

BUILDING YOUR ENDOWMENT FUND

The Lutheran Community Foundation offers a number of resources to assist organizations in promoting their endowment funds. Each of the resources listed below is available upon request. In addition, Foundation staff is available to answer your questions and provide additional details.

Sample newsletter and bulletin inserts

A variety of newsletter and bulletin inserts are available to help you promote your organization's endowment fund.

Customized promotional brochure

To promote giving to the endowment fund, organizations can request a free, customized brochure (formatted on a CD) that can be taken to a local printer and printed at the organization's expense.

Bookmark

A sample of the logo, copy and printing specifics a congregation can use for a bookmark to insert in hymnals – a way to keep the endowment fund in front of the congregation.

***Ways to Give* brochure**

This Lutheran Community Foundation brochure describes assets donors can give and the tools they can use to give them, along with benefits and considerations for each type of gift. Another brochure, *Charitable Gift Annuities*, promotes supporting your organization's endowment fund through gift annuities at the LCF.

Fundraising ethics

Provides guidelines for anyone soliciting gifts to the endowment fund.

Promoting planned gifts

Resources include sample letters that can be sent from a pastor, information regarding gifts of beneficiary proceeds and bequests in a will or revocable living trust, and variety of newsletter articles containing useful and updated information.

Soliciting major gifts

Step-by-step information on identifying endowment fund donors and major gift donors. Prospect forms are provided as well as tips on convening solicitors.

Hiring a consultant

Questions to ask if you are interviewing consultants to assist you with fundraising.

Video on church giving

A video about charitable giving that is suitable for small group presentations.