



**Lutheran Planned Generosity
of South Dakota**



What LPGSD is NOT



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/congregational-giving-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.**

**What is your first
memory of
generosity?**

**Who is your
generosity
role model?**

**How much is
enough (for me) ?**



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

New Location! →

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

are you ready to make a difference?



Lutheran Planned Generosity
of South Dakota

Thank you!

Kathy McHenry

Executive Director, Lutheran Planned Generosity of South Dakota

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