Financial Health & Generosity

Church Leaders Training Video

Bless Your Church Legacy Bequests

4 Easiest Ways to Receive
4, 5 & 6-Figure Gifts



Insights and Discussion Items on Planned & 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 the later years and when people 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?" The *Bless Your Church Legacy Bequest flyer* can help any person or couple answer this question.
6. Most asset-based gifts or legacy bequests are normally 4, 5 and 6 figures, and sometimes even 7 figures.

Ideas for Your Church's Calendar

1. Connect with your denomination or a Christian community foundation. Ask them for ways they can help your church receive planned gifts and bequests and to maximize the use of Donor Advised Fund for your church. If your denomination is unable to help, go to: NCFgiving.org. Other groups that provide guidance, resources, training or services on non-cash assets and estate planning donations include, GivingCrowd.co, StewardshipLibrary.com, VisionResourcingGroup.com, iDonate.com, BarnabasFoundation.com, FPM.org and John21giving.com
2. Invite an experienced legacy and generosity speaker to come and host a ministry weekend at your church.
3. *Bless Your Church Legacy Bequest flyer* – Put this in with your giving statement, bulletin, newsletter, church literature rack and on your website as a download. Free download link: NAEfinancialhealth.org/byc.
4. Wills and Estate Workshop - Schedule a trusted Christian legal or financial expert to come and host an event at your church.
5. *Christian Legacy Organizer* - Provide free digital copies of the Christian Legacy Organizer to all leaders and church families at NAEfinancialhealth.org/legacy.

Additional Training Videos at NAEfinancialhealth.org/trainingvideos:

- *10 Ways Christians Learn to Become Generous* – 5-minutes
- *7 Keys to Joyful Living and Giving for Christians* – 6-minutes
- *5 Keys to Grow Givers and Giving in Any Size Church* – 5-minutes
- *37 Best Church Generosity Practices* – 9-minutes
- *8 Reasons Why to Use a 40-Day Generosity Devotional to Increase Giving* – 6-minutes
- *How to Bless Your Pastor for Church Leaders* – 7-minutes
- Personal Finances Best Practices: ***God is Your Provider*** six-session or ***Bless Your Finances*** one-session video course.

Questions or suggestions? Email FinancialHealth@NAE.org .

Church Generosity 12-Month Planning Calendar

Leaders at every church can use this calendar with the Best Practices Resources Worksheet (NAEfinancialhealth.org/cgworksheet) and training videos NAEfinancialhealth.org/trainingvideos to grow givers and giving in your church. Put a check mark by the numbers you are currently doing and circle the numbers of best practices you want to learn more about. Then use these materials and the short training videos as an agenda item during regularly scheduled committee meetings. Prayerfully decide the Best Practices you want to add or improve at your church.

#	BEST PRACTICES	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
	Worship Services												
1	Financial/Generosity preaching 10*												
2	Weekly generosity verse 5*												
3	Leader's generosity prayer 8*												
4	Songs on generosity and 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*												
	Donations/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*												

*# = Number of resources for this specific Best Practice available at NAEfinancialhealth.org/cgworksheet