

# **I. ROLES AND RESPONSIBILITIES**

## **THE ROLE OF THE IOWA UNITED METHODIST FOUNDATION IN PLANNED GIVING**

The Iowa United Methodist Foundation promotes planned giving throughout the Iowa conference and will assist local churches in establishing a Permanent Endowment Fund, a Permanent Endowment and Planned Giving Ministry Committee and an ongoing Planned Giving Program. In this regard, The Foundation offers the following:

1. The Foundation provides leadership in planting the seed for a planned giving program through Legacy Ministry webinars, presentations in the church and consultation with church leaders.
2. The Foundation provides step-by-step processes and model resolutions that the local church can use in establishing a Permanent Endowment Fund. This helps to ensure the best structures and procedures are used, by providing ideas and resources, as well as hands-on assistance in the creation and organization of a Permanent Endowment and Planned Giving Ministry Committee.
3. The Foundation provides ideas, resources and leadership in announcing and interpreting planned giving opportunities.
4. The Foundation provides a wealth of resources, planned giving ideas and leadership for wills or charitable estate planning seminars in the local church, and for on-going stewardship education.
5. Foundation staff members are available to counsel potential donors privately to help them clarify their charitable gift giving goals.
6. The Foundation can provide technical assistance to both prospective donors and to the Permanent Endowment and Planned Giving Ministry Committee in the form of gift planning ideas, income projections, tax deduction calculations and estate analyses.
7. The Foundation can provide the resources and materials for an effective ongoing planned giving program in the local church.
8. The Foundation can provide professional funds management/investment services for the Permanent Endowment Fund assets as determined by the local church.
9. The Foundation can act as managing trustee of a charitable trust of which at least 40 percent of the assets will benefit a United Methodist church or institution.
10. The Foundation can offer gift annuities, which will benefit the local church.
11. The Foundation can provide an annual opportunity to the local church in which the church's planned giving program can be evaluated and adjusted to meet current goals.
12. The Foundation can provide a series of workshops on working creatively with stewardship issues confronting the church today.
13. The Foundation offers a planned giving website, [iumf.giftlegacy.com](http://iumf.giftlegacy.com), which features helpful information on personal planning and leaving a legacy.

There is a small fee for professional fund management/investment services, which covers accounting and management costs, including compensation of investment advisors. Call the Foundation office for the rate applicable to your account.

## **ROLE OF THE PERMANENT ENDOWMENT AND PLANNED GIVING MINISTRY COMMITTEE**

Those churches that have established Permanent Endowment and Planned Giving Ministry Committees either act as a committee of the whole for all purposes or assign the following specific responsibilities to an individual or small sub-committee. The committee as a whole should conduct an annual evaluation.

- 1. Communications**
  - a. Creates primary church brochures
  - b. Develops library of topical brochures
  - c. Creates annual reports
  - d. Maintains copies of original Permanent Endowment Fund documents, including Gift Acceptance Policies
  - e. Creates newsletter articles about donors and gift opportunities
  - f. Provides general information to estate planning professionals
  - g. Determines method and frequency of distribution of all written materials
  - h. Prepares articles about donors
  - i. Prepares articles about Permanent Endowment Fund giving opportunities
  - j. Determines who will respond to inquiries about the Fund
  - k. Provides informational materials to be used by church office when responding to inquiries about the Permanent Endowment Fund
  
- 2. Public Events**
  - a. Develops lists of groups within the church that should be invited to special events
  - b. Develops and hosts workshops on topical events
  - c. Maintains a list of estate planning professionals in the community
  - d. Plans annual celebrations focusing on one endowment area each year
  
- 3. Investment**
  - a. Oversees the investment of all assets described in the Fund documents
  - b. Recommends investment policies to the Committee
  - c. Selects and reviews investment progress of asset manager
  - d. Arranges annual audit
  
- 4. Legal**
  - a. Reviews basic documents in order to keep them in conformity with all laws that apply to such an endowment program and to ensure that the documents represent the best interest of the church
  - b. Provides opinion to the Committee on the acceptability of any particular gift
  - c. Represents the Committee to any attorney, CPA, or other estate planning professionals of a donor who is planning a specific gift

5. **Cultivation**
  - a. Identifies congregational groups by age:
    - I. Young Adults
    - II. Middle Years
    - III. Pre-Retirement
    - IV. Retirees
  - b. Identifies congregational groups by social orientation:
    - I. Singles
    - II. Young Families
    - III. UMW
    - IV. UMM
    - V. Church School Classes
    - VI. Fellowship Groups
  - c. Maintains a listing of potential donors, based on Permanent Endowment principles
  - d. Recommends to the Committee those potential donors who should be cultivated
  - e. Recruits those persons who should cultivate potential donors
  
6. **Donor Recognition**
  - a. Recommends to the Committee the specific way(s) by which donors will be acknowledged
  - b. Administers the donor recognition program
  
7. **Evaluation**
  - a. Sets goals and analyzes progress on an annual basis. (See the “*Evaluating Your Endowment Program*” section on [page 65](#) of this *Planned Giving Handbook*).

## THE PASTOR'S ROLE

As spiritual leader of the congregation, the pastor plays a significant role in creating the vision for the endowment program and in encouraging his or her members to consider planned giving. Here are some of the things a pastor can do to help support and sustain an endowment program:

1. **Preach** on Biblical themes pertaining to being good stewards of one's accumulated assets.
2. **Teach** in adult education settings the subject of responsible Christian stewardship in matters of personal financial planning and estate planning.
3. **Counsel** with persons as part of your pastoral ministry on the importance of wills and estate planning, especially in conjunction with premarital counseling, preparation for baptism of children, counseling at times of health crises or at the death of a spouse, and pre-planning funeral arrangements.
4. **Encourage** the formation of a "Permanent Endowment and Planned Giving Ministry Committee" which will in turn seek to promote bequests, life incomes gifts and other planned gifts in the life of the congregation.
5. **Educate** yourself about Permanent Endowment opportunities drawing upon basic information available through the Iowa United Methodist Foundation or through The Permanent Endowment Resource Center of The General Board of Discipleship.
6. **Communicate** with church members through the various church media channels about wills and life income gifts.
7. **Promote** as a service to the church membership and the community a wills clinic, gifts and wills workshop, estate planning seminar and/or financial planning seminar.
8. **Develop** a long-term planning process with the congregation culminating in a mission statement for which major funding will be required to minister to future generations.
9. **Acknowledge** personally and publicly the receiving of bequests and life income gifts to encourage others as well as to thank the donor.
10. **Celebrate** with gratitude what faithful friends have made possible through gifts that support the ministry and mission of the church today.
11. **Evaluate** your own estate plan. Have you included the church or other charitable institution in your will?
12. **Minister** patiently and faithfully since this crucial aspect of Christian Stewardship takes time to bear fruit.

