

SECTION V

Three Educational Models

A Wills Emphasis Program in the Congregation

It is estimated that approximately 70% of all Americans die without a will. In addition, many wills prove to be outdated and inappropriate to the testator's circumstance and commitments at the time of death.

Introduction

AN APPROPRIATE FIRST PROGRAMMATIC step in developing a congregational planned giving ministry is to enter into a wills emphasis program. Such an emphasis provides a needed ministry to members as they plan ahead for the care of family and loved ones and encourage gifts for the future ministry and mission of the church.

It is estimated that approximately 70% of all Americans die without a will. In addition, many wills prove to be outdated and inappropriate to the testator's circumstance and commitments at the time of death.

Statistics on United Church of Christ members are not available, but it is likely that there are a great number that do not have wills. And of those who do, only a few have included a bequest for the church, related institution, or other charitable organization.

Some UCC members have remembered the church and its mission in many settings over the years. UCC congregations, in recent years, have reported receiving more than \$30 million annually from gifts by bequest. This represents a gracious act of stewardship as part of members' last will and testament. What even greater testimony it would be if everyone wrote a will and included a bequest for all or some part of the United Church of Christ!

Purpose of Wills Emphasis

The purpose of a congregation's wills emphasis is threefold:

- to challenge each adult member to make a will without delay.
- to persuade each member to review his or her will regularly and update it in light of changed circumstances and commitments.
- to encourage each member to bear testimony to his or her faith by including some provision in the will for the future support of the ministry and mission of the United Church of Christ.

Development of a Wills Emphasis Program

Described below are a number of activities from which to fashion a tailor-made wills emphasis program. Different congregations will choose different activities to suit their own particular needs. The choice will depend upon such factors as:

- size of congregation
- age of members
- frequency of any previous wills emphasis
- level of group activity

Read through the material and consider which of these possible activities are more likely to encourage members to make or to review and revise a will. Also consider which will raise most effectively the possibility of leaving a bequest to the church.

Surveying the Congregation

Start planning by identifying where the members of the congregation are in relationship to the making of wills and bequests.

A survey may be made by asking everyone present at a congregational meeting to fill out an unsigned questionnaire. Another option is to mail a questionnaire to all members. Sometimes the survey is conducted by telephone. If the congregation is planning an every-member visit this year, you may wish to leave some sort of wills questionnaire in the homes on this occasion.

Some congregations plan a formal survey of their members a month or so ahead of the main focus of their wills emphasis program and build the program around these responses. The results of the questionnaire should be shared with your members.

Holding Congregational and Small Group Meetings

In congregations that have regular monthly or quarterly dinner meetings, an entire meeting could be devoted to the topic of wills and bequests. The

meeting could feature a panel discussion followed by small groups asked to consider what the making of a will can mean in various situations.

However, many people are reluctant to think and talk about any topic that reminds them of death. It may, therefore, be wiser in some congregations to approach the subject of wills and bequests indirectly as one part of a larger discussion of family financial planning.

Wills should also be a topic discussed by a lawyer as part of a personal financial planning seminar. (See “Model II: Financial Planning Seminar” in this section of the manual.)

A small group meeting is probably the ideal situation in which to discuss wills and bequests. Many people find it easier to speak out and to ask questions in a small group rather than in a larger meeting. Perhaps the best way to reach small groups is to take advantage of existing group meetings, such as the church’s fellowship and service group meetings.

At such small group meetings, arrange for the showing of a film or video, or schedule a speaker on wills. If the group is all at one particular stage in the life cycle, discuss the appropriateness of a will for that stage.

In every case, the purpose of the meeting is to motivate people to make a will by showing them the effect of not having a will. Remember to include some discussion about ways the church and other agencies can become beneficiaries. It’s very important, however, to avoid even the appearance of attempting to coerce or manipulate members into leaving their money to the church rather than meeting other legitimate responsibilities.

Providing Counseling and Referral

Counseling and advice provided by a congregational program should be understood as strictly nonlegal. Making a will is not a “do it yourself project.” While the specifics of the law vary from state to state, in many places it is illegal for any person other than a lawyer to write a will for another person.

Without proper direction, testators may find that their intent and the instructions they leave in their

will are inconsistent with or even in conflict with the law. For this reason, it is important to encourage members to get responsible legal counsel.

Some congregations have helped their members to get specific answers to their individual questions about wills and bequests and about other special giving opportunities by setting up a series of appointments with representatives of a local advisory committee composed of lawyers, trust officers, investment counselors, and the like.

While it would be possible to have such persons available at the church for a stated period of time during the wills emphasis program, it might be better to schedule specific appointments for those persons who have shown some special interest either through a questionnaire or at one of the meetings.

Be aware of the special position of lawyers who are members of the congregation. Sometimes they may be willing to donate their service to write wills for members of the congregation who are considering a bequest to the church in their wills.

Recommendations or referrals of competent legal assistance may be made through lawyers who are members of the congregation or through the local Bar Association. These sources can also provide members with information regarding the range of fees commonly charged for making wills in the area. Members can be furnished with a list of lawyers who are available in the community.

The Role of the Pastor

The attitude of the pastor toward this effort is of crucial importance to the success of your wills emphasis. If the pastor isn't committed to the idea of making a will, they cannot provide credible leadership. Secure the agreement of the pastor and of key lay leaders to make their own wills before proceeding further with the wills emphasis.

A will can be an important ingredient in the life and witness of a Christian. In conjunction with the wills emphasis program, your pastor may wish to preach one or more sermons on how Christian values can be reflected in the making of a will.

It is the pastor's role to call upon and counsel with individuals. In this capacity, some occasions will arise when the need for a will or will revision are most apparent, such as:

- couples preparing for marriage
- parents preparing for baptism of children
- divorce and remarriage
- emancipation of children
- visits with aged and shut-in members
- new members, especially from out of state
- health crises and funeral planning

Once members have considered the possibility of making a will and perhaps leaving a bequest to the church, encourage them to share their decisions with members of their families and with others. Such sharing can help others as they consider the making of their own wills and bequests. When bequests are received, the pastor should express appreciation in appropriate ways on behalf of the congregation to members of the deceased family.

A Sample Wills Emphasis Promotional Calendar

This calendar—adapted from a calendar prepared for the Planned Giving Ministry by the Rev. Paul Baumer, retired pastor, St. John’s Evangelical Protestant Church (UCC), Columbus, Ohio—shows how a year’s emphasis on wills might look in your congregation. (Another model for wills emphasis is found in Year II of the “Three-Year Guideline” in Section II of this manual.) Note that this calendar assumes that your congregation has an endowment policy in place.

January

Send a letter to your congregation, or print the letter in your church newsletter, suggesting a New Year’s resolution to write or bring one’s will up to date. (See “A Sample Pastor’s Letter” in this section.) Reinforce the letter or article with a bulletin insert on wills (available from the UCC Planned Giving Office).

February

Follow up the January letter/article with a presentation during the Sunday morning worship service. Distribute a wills brochure (available from the UCC Planned Giving Office).

