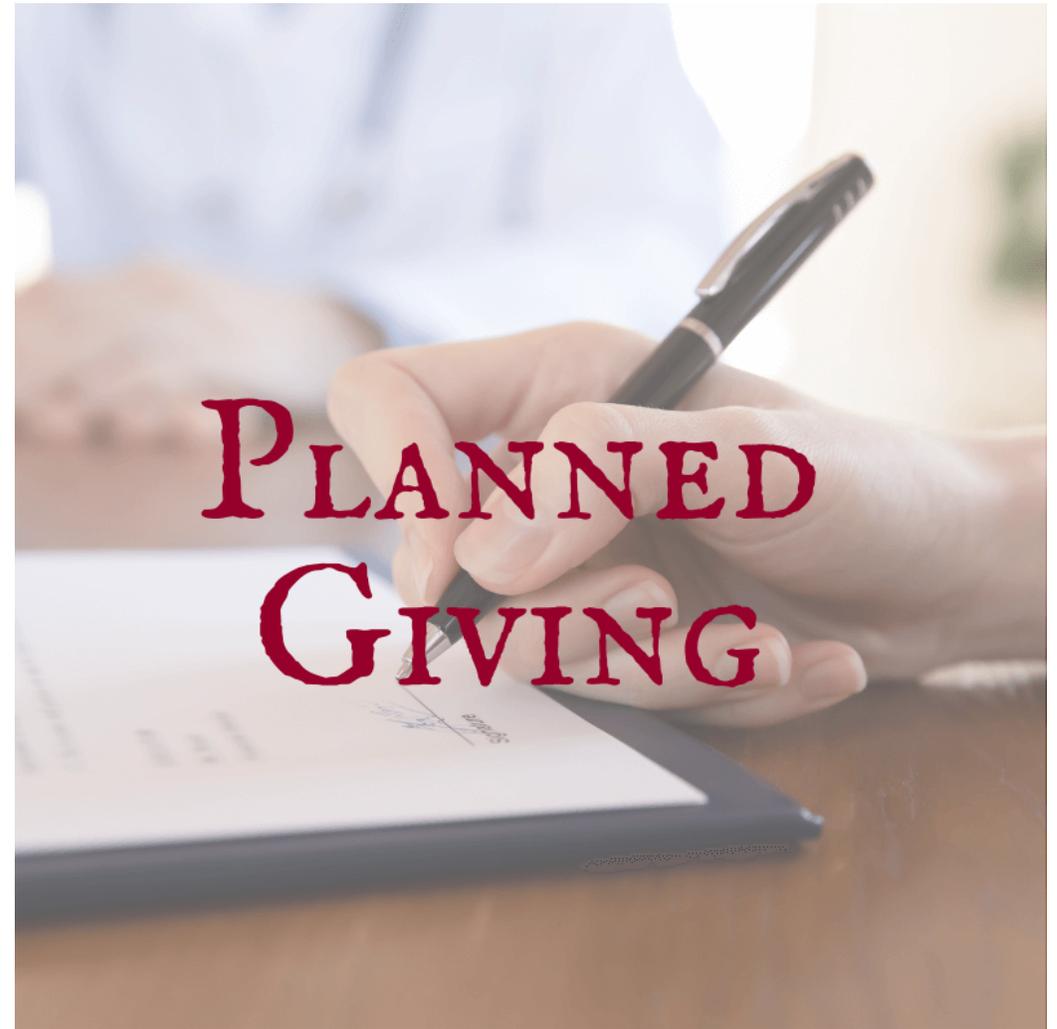


WHAT IS PLANNED GIVING?

It is the process of making a financially sensible, and often substantial, commitment to benefit your ministry either:

- (1)during a donor's **lifetime**; or
- (2)after their transition.

Most planned gifts are made from a donor's assets, as opposed to regular tithing or annual gifts of cash from their income.



PLANNED GIVING

To maximize the benefit of the gift for both the donor and the ministry, a planned gift generally involves strategic legal and tax planning and requires a donor to seek independent professional advice from a trusted advisor (an estate attorney, financial advisor, or CPA).

As a result, this type of gift requires more “planning” than a simple gift of cash.



WHY IS PLANNED GIVING IMPORTANT TO YOUR MINISTRY?



PLANNED GIVING

- If you are not asking your members for planned gifts, someone else is!
- Planned gifts typically do not affect a donor's income or lifestyle.
- Donors with a planned gift commitment feel more vested in your mission and will often increase annual giving
- Planned gifts are usually much larger than annual gifts - the average charitable bequest in the U.S. is around \$35,000
- Anyone can make a planned gift, and many may want to do, but don't know where to begin
- Some members have likely already named your ministry in their will, but haven't told you yet - wouldn't it be nice to know and demonstrate your gratitude?

DEVELOPING A PLANNED GIVING PROGRAM IN YOUR MINISTRY

Step 1:

Start a discussion with your board regarding the need to raise awareness about planned giving for your ministry - see if you can identify a potential volunteer; or form a Prosperity Team to carry out the initial first steps.



