



Simplified Planned Giving Promotion

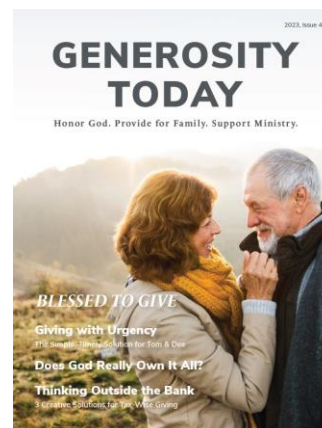
Marketing Ideas for Member Churches

Recognizing that you likely have limited time, resources and staffing, these simple promotional ideas are designed to help you weave basic planned giving education and promotion into your existing communication efforts.

1. Promote and distribute the *Generosity Today* newsletter.

This quarterly newsletter is designed to help Christians experience greater Kingdom impact through effective, purpose-filled generosity. Each issue features testimonials, biblical perspectives on giving and helpful tips about supporting your church in tax-wise ways.

Anyone can subscribe to the email version of *Generosity Today* at BarnabasFoundation.org. Limited print copies are also available by emailing info@BarnabasFoundation.org.



2. Request *customized marketing resources*.

Your church's membership includes a number of customized marketing materials to help educate your supporters about planned giving. We recommend keeping the following materials on hand to respond to inquiries about planned gifts. These can also be posted on your website as PDFs, and/or they can be sent at any time as email attachments.

Smart & Powerful Giving (Brochure)

This standard-size tri-fold brochure provides a high-level overview of the three primary types of planned gifts: gifts that reduce taxes, gifts in a will, and gifts that pay income.

Planning with Purpose (Brochure)

This tri-fold brochure is a simple way to introduce your supporters to Barnabas Foundation when they're ready to take the next step exploring estate gifts or other planned giving options.



Informational Sheets

These 8 ½ x 11 informational sheets explain the benefits and details of giving in smart and powerful ways other than cash.

- How to Give to [Ministry Name] in Your Will
- Gifts that Reduce Taxes
- Giving from Your IRA
- Gifts That Pay Income

Find the full library of customizable marketing resources, plus instructions for ordering them, in the Member Center.

3. Add “Smart & Powerful” giving options to your website.

Add language about “Smart & Powerful Giving” on your church’s giving page:

Smart & Powerful Giving Options

Increase your impact by considering creative gifts beyond the offering plate! Through [Church Name]’s partnership with Barnabas Foundation, you can support ministry in several smart and powerful ways.

- Gifts of stock, real estate and other non-cash assets to reduce your taxes
- Gifts from your IRA
- Streamlined giving through a donor-advised fund
- Gifts that pay you income
- Gifts in your will

Learn more by calling [NAME] at [PHONE] or visit www.BarnabasFoundation.org.

4. Promote and host quarterly interactive online events.

Each quarter, Barnabas Foundation hosts free, live online events for your supporters. These 20 to 30-minute sessions are hosted by Barnabas Foundation staff and include information about a variety of planned giving topics, plus time for Q&A.

Consider hosting a viewing (live-streamed or video recording at a different time) at your church, perhaps as part of your adult education programming. A full schedule of upcoming events, on-demand recordings, and promotional flyers can be found at www.BarnabasFoundation.org/Interactive.

5. Weave planned giving messaging into your emails to seniors.

If you have a monthly or regular email to adults ages 65+, we recommend including a short blurb or article about planned giving in each issue. Feel free to pull content from the quarterly Planned Giving Marketing Plan (available in the Member Center), or you can promote the latest issue of *Generosity Today* or an upcoming live, online event.

6. Reference planned giving options during offerings and special giving drives.

Make sure to regularly promote tax-wise giving options as part of any invitation to give. Use simple, non-technical language in your mailings and verbal announcements to educate your supporters on “smart and powerful ways to give.”

Sample announcement:

“You may be able to increase your impact — and experience significant tax savings — by giving stock, real estate or other non-cash assets. Want to learn more? Call [CONTACT NAME] at [PHONE] or email [EMAIL ADDRESS].

Learn More

To learn more about the marketing resources available through your membership or to discuss ideas for promoting planned giving in your church, contact your member representative by emailing members@BarnabasFoundation.org or call 888.448.3040, ext. 111.