March

Send a letter to the congregation outlining the uses and management policies of your church’s endowment fund.

April/May

Follow up the letter with presentations on wills to church groups.

June/July

Work on identifying wills prospects.

August/September

Work with your church’s annual stewardship campaign committee to “hitchhike” wills information with the annual campaign promotional materials. Include a wills survey in annual campaign materials.

October/November

Make visits to individuals who are wills prospects (those who will be asked for a bequest).

December

Report to the congregation about the progress of the wills program. Thank those who participated in the program.

A Checklist for Planning a Wills Emphasis Program

First Steps

- Have an endowment policy adopted by the congregation; be prepared to receive bequests
- Consider what group should be responsible for planning and promoting the program—perhaps a task force appointed by the church governing body or an existing committee
- Have individuals of that group read about “wills emphasis” in this section of the manual
- Consider whether to seek outside assistance in planning the program such as Conference staff or volunteers, or other consultants
- Schedule a meeting with the planning group, allowing about 1 1/2 hours for the meeting

Planning Meeting

At the planning meeting, begin with basic information about wills emphasis, including:

- The importance of making and updating a will
- The purposes for a wills emphasis—to challenge each member to make a will, to persuade each member with a will to make a periodic review, and to invite each member to remember the church in his or her will

Then ask committee members to:

- Consider the use of the wills survey or other way of determining the need for a wills emphasis program in this congregation
- Identify professionals available in the congregation or community that may assist
- Develop a plan for a specific period, perhaps six or

nine months, being sure that it fits well into other existing plans of the congregation and into the special celebrations of the congregation. Consider using the following elements in your plan:

- articles in the newsletter
- special mailing with a brochure
- small group meetings (existing groups or special groups) in members’ homes
- a wills event for the congregation, with professionals invited in as resource persons
- opportunities for individual counseling and referral
- sermons
- acknowledgment of bequests

Implementation

- Make a proposal to the church governing body for adoption or approval
- Implement the wills emphasis program as planned by the committee
- As closure, plan an evaluation and reporting time to the congregation

Wills Seminar Suggestions

This wills emphasis seminar is an informal introductory effort to help church members and friends of all ages to become more familiar with the need for writing a will and keeping it updated.

Different settings will be appropriate for different gatherings for the seminar. The seminar can be planned for a small group setting, perhaps with an existing group in the church, such as a fellowship group or a church school class.

Or the seminar can be planned as an all-church event in conjunction with a church dinner or other gathering. If you choose to plan an all-church event, you may wish to send an invitation letter and wills survey to church members. (See the sample letter and survey in this section of the manual.)

In planning your event, first invite a lawyer in the congregation or community to give a thirty-minute presentation on wills. Tell them to plan for a twenty–thirty-minute discussion period following the presentation.

Some of the issues that the speaker may wish to address during the presentation are:

- What is a will?
- Why should I have one?
- Suppose that I die without a will?
- If I do have a will, what should I put in it?
- How often should I review my will?
- What does it cost to have a will prepared?
- Can I cut someone out of my will if I want to?
- Can a will be broken?
- Can I avoid probate by putting all my property in joint ownership?
- How long does it take to probate an estate?
- Whom should I name as executor?

As a part of the seminar, be sure to display materials about wills and information about your church's endowment plan.

A Sample Congregational Survey

Each adult member of the congregation is asked to fill out a separate copy of this questionnaire.

1. Check your age group: _____ 18–29 _____ 30–49 _____ 50–64 _____ 65 and over
2. Please check one:
_____ single _____ married _____ separated _____ divorced _____ widowed
3. Number of dependent children: _____ ages: _____
4. Number of other dependents: _____ ages: _____
5. I have a will drawn by an attorney: _____ Yes _____ No
6. If yes, when was it written? Year: _____
7. Does your will need to be updated? _____ Yes _____ No *
8. Have you included the church in your will? _____ Yes _____ No
9. Would you consider including the church or church-related institutions in the future? _____ Yes _____ No
10. Would you be interested in obtaining more information about wills?
_____ Yes _____ No

Thank you. Signing your name is optional, but we hope you will!

Your Name _____

Address _____

City, State, Zip _____

* (Some events that might trigger an update are: residing in a different state; establishing a business; and the birth of grandchildren.)

A Sample Letter of Invitation

Dear Member:

Do you have a will? If so, is it up to date?

If you are like many of the members of your congregation, you don't. And that's the reason for this letter: to start you thinking about yourself, your family, and your church. If you already have a will, does it reflect your current commitments?

Writing a will is a right and privilege granted by the laws of our state. Should you fail to have your own will prepared, the state will distribute your property according to formula, with no consideration for the ages, health, or special needs of your family. Furthermore, it will make no provision for the church or any charitable organization.

Every adult needs a will! Young or old, married or single, with or without children, whether you have vast riches or few assets, you have the opportunity to determine to whom your God-given possessions will be distributed after your death. Where minor or dependent children survive, you can name their guardian and appoint the trustee of any property they receive from your estate.

Writing a will is also an opportunity to make a statement of your faith. Only through your will can you make a charitable bequest for the ongoing witness of the church through this congregation, the Conference, the national instrumentalities and agencies, and church-related institutions and agencies at home and abroad.

As a part of this congregation's ministry to its members, we have planned a special meeting to share information with you that will be helpful in planning your estate for the benefit of yourself, your loved ones and your church. Our guest speaker will be _____.

Please set aside the evening of _____ to join us in what I am sure will be an informative and productive meeting. We look forward to your participation.

Sincerely yours,

Will B. Dunn, Chair
Wills Emphasis Committee

P.S. By completing the enclosed survey in advance and returning it to the church office by _____, you will assist us in preparing for the meeting.

Sample of a Letter that can be Included in Your Congregation's Newsletter

Dear Friends,

Due to recent changes in our lives (a move, a new child, a grown child, a divorce), my spouse and I are in the midst of rewriting our wills. Because we are starting a new chapter in our lives, it is a good time to bring our wills up-to-date. As I have worked on this project, I've wondered how many of you have a will.

Some think of it as a morbid topic and avoid it, others think they have too little property to need a will, and most put it off. The truth is that we carefully insure our houses, our cars, and our lives, but fail to insure how our worldly possessions will be distributed when we die. A will is by far the cheapest insurance available.

Without the "insurance" of a will, the following may happen when you die:

If you die leaving a spouse and children, your spouse may receive only a portion of your estate, the remainder going to your children. [This varies with state law.] If there are no children, your spouse may receive your estate, but it will be subject to Probate Court proceedings.

If there are no surviving relatives, your estate will be awarded to the county and state. If you and your spouse are both deceased—for example, if you both die as a result of a car accident—and there are surviving children, the court will name a guardian to care for them. The court will also name an administrator of your estate. The true worth of your assets may be sacrificed under forced settlements.

I share this information with you as a way of urging you to make a will if you do not have one, or to review your will to determine if it needs to be updated. My second concern is to invite you to remember your church family as well as your biological family in your will. True, our estate may be small, but we want some portion of what we have collected to help continue the ministries of the church that have been meaningful during our lives.