Work with your board.

DEVELOPING A PLANNED GIVING PROGRAM IN YOUR MINISTRY

Step 2:

Develop documentation and internal processes necessary to record gifts and commitments to your Legacy Fund.



The screenshot shows the Unity Worldwide Ministries Legacy Society website. At the top left is the Unity Worldwide Ministries logo. Below it is a breadcrumb trail: Home / Unity Worldwide Ministry Legacy Society. The main heading is "Unity Worldwide Ministry Legacy Society" in a large blue font. Below the heading is a navigation menu with buttons for "View", "Test", "Results", "Build", "Settings", and "References". The page title is "Unity Worldwide Ministries - LEGACY SOCIETY". Below the title is the tagline "Growing a Future of Thriving Unity Ministries". The main content area starts with the text "I am honored to be a member of the Unity Worldwide Ministries Legacy Society and I qualify on the following basis:". Below this text is a form field labeled "Name" with a placeholder text "Parameter".

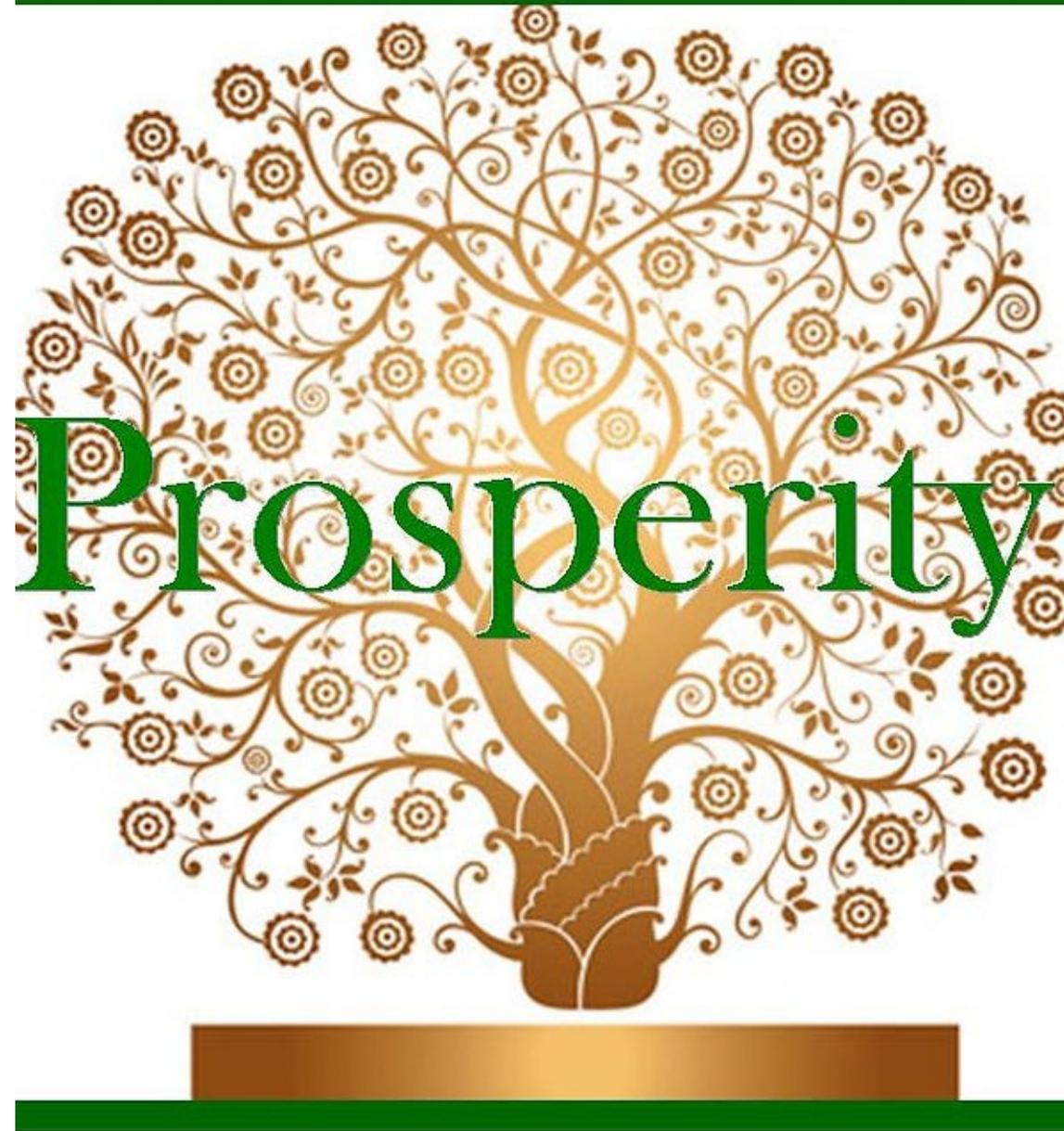
Legacy Society Enrollment Form on the UWM Website

DEVELOPING A PLANNED GIVING PROGRAM IN YOUR MINISTRY

Step 3:

Recruit individual volunteers and build a small Prosperity Team to lead your ministry's planned giving and annual giving program.

