

Step 1 - TRAIN

Watch the [Bless Your Church training video](#) (13 minutes). Distribute the [Bless Your Church brochure](#) (NAEfinancialhealth.org/byc). Proverbs 3:9 (NLT) says, “Honor the Lord with your wealth and with the best part of everything you produce.” This video provides biblical teaching and practical ideas to encourage and equip your congregation for asset and legacy giving.

Step 2 - DIG, DISCUSS & PLAN

What did you find most interesting and helpful in the [Bless Your Church video](#)? Discuss how distributing the [Bless Your Church brochure](#) to families in your church could benefit your church in the years and decades to come.

Insights and Ideas on Asset & Legacy Giving

1. Most people have 10 percent in cash accounts (4-5 figures) and 90 percent in assets, property and insurance policies (6-7 figures).
2. The largest donations come in people’s later years and when they go to heaven.
3. Only 5-10 percent of Christians honor the Lord with planned gifts of assets or legacy bequests to their church and ministries they support.
4. Up to 40 percent of Christians say they would be willing to honor the Lord by giving a bequest to their church *if* they were invited, encouraged and equipped to do so.
5. Brian and his wife each answered the question, “If I died in the next 24 hours, where would I want the money that comes in to go?”
6. Most legacy gifts are normally 5-6 figures, sometimes 7 figures.

Ideas for Your Church’s 12-month Planning Calendar:

1. **Connect with your denomination or a Christian community foundation** – Talk with them about ways they can help your church receive assets and bequests. If your denomination is unable to help, visit NCFgiving.org. Other groups that provide non-cash assets and estate planning donations include, GivingCrowd.co, iDonate.com, BarnabasFoundation.com and FPM.org.
2. **Bless Your Church tri-fold brochure** – Put the brochure in your giving statement, bulletin newsletter, church literature rack and on your website as a download. Free download link: NAEfinancialhealth.org/byc.
3. **Wills and Estate Workshop** – Schedule a trusted Christian legal or financial expert to come and do an event at your church.
4. **Christian Legacy Organizer** - Provide free digital copies of the Christian Legacy Organizer to all leaders and church families at NAEfinancialhealth.org/legacy.
5. **Additional resources and video training** - Please visit, John21giving.com.

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Questions or suggestions? Email FinancialHealth@NAE.net.

NAEfinancialhealth.org 37 Best Practices & 172 Resources for PASTORS/LEADERS on CHURCH GENEROSITY	
WORSHIP SERVICES	
1	Financial/Generosity preaching (10)
2	Weekly generosity verse (5)
3	Leader’s generosity prayer (8)
4	Songs on giving/generosity/serving (2)
5	Testimony or teaching videos (5)
6	Digital giving available (6)
7	Giving envelopes available (2)
8	Finance/generosity guest speaker (2)
TEACHING MATERIALS	
9	Financial courses/classes/groups (10)
10	30/40 Day generosity devotionals (3)
11	Videos on website or eNewsletters (3)
12	Flyers, cartoons, bulletin inserts (5)
13	Legacy/wills/trust initiatives (4)
DONATION ADMINISTRATION	
14	Online/EFT giving (9)
15	Digital giving text, phone APP (9)
16	Donated assets gifts-in-kind info (3)
17	Giving statements sent out (3)
18	Giving statements add’l materials (10)
19	Communicate w/new givers, etc. (1)
20	“As God Provides” projects (2)
21	Treasurer’s giving report #’s report (1)
22	Policies document (3)
23	Training for pastor, staff, leaders (10)
ASSISTANCE/GUIDANCE	
24	Church family benevolence (2)
25	Community benevolence (2)
26	Budget/debt coaches/counselors (6)
27	Unemployed/underemployed help (2)
28	Financial professional referrals (2)
29	Ministry to giving leaders (5)
COLLECTIONS/CAMPAIGNS	
30	Annual stewardship emphasis (3)
31	Pastor/s appreciation offering (8)
32	Benevolence offerings (2)
33	Missions offerings (4)
34	Building or renovation projects (9)
35	Year-End giving emphasis (4)
36	"As God Provides" projects (2)
37	Community Outreach (3)