



## Together we are Building Our Legacy!

### Suggestions for Promoting The Legacy Endowment Fund and Engaging Every Member

*\*Please share this idea sheet with your entire Mission Team and ask that they help pass it along to their Districts and Local Units!*

#### At Annual Meetings:

- Ask for podium time during meeting to give a Legacy report (or screen time if a virtual meeting)
  - **Show the Legacy/Giving video from our new General Secretary and CEO, Sally Vonner**
    - Your talking points for after video is shown-

*As Sally said in her video, she asks that you join her in making a planned gift by including United Women in Faith as a beneficiary of your will, trust, retirement plan or life insurance policy. You can also give gifts of stock or the proceeds of the sale of property. Contact a member of our Development Staff like I did or me (your conference's Legacy Liaison) for more information about becoming an 1869 Society member through a planned gift.*
  - Make report uplifting and lively. You may want to ask other members of your Legacy Team to report with you.
  - Give the updated amount donated to Legacy by your conference since inception and celebrate. Then give total given by your conference in 2023 – celebrate how close you are to making your 2023 giving goal and encourage gifts to make or surpass your goal.
  - Promote the three giving categories (focus mostly on planned gifts this year)
    - *Legacy Builders* monthly giving.
    - *Friends of Legacy* major gift pledges
    - *1869 Society* planned gifts (mention new planned giving pages on United Women in Faith website)
  - You may want to ask members to stand who give in each of the above categories so that they can be recognized and thanked.
  - Promote new mobile communication platform for United Women in Faith text updates and text to give (PowerPoint slide attached)
  - Have a time when you ask for donations to The Legacy Endowment Fund (use attached slide with QR code and text-to-give information)
  - If you have not done so yet, play the Giving Jeopardy game as a group (PowerPoint version available upon request)
  - Invite a National Office Development Staff member to visit your meeting and speak.
  - Ask a respected member to give a short testimony on why she gives to The Legacy Endowment Fund

- If your conference has an E & I Coordinator, consider reporting together so that she can promote the importance of Mission Giving as well.
- Have interactive table display utilizing:
  - New Legacy Brochures
  - New Legacy Giving Envelopes
  - 150 Next pins to give out for donations of \$10 or more.
  - New giving cards
  - Legacy Builder construction hats &/or Jenga game to promote Legacy Builders
  - Giving Jeopardy game
  - Have small prizes/candy available for those who participate in games.
- Have breakout session on Planned Giving and the 1869 Society (PowerPoint available for you to use or invite a National Office Development Staff member to help lead it in person or virtually)

#### **At Mission U or District & Local Unit Mission Studies:**

- Ask for time to speak and tie The Legacy Endowment Fund to the mission study.
- Have interactive table display (suggestions under Annual Meetings)
- Host a fun-raiser (suggestions available)
- Play Giving Jeopardy for prizes during a meal or break time.

#### **At Spiritual Growth Retreats:**

- Request podium time to tie Legacy into the theme of your retreat.
- Do a devotion on giving - read bible verses such as - Psalm 145:4 ESV, Luke 6:38 NRSV, James 1:17 NRSV, or Jeremiah 29:11 NRSV
- Ask a respected member to give a short testimony on why she gives to Legacy.
- Have new giving envelopes and thank you 150 Next lapel pins available for donations.

#### **At District Meetings:**

- Invite Conference Legacy Liaison to speak at District meetings.
- Have an interactive Legacy table display.
- Include a participatory Fun-Raiser event during registration, lunch or break time.
- Ask for Legacy Fund podium time to give an exciting Legacy update.
- Ask a respected member to give a short testimony on why she gives to Legacy.
- **If meeting after your 2023 Conference Annual meeting, show the Legacy/Giving video from our new General Secretary and CEO, Sally Vonner, for those who might not have seen it.**

#### **At Local Unit Meetings:**

- Discuss Legacy and the giving categories. Share why you give to Legacy and in what ways.
- Promote Planned Giving and the 1869 Society
- Perhaps have program on Planned Giving (PowerPoint slides available or staff can join virtually)
- Have a fun meeting night and host a Legacy Fun-Raiser or play Giving Jeopardy for prizes.

- Promote new mobile communication platform for United Women in Faith text updates and text to give (PowerPoint slide attached)
- **If meeting after your 2023 Conference Annual meeting, show the Legacy/Giving video from our new General Secretary and CEO, Sally Vonner, for those who might not have seen it.**

#### **On Women's Sundays:**

- Designate Women's Sunday offering to The Legacy Endowment Fund – give a brief explanation of the endowment.
- Encourage church members to give to Legacy in honor or memory of a loved one.
- Have table display with information on The Legacy Endowment fund and the 1869 Society.

#### **At Conference or District Mission Team Meetings:**

- Have Legacy Liaison report on Legacy Fund totals for your conference.
- Talk about the three giving categories - highlight planned giving and the 1869 Society.
- For a get-to-know-you time, ask to play Giving Jeopardy game for prizes.
- **Pass out copies of this information sheet and ask that they share it with their district officers and local units.**

#### **At Church Conference or Jurisdictional Meetings:**

- Have an interactive, fun Legacy Fund booth with at least one United Women in Faith member there to answer any questions.
- Report on Legacy at United Women in Faith-sponsored breakfast or luncheon or invite a National office Development Staff member to speak.
- Request that an offering be designated to United Women in Faith's Legacy Endowment Fund

#### **At Quadrennial Jurisdiction Meetings:**

- ❖ Work with Jurisdiction Presidents and teams for approval of all activities
- ❖ Enlist Legacy Liaisons, Steering Team Members & Education & Interpretation Coordinators
- Event / Saturday Evening Banquet
  - Podium time – develop talking points that fit theme that we can all use and build from to fit event. (Focus on Planned Giving?)
  - Utilize short donor videos if possible or have donor from Jurisdiction speak briefly.
  - Use PowerPoint with donors from the Jurisdiction in each Legacy giving category (1869, LB, & Friends – could have rotating during gathering time and then speak to it – available upon request)
  - Include an “ask” during the event for Legacy.
    - Utilizing QR Code and Text to Give (on screen).
    - Have new giving envelopes on tables prior to event.
    - Decide if other Legacy materials should be on tables as well.
  - Could ask Jurisdiction team if they want to give out Legacy Awards in the Jurisdiction (Similar to Assembly Legacy Banquet categories)
- Legacy Table (or Legacy/Giving table)

- Interactive – schedule Legacy Liaisons & Steering Team members to help set-up and take time slot. Try to have the booth occupied at all times resource room is open.
- Promote 3 giving categories.
  - Could ask for 3 tables in U shape, if possible.
  - Legacy Builders
    - Perhaps have Jenga and Construction Hats.
  - Friends of Legacy
    - Giving Jeopardy
  - 1869 Society
    - Trivia game
  - Could also highlight Move for Missions
  - Promote other Fun-Raiser ideas.
  - Accept Legacy donations at booth and give out 150Next pins for donations.
- Offer to give workshop/breakout session on Planned Giving (content available upon request or National Office Development Staff member can lead session.)
- Swag Bags
  - If there are swag bags given out at registration, ask if we can include Legacy materials.

**Other possible settings for Legacy promotion:**

- Conference or district retreats or Days Apart
- Conference or district officer training events
- Legislative events

\*For questions, information or resource materials contact a member of United Women in Faith's National Development Staff [United Women in Faith.org/150/home](http://UnitedWomeninFaith.org/150/home) or your Conference Legacy Liaison.