Strong volunteers are respected members of your spiritual community, ideally with their own planned gift commitments already in place, or professionals with a background in estate planning, financial planning, investment management, or marketing.



DEVELOPING A PLANNED GIVING PROGRAM IN YOUR MINISTRY

Step 4:

Set goals for your program that complement your ministry's long-range strategic plan. How will planned giving donors help the ministry co-create the abundant future you have planned for it?

Step 5:

Establish a "Legacy Society" to recognize members of your ministry who have made a planned gift or commitment. Donors who have already made a commitment prior to, or contemporaneous to, the formation of the society are often referred to as "founding members." Donors who prefer not to be recognized are listed as "anonymous members".



DEVELOPING A PLANNED GIVING PROGRAM IN YOUR MINISTRY

Step 6:

Create an annual marketing and communication plan to share information and engage your membership in supporting the ministry's planned giving goal and vision for the future, exploring planned giving options, and becoming members of the ministry's Legacy Society. A marketing plan might include: bulletin or newsletter announcements, website content, email and social media messaging, direct mail, personal visits from volunteers of the program, and estate planning seminars.

Step 7:

Once you have received the benefit of a planned gift(s) or major gift, establish a general Legacy Fund for your ministry.



TYPES OF PLANNED GIFTS:

- IRA or 401k beneficiary
- Life insurance policy beneficiary
- Bequests from an estate or trust
 - Either a specific dollar amount or a percentage of the estate
- Major Gifts:
 - Gifts of Appreciated Securities
 - Use of an IRA “Qualified Charitable Distributions” from their Required Minimum Distribution (RMD)
 - See UWM IRA brochure for more information!
- Gifts of Real Estate
- Residential vs Commercial Property
 - Liability issues
- Gifts of Personal Property
- Charitable Trust Beneficiary



***Take a little
break and be
back in 5!***



INTERMISSION

SUGGESTED PLANNED GIVING MARKETING ACTIVITIES

Step 1:

Conduct a Planned Giving Survey: Mail/email (or both) a survey to all members over the age of 40. This could take place prior to the recruitment of a Prosperity Team as a means of determining

potential candidates for the team, or it could be the first step the newly formed team takes to begin marketing the program.

Step 2.

Survey Follow Up: Personally follow up with members who request additional information or indicate interest in a planned gift. Make use of UWM planned giving marketing resources to provide information on available giving options, and contact UWM if you or your donor require assistance.



SUGGESTED PLANNED GIVING MARKETING ACTIVITIES

Step 3.

Personal Visits: Conduct personal visits with members who inform you they have included your ministry in their will or trust. Ask them about their philanthropic goals, or how they would like to designate their gift.

Provide information about your legacy fund, your Legacy Society, and ask them to document their gift via your Planned Giving Statement of Intent. Ask the donor(s) if they would provide a brief statement on why they chose to make the commitment, for the purpose of acknowledging their gift and encouraging others to do the same.



SUGGESTED PLANNED GIVING MARKETING ACTIVITIES

Step 4

Planned Giving Program Announcement:

Make a public announcement about the newly established planned giving program at a Sunday service or special event, followed up by a published announcement on your webpage and newsletter. Introduce the program and its purpose, the newly formed Legacy Society, and the Prosperity Team. Build excitement and interest in the program!



Step 5

Establish Recurring Marketing & Communication Activities:

Marketing your planned giving program is an on-going process. The messages you share should be repeated, across as many communication channels as possible, again and again.



INCLUDE THE FOLLOWING ACTIVITIES IN YOUR ANNUAL MARKETING PLAN

Newsletter announcements regarding: new Legacy Society members and their stories, informative material on various planned giving vehicles, updates on planned giving goals/performance

- Webpage content, including: information on your endowment, Legacy Society (listing of members, downloadable Statement of Intent form), your goals and strategic plan, suggested language for bequests, planned giving tips or insights
- Targeted mailings to current donors age 40+
- Regular announcements during Sunday services regarding planned giving society or Prosperity Team updates.

***Guest
Panelist:***



Rev. Daybree Thoms



“Legacy at Key West”



It's that time!

Q & **A**
Questions & Answers

THANK YOU FOR ATTENDING!



Reach JD at:

816-509-1103

JD.Bloom@yahoo.com



Reach Diana at:

816-434-6814

DKennedy@unity.org



Reach Daybree at:

JoyfulNoiseIAM@yahoo.com





*See you in Let's Grow Together!
Zoom Gathering...*

2nd Wednesdays 3pm Central

LET'S
GROW
TOGETHER

Co-Hosts



Rev. Diana Kennedy



Rev. J.D. Bloom