As we have worked on our wills, it has been our desire to extend our Christian faith in a final act of stewardship. Our possessions are a trust from God, and God intends for us to use them responsibly while living, and to make a faithful distribution of them when we die. We are responsible for family members and want to plan for their needs. We have treasured items and we want them to go to those who value them. Our will includes Christ by designating a portion to the ministries of the church.

We hope that sharing these thoughts may be helpful to you. I will be happy to talk with you to share your thoughts and questions on this subject.

Your Pastor

Sample Handout, Insert, or Article

When someone dies intestate, without a will, their property passes according to the state's law of descent and distribution, irrespective of the person's wishes or the needs of his or her family.

Wills and Bequests

Planning for the final disposition of our worldly affairs is an important part of being a faithful steward of all that God has entrusted to our care. Part of this planning is a carefully drafted last will and testament that will:

- distribute assets according to our wishes.
- assist in tax planning.
- allow us to select executors or personal representatives.
- provide for our loved ones by planning for the distribution of assets.
- indicate our choice of a guardian for a minor child.
- save certain types of expenses such as guardian fee, bonds posted, etc.
- make provisions to continue support for the church and other important concerns.

In light of the importance of a will, it is unfortunate that so many people don't have one. People avoid writing a will for various reasons: Some believe that their estates are too small; others mistakenly believe that because they hold their property jointly, they have no need for a will. Still others just want to avoid thinking about death. The majority of Americans die without having written a will.

That is not exactly true, because their state has written a will for them. What does this mean? When someone dies intestate, without a will, their property passes according to the state's law of descent and distribution, irrespective of the person's wishes or the needs of his or her family. When persons die intestate:

- The state will choose an administrator for their estate.
- The state will choose a guardian for their minor children.
- Their estate could be depleted by probate costs and federal estate taxes.

It is important to keep a will up-to-date. Changes in tax laws, as well as life changes such as marriage, divorce, birth of a child, an out-of-state move, or the death or disability of a loved one, make it wise to review estate plans and wills. Wills can be easily updated by codicil, which is an addition or amendment to the will.

The ongoing mission and ministry of the United Church of Christ is supported to a significant extent by the income from gifts and bequests given by church members and friends of the past. For example, about one-third of the current budget for global missions is provided by the investment income of gifts of this type. Congregations of the UCC report receiving significant gifts by wills and bequests annually; in recent years, local churches report receiving more than 30 million dollars a year through bequests. The receipt of these gifts, especially by churches prepared to receive them, can significantly strengthen and widen the ministry of the church.

As members of a community of faith, we have a responsibility to help our members become informed Christian stewards. The wise and responsible use of our assets is a part of life that is intimately related to our Christian values. Assistance and support in recognizing the possibilities of meeting these obligations is an important ministry that our churches can, and should be addressing. One way to do so is through a wills emphasis program (see Section V in this manual).

Suggested Bequest Arrangements and Forms for the United Church of Christ

Bequests to Congregations of the United Church of Christ

Members and friends of the UCC may make a bequest by will to their congregation in the following manner:

Unrestricted Gift

“I give, devise, and bequeath to (legal name and address of institution), the sum of _____ dollars (\$_____) (or other specifically described personal or real property).”

Specific Percentage

“I give, devise, and bequeath to (legal name and address of institution) an amount equal to _____ percent (____%) of the value of my estate at the date of my death.”

Residual Bequest

“I hereby give, devise, and bequeath all of the residue of my estate, both real and personal, to (legal name and address of institution).”

Contingent Bequest

“If the above named beneficiaries should predecease me, then I hereby give, devise, and bequeath all of my property and estate to (legal name and address of institution).”

Bequests for General Purposes of the United Church of Christ

Members and friends of the United Church of Christ are urged to consider one of the following ways to make a bequest by will to the overall ministry and mission of the United Church of Christ:

Unrestricted Gift

“I give, devise, and bequeath the sum of _____ dollars (\$_____) (or other specifically described personal or real property) to the Executive Council of the United Church of Christ, 700 Prospect Avenue, Cleveland, OH 44115, to be used for the general purposes of the United Church of Christ.”

Specific Percentage

“I give, devise, and bequeath an amount equal to _____ percent (____%) of the value of my estate at the date of my death to the Executive Council of the United Church of Christ, 700 Prospect Avenue East, Cleveland, Ohio 44115, to be used for the general purposes of the United Church of Christ.”

Residual Bequest

“I give, devise, and bequeath all of the residue of my estate, both real and personal, to the Executive Council of the United Church of Christ, 700 Prospect Avenue East, Cleveland, Ohio 44115, to be used for the general purposes of the United Church of Christ.”

Contingent Bequest

“If the above named beneficiaries should predecease me, then I hereby give, devise, and bequeath all my property and estate to the Executive Council of the United Church of Christ, 700 Prospect Avenue, Cleveland, OH 44115, to be used for the general purposes of the United Church of Christ.”

Suggested Bequest Arrangements and Forms for the Covenanted Ministries and Boards

Wider Church Ministries

“I give, devise, and bequeath to the Wider Church Ministries (a Covenanted Ministry of the United Church of Christ [the “UCC”]), which is the UCC restructuring successor to the United Church Board for World Ministries, a corporation duly organized and existing under the laws of the Commonwealth of Massachusetts, having offices at 475 Riverside Drive, 16th Floor New York, New York 10115 and 700 Prospect Avenue East, Cleveland, Ohio 44115, the sum of _____ dollars (\$_____) or _____ percent (____%) of the residue of my estate, for the general uses and purposes of said Ministry.”

Local Church Ministries

“I give and bequeath to the Local Church Ministries, (a Covenanted Ministry of the United Church of Christ [the “UCC”]), **which is the UCC restructuring successor to the United Church Board for Homeland Ministries**, a corporation organized and existing under the laws of New York state, having an office at 700 Prospect Avenue East, Cleveland, Ohio 44115, the sum of _____ dollars (\$_____) or _____ percent (____%) of the residue of my estate, for the general uses and purposes of said Ministry.”

The Pension Boards of the United Church of Christ

“I give and bequeath to The Pension Boards of the United Church of Christ, incorporated in 1885 under the laws of the State of Connecticut, having an office at 475 Riverside Drive, 10th Floor, New York, New York 10115, the sum of _____ dollars (\$_____) or _____ percent (____%) of the residue of my estate, for its general uses and purposes.”

A bequest for a particular purpose may be made with the addition of words either naming the board or ministry within the United Church of Christ’s structure to be benefited or describing the purposes or area of work toward which the bequest is to be used.

Bequest Providing Life Income to a Surviving Spouse or Other Persons

Charitable Gift Annuity

“I give (\$_____) or (____% of my disposable estate) to the United Church of Christ, through the United Church Foundation, an agency of the church with headquarters at 475 Riverside Drive, 10th Floor, New York, New York 10115, which shall issue its standard form of Gift Annuity Agreement to _____ by which it agrees to pay him/her an annuity determined by multiplying the value of said amount so transferred by the applicable annuity rate based upon his/her age at the date of my death. Upon _____’s death, the obligation to make annuity payments shall terminate, in accordance with the provisions of the Gift Annuity Agreement, and thereupon the bequest shall be available for the general purposes of the United Church of Christ (or particular purpose to be stated). If _____ shall predecease me, the said bequest shall be distributed outright to the United Church of Christ to be used as indicated above.”

