



Endowment Support Ministry

The Endowment Solution For Christian Charities®

Promotional Ideas for the Endowment

IDEAS:

- **Annual “Leaving a Legacy” Emphasis**
 - **Bulletin inserts including bequest language (Prospective language included in the next section of this publication).**
 - **Message on leaving a legacy. (Emphasis on at least tithing one’s estate to Kingdom causes.)**
 - **Testimonies from members planning to leave a legacy.**

- **Church quarterly newsletter article discussing a specific strategy in giving to the church’s Endowment. (Potentially use the Arkansas Baptist Foundation charitable giving strategy article found on page 3 of the FOCUS each quarter.)**

- **Promote free estate and charitable planning assistance available through the Arkansas Baptist Foundation for donors to the church’s Endowment.**

- **Schedule a church-wide Estate Planning/Charitable Gift Planning seminar through the Arkansas Baptist Foundation bi-annually.**

- **Produce a brochure on the benefits of the church’s Endowment and how a donor’s gift will have Kingdom impact.**

- **Hire possibly a Christian promotional organization to help promote the Endowment.**

BEQUEST LANGUAGE FOR ENDOWMENT GIFTS:

- i. MISSIONS FUND: Funds given specifically to this account are to be used for only mission purposes to advance the Gospel.

Bequest Designation: _____ (*Organization's Name*), _____ (*Organization's City, State*) for inclusion in the _____ (*Organization's Name*), _____ (*Organization's City, State*) Endowment Missions Fund.

- ii. BUILDING FUND: Funds given specifically to this account are to be used for establishment of new buildings for the church's ministry or for the maintenance of existing buildings.

Bequest Designation: _____ (*Organization's Name*), _____ (*Organization's City, State*) for inclusion in the _____ (*Organization's Name*), _____ (*Organization's City, State*) Endowment Building Fund.

- iii. SCHOLARSHIP FUND: Funds given specifically to this account are to be used for scholarships preferably for members of the church attending a Baptist college or seminary.

Bequest Designation: _____ (*Organization's Name*), _____ (*Organization's City, State*) for inclusion in the _____ (*Organization's Name*), _____ (*Organization's City, State*) Endowment Scholarship Fund.