

It's Time to Educate Your Parish About Planned Gifts

Churches and pastors in the United States have long struggled when talking about money and fundraising. They have been even more tongue-tied about endowments and planned giving. The United States may consider itself the most religious Western nation, yet its churches rank near the bottom of US charities in soliciting and closing major and planned gifts.

Instead, contributions take the form of small cash donations put in the collection plate. Of course there are notable exceptions, and there are faith-based organizations that have been pioneers in planned giving. Nevertheless, at a time when secular nonprofits are realizing the need to build their endowments, churches are still asking for operating support only. It's time to change that.



A "handy handout" for your Parish.

- 📄 Two-sided flyer
- 🗨️ Written in simple English (non-legalistic)
- 📏 8.5 x 16, folds to 8.5 x 4, 2-sides
- 📁 Fits into a #10 envelope
- 👤 Description of gifts and typical donor profile:
 - Gifts Anyone Can Make
 - Gifts That Provide Income
 - Gifts That Protect Assets

Attractively Priced

500 copies	\$985
1000 copies	\$1050
2500 copies	\$1210

7 more gift plans continued on reverse side.