Pooled Income Fund

“I give (\$_____) or (____% of my disposable estate) to the United Church of Christ, through the United Church Foundation, an agency of the church with headquarters at 475 Riverside Drive, 10th Floor, New York, New York 10115, to acquire, with the value thereof, units in the Pooled Income Fund of the United Church Foundation under an agreement for the benefit of (spouse or other individual to be named). The said agreement so established shall terminate upon the death of _____, and thereupon the property represented by the units of the Fund shall be distributed, free from trust, to the United Church of Christ to be used for its general purposes (or particular purpose to be stated). If _____ shall predecease me, the said bequest shall be distributed outright to the United Church of Christ to be used as indicated above. A copy of the Foundation’s Pooled Income Fund Declaration of Trust, presently in existence, is attached hereto and is incorporated herein by reference.”

Wording for various types of Charitable Remainder Trusts will be provided on your request.

Updating and Changing Your Will

Your will should reflect the current circumstances of your estate. The following changes require a will to be reviewed and possibly updated:

- a change in family circumstance, such as marriage, birth of a child, divorce, or emancipation of a child.
- a change in the nature or value of your estate.
- a change in laws that affect estate planning.
- a change in the state in which you reside.

If your will needs to be updated in light of these or other changes, you may write a new will, revoking any prior wills, or amend the will by writing a codicil. A codicil is merely an addition to a will which is witnessed and executed in the same manner as the original will. Many attorneys suggest that it is better to have a new will rather than an old will with a codicil, using a codicil only in the event that you are in an “emergency” situation. In any event, an attorney should be consulted about either a new will or a codicil.

Please Note:

These arrangements are presented for the preliminary guidance only of attorneys and financial advisors. They are subject always to revision in accordance with preferences as to the style of wording and legal requirements of the respective states. Information pertaining to Bequests by Will and Life Income Plans is available from the United Church of Christ.

Financial Planning Seminar

Personal financial planning is a cornerstone of being stewards of our personal assets.

What is Financial Planning?

FINANCIAL PLANNING IS THE process that helps you take better control over your financial assets and manage your money more successfully. You start with the recognition that you have distinct needs and goals and that your plan must be specifically designed to achieve your objectives.

What Your Plan Should Include

A sound financial plan begins with a thorough understanding of your financial position. This involves asking key questions covering three major areas:

- Where do you stand today? What is your net worth after subtracting all your liabilities from all your assets? Exactly how much of this is available in case of emergency? How much discretionary income do you have after meeting fixed expenses? How much can you comfortably afford to save and or invest?
- What do you hope to accomplish? What are your goals for yourself and your family? A first or second home? College for your children? Almost surely you want to minimize taxes and assure yourself a comfortable retirement. It is never too early to start.
- How can you reach your goal? How much time do you have to achieve them? How much money will you need?

Protection Planning

Protecting yourself against the unexpected is a vital element in financial planning. This means having health insurance, life insurance, disability income coverage, and property and casualty insurance.

As situations change over time, your protection also needs to change. This is why it is important to regularly review your protection needs. Adequate protection is fundamental to sound financial planning.

Investment Planning

An almost endless array of choices are available to you as you try to select the right investments for current and future needs.

Before you invest, you must review your goals, the amount of risk you are willing to assume, and the timeframe within which you hope to achieve your objectives. All the more reason why comprehensive financial planning is vital before making any decision.

Everyone should have a “cushion” or cash reserve fund to fall back on when an emergency arises, an unexpected repair or replacement is needed, or an attractive investment opportunity presents itself. Your reserve should be “liquid”—easily convertible to cash when you need it, such as money market funds or short-term certificates of deposit. The amount of your reserve depends on the size of your family, income, lifestyle, and your own assessment of the possible contingencies you may have to face.

Having taken care of cash reserve needs, your next step may be to set up a program to maximize future assets. These assets usually fall into two categories—fixed and equity.

Fixed assets are funds invested at fixed rates of return, usually for a specific period of time. Examples include longer-term bonds (corporate, municipal, state, or federal) and some unit trust and long-term certificates of deposit.

Equity assets are investments whose market values and rates of return can go up or down. Equity assets are bought for growth, or growth and income, unlike fixed asset investments, which are usually bought to produce income. Your home, for instance, is an equity asset, as is all real estate. Stocks are also equity assets. They may pay varying dividends, or none at all, and the value of a share of stock will fluctuate depending on the market.

Equity asset investments can be made for either the long or short term. In any case, it is important to weigh the risk involved. This entails looking at an investment’s history, the quality of its management, future trends, and your own financial situation.

Income Tax Planning

Intelligent tax planning can be a powerful element in protecting and building your assets. Take advantage of tax-qualified retirement plans to reduce the amount of taxable income, such as tax-sheltered annuities, 401(k) plans, cafeteria plans, Individual Retirement Accounts, and so forth.

Your financial plan may call for tax-exempt investments, free from federal income tax. Some are also free from state and local taxes when purchased by residents of those areas. Tax credit investments may also be appropriate for you depending on your income tax bracket and your tax liability.

Retirement Planning

Your ultimate future concern is to provide for a comfortable retirement.

An initial step is to determine when you want to retire and how much money you think you will need to enjoy the retirement lifestyle you desire. Then you can consider the sources that will provide income for you, such as Social Security or a private pension plan.

Keep in mind that most experts say that you can’t count on pension plans or Social Security for all of your retirement income. Pension plans are not secured or guaranteed and the percentage of employees covered by them has been dropping steadily over the years. Social Security provides only a small portion of retiree income, and amounts are not likely to increase.

The bulk of your retirement income ultimately will have to come from personal savings and investments. A plan will tell you if other retirement income sources are needed. Your plan should address the effects of inflation—at 4% annually, your retirement dollar will be worth 44 cents in 20 years.

Estate Planning

Contrary to popular belief, proper estate planning is not just for the wealthy. You may have a potential estate large enough to require the special information that a financial plan can provide. It is important for you to know what will be available to your heirs when your estate is settled. At the same time, you want to reduce estate transfer costs and be sure that enough money is available to cover all obligations of the estate.

Estate planning is a highly specialized area that can be covered by a comprehensive financial planning approach and the services of your legal and tax advisors.

