

RESPONSE GUIDE

capital appeal

March 1, 2014 to February 28, 2017



Step One: Review the *building for ministry* materials

Step Two: Reflect on God's Word

"For you know the generous act of our Lord Jesus Christ, that though he was rich, yet he became poor, so that by his poverty you might become rich." 2 Corinthians 8:9

"...you will be enriched in every way for your great generosity." 2 Corinthians 9:11

"...and God is able to provide you with every blessing in abundance, so that you may always have enough of everything and may provide in abundance for every good work." 2 Corinthians 9:8

"They voluntarily gave according to their means, and even beyond their means, begging for the privilege of sharing in this ministry to the saints..." 2 Corinthians 8:3

"...now to God who by the power at work within us is able to accomplish abundantly far more than all we can ask or imagine, to God be the glory in the church and in Christ Jesus to all generations forever and ever. Amen." Ephesians 3:20-21

Step Three: Pray expectantly

Prayer connects us with God and opens us to the guidance of the Holy Spirit. When we quiet our minds and open our hearts, we can hear the "still small voice" of God directing us.

Gracious God, it is so easy to get caught up in the ways and worries of this world. Open our eyes that we might see our neighbors and the world as you see it. Help us to release our fears and our thoughts of scarcity, that we might be transformed to see the abundant blessings you have given us. Putting our trust fully in you, help us to give ourselves away in love for the sake of the world. In Jesus' name we pray. Amen.

Step Four: Discuss how to make your appeal gifts

Talk and pray with your family and other trusted advisors about the gift you'd like to make and the best way to give it. Remember, it starts with trusting in God and his abundance, then imagining what an increase in gratitude and generosity look like in your life.

Step Five: Determine the amount you believe God is calling you to give to the *building for ministry* appeal.

You can give far more than you think by giving it over a period of time. Here are some examples:

weekly	monthly	annually	3-year total
\$250	1,083	13,000	39,000
150	650	7,800	23,400
100	433	5,200	15,600
75	325	3,900	11,700
60	260	3,120	9,360
50	217	2,600	7,800
25	108	1,300	3,900
15	65	780	2,340

For creative ways to increase your giving potential, check out the giving ideas on the back.

Step Six: Complete the enclosed *building for ministry* response form and mail or bring to the church office.

CREATIVE GIVING IDEAS

Income-based Giving

Priority Budgeting Some people may choose to rearrange their priorities in order to give greater gifts to an appeal. Priority budgeting may lead to postponing a planned expenditure such as a new car, boat, vacation home, etc. One couple delayed the purchase of a new SUV and applied the same monthly payments toward the appeal; enabling them to give an additional \$20,000.

Re-Channeling a Present Expenditure Many families have incurred short-term heavy expenditures for special needs. An example would be while their children attend college. They learn during those years to budget their money so they can cover those expenditures. The same philosophy applies when budgeting money to support their church's vision.

Gifts of Unexpected Cash A couple unexpectedly received an inheritance of several thousands dollars. They decided to give the entire inheritance to their church to expand their gift to the building project. Other people give their income tax refunds.

Gifts from Increases in Income Many people have incremental salary increases, overtime, or bonuses which they include as part of their gift.

Gifts of Income Various types of investments distribute interest or dividends. If the donor is not using the distribution for current income, rather than be reinvested, the interest or dividends may be assigned, for a defined period, to the charity. The donor retains ownership of the asset.

Tax advantages should never be assumed. The various gifting strategies have certain tax implications which may or may not affect a specific donor's personal income tax liability. For expert assistance, consult a tax attorney or tax accountant.

Gifts from Extra Work

One man was in the process of retiring when the church undertook an appeal. He secured a new job and gave the first three years of his retirement income to the church. Another woman worked an extra year beyond retirement and gave the full amount to the building project.

Asset-based Giving

Gifts of Appreciated Assets A gift of investments assets which have appreciated in value is one of the most common gifting strategies. The asset should, in relative terms, be "substantially appreciated" if the giver wishes to receive tax benefits as a result of the charitable gift.

Gifts of Stocks and Bonds Funding charitable giving with appreciated stocks or bonds can be very advantageous to both the donor and the church. The donor will avoid paying any capital gains taxes while receiving a full value charitable deduction, and the church will receive a very liquid asset. To claim all these benefits, the stocks/bonds must be transferred to the church rather than selling the stocks/bonds and donating the proceeds, which then turns the gift into an ordinary cash gift. A tax accountant can advise you about the most advantageous way to make the transfer.

Gifts of Life Insurance Some people have accumulated cash in insurance policies which they give to the church. Others purchase new policies with the church as beneficiary or name the church beneficiary of an existing policy. Donors may also give the entire policy as an outright gift. The charity may wish to accept the policy ownership and continue to make premium payments in order to collect the proceeds at the time of the donor's death. Due to recent estate tax law changes, many donors may find their insurance policies, which were purchased for estate taxes, may not be needed and may be an excellent charitable gift.

Gift Annuity The donor funds a gift annuity with an appreciated asset and gives it to the church; in turn the church distributes a lifetime (or defined period) of income to the donor (and/or spouse). This is an excellent way to convert a substantially appreciated asset into an income source for the donor.

Charitable Trusts 1) Assets are held in a trust which can distribute income to the donor until death (or defined event) causes the asset to be distributed to the charity. 2) In a lead trust, assets are held in a trust that distributes income to the charity until death (or defined event) causes the asset to be distributed to the donor's estate or family.