

#### Lutheran Planned Generosity of South Dakota





#### What is Lutheran Planned Generosity of South Dakota?

#### Partnership of ELCA Ministries Promoting and Assisting Planned Generosity (anything beyond writing a check)

- Bulletin/Newsletter Promos
- Temple Talks
- Worship Messages
- Individual Donor Conversations
- Confidential Resource
- Endowment By-Laws and Administrative Guidelines
- Gift Policies
- Holy Closure Considerations

**Insights from National Study of Congregations' Economic Practices** --Lake Institute on **Faith and Giving** (Lilly School of Philanthropy)

https://www.brendamoore.org/blog/congregationalgiving-best-practices

**REVELATION No. 1** "Congregations that have annual stewardship campaigns reported similar increases in revenue when compared with those without them."

#### **REVELATION No. 2**

## "Your Gift Acknowledgement Practices DON'T Work."

91% of congregations only acknowledge individuals' contributions quarterly or annually.

You are competing with hundreds of other charities that thank donors within 48-72 hours of gift.

#### REVELATION No. 3 "Church Endowment Funds Aren't Working."

- Only 4% of revenues from endowments.
- 25% of congregations receive endowment \$\$.
- Does your congregation know about it?
- Do they know how to contribute to it?
- Do they understand and trust the process?
- Do they see evidence of the impact/value?

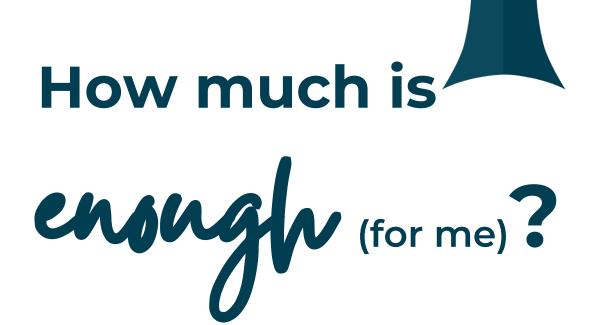
#### CELEBRATION No. 1 "Talking about giving every week DOES work."

- 9% of congregations discuss or teach about giving weekly.
- 90% of them experienced revenue growth over the past 3 years.



Who is your generosity

#### role model?



#### CELEBRATION No. 2 "Offering Multiple Digital Giving Options DOES Work."

- 60% of congregations with digital options experienced growth in revenue.
- Lifetime gifts from an individual DOUBLE when they become automated donors.

#### RECOMMENDATION No. 1 "Your Church Needs to Invite Gifts From Assets."

- Wallet/Pocket = Small Bucket
- Stocks/Grain/Donor Advised Funds/ Real Estate = Big Bucket

RECOMMENDATION No. 2 "Your Church Needs to Get Serious about Bequests."

- \$60 trillion transfer to next generation before 2050
- \$6 trillion to nonprofits;
  1/3 of that to faith-based orgs.
- #1 indicator of willingness to leave a legacy gift is LOYALTY, not wealth.

#### RECOMMENDATION No. 2 "Your Church Needs to Get Serious about Bequests."

"Individuals with a charity in their will donated more than twice as much money in any given year than those who do not have a charity in their will."

"Bequest Donors: Demographics and Motivations of Potential and Actual Donors," Indiana University Lilly Family School of Philanthropy, 2007

"Donors who added a charitable beneficiary to an estate plan increased their average annual giving by more than \$3,000 after making the planned gift."

Dr. Russell James, Texas Tech University, 2014

### land & legacy

CREATING A PLAN TO HONOR FAITH AND FAMILY

> sponsored by **Lutheran Planned Generosity of South Dakota** a ministry of the South Dakota Synod, ELCA

- Farm and Ranch Focus (but everyone's invited to attend)
- Exit vs. Succession Strategies
- Tools for Tax-Efficient Generosity
- Retirement and Legacy Planning

# land & legacy

Tuesday, March 21, 2023 6:30 PM-8:30 PM Lutheran Church of Dell Rapids 701 Orleans Ave, Dell Rapids, SD

Saturday, March 25, 2023 9:30 AM - 11:30 AM Resurrection Lutheran Church 103 N Taylor Ave, Pierre, SD

Saturday, April 22, 2023 9:30 AM - 11:30 AM Trinity Lutheran Church 402 Kansas City St, Rapid City, SD

> RSVP appreciated but not required: 605.274.5030 OR LPGSD@sdsynod.org

are you ready to make a difference?



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