Outline for a Seminar on “The Benefits of Personal Financial Planning”

A. IN ADVANCE OF THE SEMINAR

1. **The Church Decision.** At least six months before a seminar is to be held, a church, or several neighboring UCC churches, should officially decide to sponsor a personal financial planning seminar. We recommend that the pastor seek the endorsement of an official body of the host church(es), such as the church council, the stewardship committee, or the memorials or endowment committee.
2. **The Committee Decisions.** A small planning committee of five to seven persons should meet to decide:
 - a. When and where the seminar will be held.
 - b. What the seminar program will include (see agendas for two- and four-hour seminars at the end of this article).
 - c. What speakers will be invited.
 - d. Who will serve as moderator.
 - e. Who will have responsibility for promoting the seminar through a special letter, the church bulletin and newsletter, announcements at church meetings, local newspapers, and radio stations.
 - f. Who will be responsible for preparing and serving coffee as people gather and during any scheduled coffee breaks.
 - g. Who will be responsible for having the meeting room properly arranged and the necessary equipment available.
 - h. Who will serve as greeter and registrar (be sure to have space on the registration forms for names and addresses).
 - i. Who will follow up on the seminar with thank-you letters to speakers, reports to appropriate groups, articles in the church newsletter, etc.

B. AT THE SEMINAR

1. **Physical Arrangements.**
 - a. A table and chair near the entrance will make life easier for the person who asks people to register their attendance.
 - b. If possible, chairs should be placed around tables so people can take notes, but seats may be arranged in auditorium style with a center aisle or in a semicircle.
 - c. Usually, the speakers are seated at a table in front facing the audience, but you may prefer to have them sit in the front row and step to the lectern when it is their turn.
 - d. A chalkboard or newsprint on an easel will be welcomed by some speakers.
 - e. A table to hold AV equipment, an extension cord, and a screen may be needed.
 - f. If the acoustics are bad, a sound system will be helpful.
 - g. Two large tables at the side or back of the room will be needed for literature that the speakers will bring.
2. **Role of the Moderator.**
 - a. Keeping the seminar on schedule is essential for its success. This includes starting on time and encouraging speakers to remain within their allotted time for presentations. If people are still asking questions at the end of the time scheduled for questions, remind them that they can talk with the speakers during the coffee break or at the conclusion of the seminar. If people run out of questions, move on to the next speaker. No one will complain if the program concludes a little earlier!
 - b. Frequently, a question will be asked of one speaker that could be better answered by another. The moderator may want to ask that other person to comment on the question.

- c. Occasionally, someone in the audience will try to make a speech or will ask interminable questions. A good moderator will keep such overzealous people under control.

3. Role of the Speaker.

- a. When people such as lawyers, insurance agents, and trust officers are invited to serve as speakers, explain that this is an introductory, informal effort to help people become aware of the need for financial planning as they look ahead to retirement and plans for making final disposition of their possessions.
- b. All speakers should be given clear assignments and should understand why their time limit is so brief for such extensive topics. You can assure them that this pattern has been tried in other communities and has been productive and interesting. (See “Thoughts for Inclusion in Your Invitation to Speakers” in this section of the manual.)

C. AFTER THE SEMINAR

1. **Questions and Responses.** Frequently, the sponsoring church or one of the UCC Financial Development Ministry staff members receives questions that arise after the seminar. The UCC Financial Development Ministry staff will be glad to supply informative materials and if possible, to meet personally with anyone wishing to do so. (Please give the UCC representative a copy of the registration forms with names and addresses.) Other members of the panel are usually open to such invitations, too.
2. **Personal Follow-Up.** If your church wishes to provide personal follow-up, the UCC Financial Development Ministry or Conference office is available for suggestions regarding personal letters and accompanying material that your church may send out to participants.
3. **Other Programs.** Some group in your church, such as senior citizens, women’s guild, or couples’ club, may wish to have a program on some aspect

of personal financial planning during the next several months. The UCC Financial Development Ministry staff may be available to participate in such programs.

4. **Resources.** Information and resources about financial planning can be used or displayed after the seminar, too. Check with the UCC Financial Development Ministry to see what materials are available.

Many people have found these printed resources helpful:

- UCC Gift Annuities/Gift Annuities Packet
- UCC Pooled Income Fund/Pooled Fund Packet
- Wills Emphasis Resource Packet
- Endowment Resource Packet
- “Your Personal Estate Planning Record”
- Wills Brochure
- Single copies of professionally prepared brochures on estate planning and the several types of life income gifts

Some Avoidable Mistakes

Churches that restrict invitations to their own members miss an opportunity to serve all interested people in their community and guarantee a small attendance. Have your church sponsor a seminar to which everyone is invited.

Churches that fail to advertise their seminar in local newspapers, on local radio stations, and in community gathering places such as the library, supermarket, or Laundromat are sometimes disappointed with poor attendance.

Emphasizing the seminar as an opportunity for people to learn new ways to give to the church will not be as productive as promoting the opportunity for receiving help with one’s personal financial planning.

Encourage panel members to stay for the entire session. Often the interchanges—even disagreements among panel members become interesting and valuable parts of the seminar.

By enabling panel members to meet prior to the seminar (preferably several days before, but at least half an hour before the time set for starting), unnecessary duplication can be avoided and some information gaps may be filled. This may also help to reduce the anxiety level of some of the panel members who have never participated in this kind of a program before.

Life is easier for all concerned if “housekeeping details” are carefully attended to: have the meeting place unlocked and lights on; be sure the chairs are in place, the coffee is ready, and the registration table is staffed when the first attendees arrive; set up the literature table in advance; have the AV equipment ready and in working order when speakers arrive, and so on.

Recommended Formats for the Seminar

Four-Hour Seminar on Personal Financial Planning

Brief Word of Welcome
From the Moderator and Introduction of Speakers

WILLS

15-minute presentation by an attorney with estate planning experience
30-minute question and answer period

TRUSTS

15-minute presentation by a trust officer from a local bank
20–30-minute question and answer period

LIFE INCOME GIFTS

15-minute presentation by a representative from the UCC Financial Development Ministry or a representative from your UCC Conference Planned Giving Committee
10-minute question and answer period

COFFEE BREAK

10–15 minutes, speakers available to answer questions

LIFE INSURANCE

15-minute presentation by a CLU who specializes in and/or estate planning

INVESTMENT STRATEGY (AND/OR)

15-minute presentation by investment counselor who is familiar with problems faced by retired or about-to-retire men and women

TAX SAVINGS

15-minute presentation by accountant who helps people file income tax returns
20–30-minute question and answer period

SOCIAL SECURITY BENEFITS

15-minute presentation by representative of the Social Security Administration to outline retirement benefits, disability benefits, survivors’ benefits, and Medicare

Two-Hour Seminar on Personal Financial Planning

BRIEF WORD OF WELCOME

From the Moderator and Introduction of Speakers

WILLS

15-minute presentation by an attorney with estate planning experience
20-minute question and answer period

TRUSTS

15-minute presentation by a trust officer from a local bank
20-minute question and answer period

LIFE INCOME GIFTS

15-minute presentation by a representative from
the UCC Financial Development Ministry or
a representative from your UCC Conference
Planned Giving Committee

10-minute question and answer period

ALL QUESTIONS WELCOME

10 minutes

REFRESHMENTS

Time to talk with panel speakers

Note: Two-hour seminars are best for evening meetings during the week or on Sunday. Sometimes the presentation on Wills and Trusts can be combined and a representative from the Social Security Administration can be added to the roster as the final speaker.

