

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 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.