



How to ...

Encourage legacy giving

Introduction to Legacy Giving

Legacies are a lifeline for our parishes. Each year around 4,000 people leave a gift in their will to a Church of England parish. In total, parishes receive around £50 million in legacy gifts each year – gifts to finance mission projects, maintain beautiful church buildings and grow faithful communities. For many people, leaving a gift in their will is a final opportunity to make a lasting gift to God. It is also a way to make a lasting difference to the future of their church and community.

Many church members would like to know how they could leave a gift to the Church, although they might be reticent about asking. We've produced 4 Simple Steps your PCC can take to encourage legacy giving.

Step 1: Request a free PCC Legacy Toolkit

The Toolkit provides everything you need to launch a successful legacy campaign. Helpful resources include a PCC Guide to Legacy Giving and a short PCC Legacy Film on Disc. There are also legacy leaflets, bookmarks and poster samples, Bible passages and legacy Prayers.

Order a pack today by visiting <https://www.churchprinthub.org/>

Step 2: Make and Communicate a Legacy Policy

A Legacy Policy is an important document that all parishes should have. It allows the PCC to prepare and discuss how they would wish to see a gift used.

[Download a legacy policy example template: http://churchlegacy.org.uk/](http://churchlegacy.org.uk/)

Step 3: Make Legacy Literature Available

It is important to make quality literature available for those who wish to find out more. We recommend making free information available so individuals can take it away and prayerfully reflect. Church print hub provides free resources, and some are available to customise to add your own church details at very low cost. Make sure your website also gives information.

[Church print hub legacy resources: https://www.churchprinthub.org/?cat=461](https://www.churchprinthub.org/?cat=461)

Step 4: Share your Story

We encourage parishes to talk about the power of legacy gifts. A simple service can highlight the difference gifts have made in the past, and how they can make a difference to your church's future. Legacies should be encouraged, but in a sensitive, low-key manner- drip-feeding appropriate messages in different ways throughout the year.

For Further Information

To find out more, please visit <http://churchlegacy.org.uk/>

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