Some Thoughts for Inclusion in Your Invitation to Speakers

1. Explain that this seminar will be an informal introductory effort to help persons in our community become more familiar with the need for personal financial planning before or during retirement.
2. Give each speaker a brief description of the program you are planning.
3. Let the speakers know that you realize 15 minutes is not much time to deal with such extensive topics, but experience has shown in other seminars like this that a 15-minute presentation can evoke more than enough questions to fill the 20- or 30-minute question period. The use of illustrations or case studies will be especially helpful.
4. Ask the attorney to stay for the entire program. Because questions to speakers who follow the attorney often raise questions that need an attorney's answer, it's important to have the attorney present for the full time.
5. Tell the attorney and the trust officer who the speakers will be so they can be in touch with one another if they care to do so. This sometimes prevents unnecessary overlap.
6. Ask all of the speakers to arrive at least 30 minutes before the program is scheduled to start so they can meet one another and check signals with the moderator.
7. Find out in advance what equipment, if any, the speakers will need. Mention chalkboard, overhead projector, screen, tape recorder, newsprint, or tripod, etc.
8. Offer suggested questions that the speakers may wish to address during their presentations:

A. Lawyers:

- What is a will?
- Why should I have one?
- Suppose that I die without a will?
- If I do have a will, what should I put in it?
- How often should I review my will?
- What does it cost to have a will prepared?
- Can I cut someone out of my will if I want to?
- Can a will be broken?
- Can I avoid probate by putting all my property in joint ownership?
- How long does it take to probate an estate? Whom should I name as executor?

B. Trust Officers:

- In simple language, what is a trust?
- How wealthy must I be to need a trust?
- What is the difference between a "living trust" and a trust that is established by will?
- How can trusts save taxes?
- Must I name a bank as trustee of a trust?
- What do banks charge when they serve as trustee?
- Can I change trustees?
- Can I revoke a trust?
- In what ways are trusts of special interest to older persons?
- Does an ordinary person need to worry about estate and inheritance taxes?

C. Insurance Agents:

- Do middle-aged people or senior citizens ever need to buy life insurance?
- How can one decide how much insurance is enough?

Explain the difference between “the insured,” “the beneficiary,” and “the owner.”
What should I do with policies I no longer need?
What are my options?
Is term insurance ever of value to senior citizens?
What is a “life insurance trust,” and how does it work?
How can I use life insurance policies to make gifts to charity?

D. Investment Counselors:

How much money should I keep in the bank?
What percentage of stocks and bonds should I have in my portfolio?
For what kind of people are mutual funds a good idea?
How do I decide which mutual fund to invest in?
When should I take capital gains?
When should senior citizens sell their house— from the point of view of investment strategy?
What does good investment advice cost these days?
Where can I be sure of getting good investment advice?
What are the best hedges against inflation?

E. Tax Advisors:

Is it ethical to avoid paying taxes?
Can charitable contributions be deducted if I use the “zero bracket amount” method of calculating how much I owe?
What legitimate deductions do people often forget?
How can I avoid being audited by the IRS?
How should I prepare for such an audit if I am called?

F. Social Security Representatives:

If I have not yet retired, when should I apply?
What credentials will I need?
Do I have to come into the Social Security Office?
Should I start taking my benefits at 62 years of age?
Should a wife use her own account or her husband's?
What are “disability benefits”?
What is SSI?
Please explain Medicare. How does it differ from Medicaid?
Must I retire in order to get Medicare?
Can I start at 62?
How does the Social Security Administration calculate how much retirement income a person is to get?

A Sample News Release for Local Newspapers

A seminar on the benefits of personal financial planning will be held September 24 from 9:00 a.m. to noon in the Fellowship Hall, Immanuel United Church of Christ, 3425 Crossroads Avenue. Financial planner A. C. Edwards, chair of the event, says, "If your head is in the sand when it comes to financial and estate planning, and you've been reluctant to look around for some assistance, then this event is planned for you."

Sponsoring the free seminar as an open community service is the Planned Gifts Committee of Immanuel UCC. Friends and members of the church are invited to attend.

Serving as a panel member to address the topic "A Will for All Seasons" is Ruth A. Will, a member of the Cleveland law firm of Will and Will. Panelist Irving J. Bank, trust officer of Trustworthy State Bank, will speak on "Trusts in Your Estate Plan." "Preparing for Retirement" will be the topic of George P. Leisure, field representative of the Social Security Administration. Patty Planahead, Minister for Estate Planning, will discuss "Ways to Remember Your Church and Charities by Will and Life Income Gifts."

For additional information, call the Immanuel UCC church office at 279-2189.

A Sample Letter of Invitation

Dear Member and Friend:

Do you need to give careful attention to financial planning for the sake of yourself or your family?

Do you perceive this responsibility as an opportunity to exercise your Christian stewardship?

With these two basic questions in mind, your Special Gifts Committee has arranged for an informative program, "Christians Doing Estate Planning," on Saturday, March 21, 9:00 a.m. to noon, in the Fellowship Hall of First United Church of Christ, Anywhere, U.S.A.

We will be seeking to raise concerns that will enable you to more adequately plan for your financial future as an individual and as a family and to consider providing for the future ministry and mission of your church.

Panel members sharing information during the program include Mr. John Doe, an attorney with Doe & Doe, who will be speaking on "Wills for All Seasons of Life." Mr. John Smith, vice president for trust management of First National Bank, will speak about "A Trust for You and Others."

"Investing in Your Future" will be the topic addressed by Mr. Fred Jones, president of Investment, Inc., as he talks about the relationship of investments and retirement planning. Ms. Sue Moore, director of development of our church-related college, will be speaking on "Giving and Receiving," which will focus on the ways to provide for oneself and loved ones, as well as the church, through various types of life income gifts.

We invite you to consider this opportunity as one to enhance your practice of Christian stewardship as an individual, as a family, and as a member of First UCC.

Sincerely,

Jack Jones
Special Gifts Committee

Seminar Evaluation Form

To help improve our Personal Financial Planning Seminars, will you please take a few minutes to answer these questions?

1. Were the subjects discussed in this seminar ones about which you wanted to become informed?

Yes_____ No_____

Comments:

2. Which speakers did you find most helpful:

Comments:

3. Would you have preferred MORE _____ LESS _____ time for questions from those attending seminar?

Or was it okay as it was?

4. Do you have a will?

Is it up-to-date?

5. Would you welcome having someone call you to make an appointment to talk with you about bequests and life income gifts?

Yes_____ No_____

Comments:

6. Would you like to attend another Personal Financial Planning Seminar like this next year?

Yes_____ No_____ Two years from now? Yes_____ No_____

7. Please list your suggestions about subjects you would like to have included, speakers invited, etc., if other seminars are held in the future.

Thank you. Please leave this questionnaire on your chair or hand it to the moderator before you leave. Providing your name is optional, but we hope you will!

