

Church Endowments

Best Practices

1. Have a comprehensive back-office support infrastructure for gift and investment management.
2. Develop a realistic spending plan for long-term objectives.
3. Promote endowments regularly.
 - a. Monthly content for selected church publications
 - b. Annual "Legacy Sunday"
 - i. Promotional materials emphasizing types of gifts and impact stories
 - ii. Legacy sermon
 - iii. Testimony (one or more) from legacy donors
4. Have an Endowment Team (or potentially a sub-committee of the Finance Team) oversee promotional efforts for the church's endowment(s).
5. Have a special website section for legacy giving.
6. Have a requirement statement in the endowment paperwork that provides an extremely high approval percentage and/or stringent process before principal can be used in the future.
7. Have estate/legacy planning educational sessions available for all adults.
8. Have non-designated estate gifts received by the church automatically given to the church's endowment(s).
9. Have an investment policy statement.
10. Develop branding for the church's legacy giving.
11. Consider a legacy-impact society or "Legacy Wall of Honor."
12. Designate endowment funds as restricted on the church's financial statement.
13. Focus on the purpose of endowments to align with the church's DNA and heartbeat.