Your Name_____

Telephone_____

Address_____

Church You Attend _____

City_____ State_____ Zip_____

Planned Giving Workshop

The United Church of Christ Financial Development Ministry staff is always available to answer questions and provide resources.

CONFERENCE AND ASSOCIATION MEETINGS are excellent opportunities to present the ministry of planned giving, as are gatherings focused on stewardship, mission (including mission fairs), financial and/or retirement planning, and financial development in general, as well as individual churches and church clusters.

It will be helpful to have a good knowledge of the material contained in the Local Church Planned Giving Manual. The United Church of Christ Financial Development Ministry staff is always available to answer questions and provide resources, and may be able to send a staff member to provide leadership at a workshop or seminar. Financial Development Associates are available to assist you in approximately half our Conferences, and some Conference stewardship staff are especially knowledgeable about planned giving.

Following this page is an agenda and notes used by a member of the Financial Development staff for planned giving presentations. The United Church of Christ life income gift most frequently funded is that of the charitable Gift Annuity, and it may be helpful to give more detail about that particular gift type. However, if you are addressing a group at which a number of churches are represented, you may choose to devote more time to Endowments or general promotion of planned giving within the congregation, depending on the particular needs or interests of those in attendance.

Some Guidelines in Preparation of a Planned Giving Workshop

1. Begin planning well ahead of the event. Decide:
 - where and when the event will be held
 - who will lead it
 - who will gather and assemble print resources (provide either individual packets or a literature table)
 - who will be responsible for publicity
 - who will arrange for and prepare the meeting space
 - who will set up any audiovisuals that may be used
 - who will provide coffee or refreshments
 - who will oversee registration

2. Publicity can include:

- announcements at worship services
- written announcements in newsletters and worship bulletins
- posters
- flyers and brochures used in mailings or as bulletin inserts
- telephoned invitations and/or reminders
- other creative ways of calling members' attention to planned giving and the benefits for the individual and the church
- NOTE: any time the church receives a planned gift (bequest, life insurance proceeds, remaining principal of a life income gift) is a perfect opportunity to promote planned giving

Planned Giving: 101

Agenda

II. Basic Gifts, How They Work

- A. Bequests
- B. Life Income Gifts

III. Benefits to the Donor

- A. Stewardship: opportunity to support United Church of Christ mission and ministry beyond giver's lifetime
- B. May enable a larger gift than giver could ordinarily give
- C. Income for life
- D. Tax savings now; may also reduce probate costs and estate taxes
- E. Expert investment management by the United Church Foundation

IV. Gift Types

- A. Gift Annuities
- B. Pooled Income Fund
- C. Charitable Remainder Trusts

V. Beneficiaries

- A. Life Beneficiaries
- B. Remainder Beneficiaries

VI. Methods of Funding

- A. Cash
- B. Appreciated securities (stocks and mutual funds)
- C. Other

VII. Benefits to the Church

VIII. Estate Planning/Wills Emphasis

IX. Services

X. Questions

Planned Giving: 101

Every gift we give is an opportunity to see ourselves being faithful; 1 Chronicles 29:10–14 (the first planned gift!).

I. What is Planned Giving?

- A. Every gift requires planning: how much/when/to whom
- B. Define Planned Giving by comparing it to Outright Giving
Outright gift is now (weekly pledge, special offering) vs. Planned, which is future

II. Basic Gifts, How They Work

- A. Bequests (wills/discuss later)
- B. Life Income Gifts

A United Church of Christ life income gift is an agreement between the donor and the United Church Foundation (UCF). It begins with the donor giving money to the Foundation. The Foundation invests and manages this money and makes regular payments to the donor for the rest of the donor's life. When the donor dies, the Foundation gives the remainder of the gift to the church or charity the donor named in his/her agreement. [How can there be any money left? Because the bulk of the principal remains invested.]

III. Benefits to the Donor

- A. Another opportunity to live out good stewardship; every gift we give is an opportunity to see ourselves being faithful; 1 Chronicles 29:10–14 (the first planned gift!). [At the root of the benefits is our faith-based belief that we are called to use wisely and generously the resources, including financial resources, that are on loan to us while we walk this earth—to care for ourselves, for others, and for the natural world; in other words, **stewardship!** We are the stewards of what God has gifted us with.]
- B. Support the mission and ministry of the United Church of Christ beyond one's own lifetime
- C. Larger gift than might ordinarily be possible
- D. You or the recipients you have named will receive income for life
- E. Charitable Tax Deduction

- F. If you fund a Trust or Gift Annuity with appreciated stock, there will be no additional income tax on the capital gain (some **annuity income** will be taxed at the capital gain rate) though subject to 30%/50% rule; a Pooled Income Fund gift incurs no capital gain. You **must not sell** appreciated stock yourself; the Financial Development office will provide instructions for transfer.
- G. With a gift annuity, unless you are funding the gift with highly appreciated stock, some of your income will be tax-free
- H. Your estate may enjoy reduced probate costs and estate taxes
- I. Your gift will benefit from expert investment management by the UCF

IV. Gift Types

There are some things that all three of the gift types have in common (for the most part, with few exceptions):

- Irrevocable
- One or two people can receive lifetime payments (one at a time)
- Minimum age for a receiver of income is 35 (donor can be any age)
- Each type has a required minimum amount
- Modest fees are assessed to support the administration of all planned gifts and are shared by the Financial Development Ministry and a law firm in Boston which provides legal and accounting expertise

A. Gift Annuities (**refer to Illustration**)

1. Current Gift Annuity (start receiving life income now)
 - a. Every age from 35 to 90+ is assigned a rate based solely on life expectancy; the rate is multiplied against your gift amount to determine annual income; the younger you are, the lower the rate; the older you are the higher the rate; rates are lower for two-life annuities than one-life because payments will probably continue over a longer period of time (e.g., to surviving spouse).

- b. Fixed payment—never changes
- c. Payment schedule can be monthly, quarterly, semiannual, or annual
- d. Minimum gift amount is \$1,000
- e. Fees are charged against the UCF Gift Annuity Fund, not your payments
- f. You can't add to an existing annuity but can create unlimited new ones

2. Deferred Payment Gift Annuity

All the above, but lifetime payments don't begin until a future date specified by the donor (i.e., age 65)

B. Pooled Income Fund (PIF)

1. Your gift is invested together with the gifts of all other Fund donors. Your proportional share of the Fund's income is distributed to the one or two people whom you have named to receive life income.
2. Variable payment—projected rate of return is reassessed annually
3. Payment schedule is quarterly
4. Minimum gift amount is \$2,000
5. Fees are charged against the UCF Pooled Income Fund, not deducted from your payments
6. You can't add to an existing PIF gift but can create unlimited new ones

C. Charitable Remainder Trusts

1. In a **unitrust**, you fund a gift, choose the percentage that you want to be paid each year (usually 5% to 6%), and name a Trustee (usually UCF) to manage the Trust's investments; unitrusts are valued/FMV at beginning of year and you are paid your chosen percentage of total return (principle, interest, appreciation).
2. In an **annuity trust**, you also choose a percentage, but your payments are fixed at that percentage of your original gift amount, and that amount never changes, regardless of what the Trust earns.

3. More than two people can receive life payments, and they can receive income for life or for a stated term of years.
4. Payment schedule is usually quarterly or semiannual
5. Minimum gift amount is \$50,000
6. **Revocable Trust** allows you to access money if you need it
7. Administrative fees are charged against your individual Trust (as would be true of any Trust)
8. **Lead Trust** (generation-skipping—can name grandchildren under 35)
9. You can add to a Trust

There are different reasons for doing different types of gifts; we can advise in general but always encourage donors to consult their own attorneys, accountants, or financial planners.

V. Beneficiaries

- A. Life Beneficiaries
 1. Receive income for life
 2. Must be individuals, not organizations (can't "send my check to my church")
 3. For most gifts, must be 35 years of age (non-recipient donor can be any age)
- B. Remainder Beneficiaries
 1. Receive what remains of donor's gift
 2. Can't be individuals
 3. May split remainder among several churches/charities
 4. Must be at least 50% United Church of Christ-related; you can name your local church, your Conference, a United Church of Christ college or seminary, a United Church of Christ-related institution such as a retirement facility, a national ministry of the United Church of Christ (Wider Church, Local Church, Justice and Witness); other 50% must still be a "public charity" according to the IRS, typically called a 501(c)(3).

5. Remainder amount may be more or less than your original gift amount; money is being paid out to you, but the majority of it stays invested, earning income.

VI. Methods of Funding

- A. Cash
- B. Securities
 1. **Appreciated** securities (worth more now than you paid for them/cost basis)
Stock, Mutual Funds, Bonds (not government): **DON'T SELL—TRANSFER!**
 2. **Depreciated** securities should be sold and the loss deducted on income tax return
- C. Insurance Policies (withdraw/surrender only—can't roll over)
- D. IRA's (withdraw/surrender only—can't roll over)
- E. Real estate (Trusts only)
- F. Gift dating and stock valuation
 1. Cash; gift date is postmark on envelope in which check arrives
 2. Securities: take high and low prices on day stock "hits" United Church of Christ account, divide by two to get mean price per share, multiply by number of shares being transferred; result is value of donor's gift.

VII. Benefits to the Church

A Planned Giving program in your church is based on the same theology of stewardship that applies to us as individuals. It will enable your church to enhance its ability to do mission and ministry over the long-term.

- A. Perpetual support of the church (irrevocable gifts)
- B. An opportunity for stewardship education
- C. Stimulates financial planning
- D. Sustains an Endowment (should be in place before Planned Giving program begins)

VIII. Estate Planning/Wills Emphasis

- A. A will is a fitting conclusion to a life of stewardship, and an important part of estate [everything you own] planning (avoid unnecessary taxes)
- B. Designate a percentage of your estate or a specific dollar value; name a Trustee
- C. Ensures assets go to whom you intend, produces peace of mind. 70% of Americans die without a will; if you die without a will, the State and Federal Governments will decide what happens to your assets, and it may not be what you would have wanted.
- D. Of the 30% of Americans who do have a will, most are out-of-date; life changes that impact will are children/guardian, retirement, grandchildren, move to a different state
- E. Other Bequest-type Gifts (make church the beneficiary): Life insurance and IRA's
- F. Workshops, retirement seminars, will writing by volunteer attorneys

IX. Services

- A. Financial Development staff is always available to answer individual questions and provide illustrations and/or resources to anyone who asks for them (see order form).
- B. Boston law firm manages stock transfers, makes

life income payments, pays the charities, provides 1099's. If you're establishing a Trust, your attorney will talk to one of their attorneys.

- C. Financial Development staff will lead seminars at Conference annual meetings and will speak to churches or groups of churches about planned giving.
- D. Financial Development Office can send displays to Conference annual meetings
- E. Gift process
 1. Phone call from donor or advisor
 2. We send illustration, application form, brochure, and cover letter
 3. Donor returns application form with their check, or gets instructions for stock transfer
 4. If it's a Gift Annuity, Financial Development Office produces the contract; PIF and CRT agreements are produced by our attorney
 5. We send the contract to you, you sign it and send it back, we execute it and send you an original to keep
 6. Your life income payments begin to arrive

X. Questions

A Sample Letter of Invitation

[Date]

[Invitee]

[Street Address]

[City/State/Zip]

Dear [Name; e.g., Friends, Members & Friends, or individually addressed]:

The UCC Financial Development Ministry receives countless calls from local churches asking how Planned Giving can work in their congregations. [Name of Church/Association/ Conference/Institution] is pleased to offer a workshop opportunity for you to get this information first-hand from members of the [Planned Giving/ Stewardship/Endowment] Committee.

The workshop will include a discussion of the basics of life-income gifts, including Charitable Gift Annuities and Charitable Remainder Trusts, and how they benefit both donors and [churches/charitable institutions] in significant ways.

Learn about the gift types, minimum gift amounts, rates of return, beneficiary designations, ways of funding, transfers of appreciated securities, tax benefits, and more – everything you ever wanted to know about Planned Giving! The workshop will include information about the United Church Foundation, where UCC gifts are invested and managed, and will discuss how Planned Giving is an ideal way to enhance [congregational/institutional] endowments.

WHAT: Planned Giving Workshop

WHERE: [Location]

DATE: [Date]

TIME: [Time]

We look forward to seeing you! If you have questions, please contact the [church/institutional] office at [phone number] or by e-mail at [e-mail address]. If you are interested in establishing a life-income gift now, contact the UCC Financial Development Ministry toll-free at (800) 846-6822, or by e-mail at <giving@ucc.org>.

Grace and peace,

[Pastor/Committee Chair/Development Officer]

[Title]

[Enclosure – if you choose to include a flyer]

Planned Giving Workshop

LOCATION: _____

DATE: _____

TIME: _____

This workshop will discuss the basics of life-income gifts, including Charitable Gift Annuities and Charitable Remainder Trusts, and how they benefit both donors and churches in significant ways.

Learn about the gift types, minimum gift amounts, rates of return, beneficiary designations, ways of funding, transfers of appreciated securities, tax benefits, and more – everything you ever wanted to know about Planned Giving! The workshop will include information about the United Church Foundation, where UCC gifts are invested and managed, and will discuss how Planned Giving is an ideal way to enhance congregational endowments.

*A gift that pays me income?
I can't believe it!*



Believe it!

That's exactly the way United Church of Christ Gift Annuities work:

- You fund a gift now and receive income for life, based on your age at the time of the gift.
- Your gift is invested with the United Church Foundation.
- You receive a charitable tax deduction in the year of the gift, if you itemize your tax return.
- Your contract names the UCC entity that is to receive the remaining principal of your gift.

SPONSORED BY

Name of church/organization
street address
city/state/zip

**THE WORKSHOP IS FREE
BUT REGISTRATION IS REQUIRED!**

REGISTRATION DEADLINE: _____

CONTACT: _____

PHONE: _____

E-MAIL: _____



**UNITED CHURCH
OF CHRIST**



