



LEGACY GIVING

Legacy policy

Every PCC should have a legacy policy. It's best to encourage people to leave a gift for general rather than restricted purposes as needs can change over the years. An unrestricted gift can be used in the most appropriate way at the time.

Share stories

Sharing stories about the difference a legacy has made, is a great way to inspire people to think about leaving a gift in their own will. Legacies can make the seemingly impossible possible and help grow a church's ministry in new ways. Talking about what has been achieved through the generosity of those who have left legacies in the past is a great way to get started.

Legacy giving is a powerful and practical way to ensure a church's mission and ministry can be supported for generations to come.

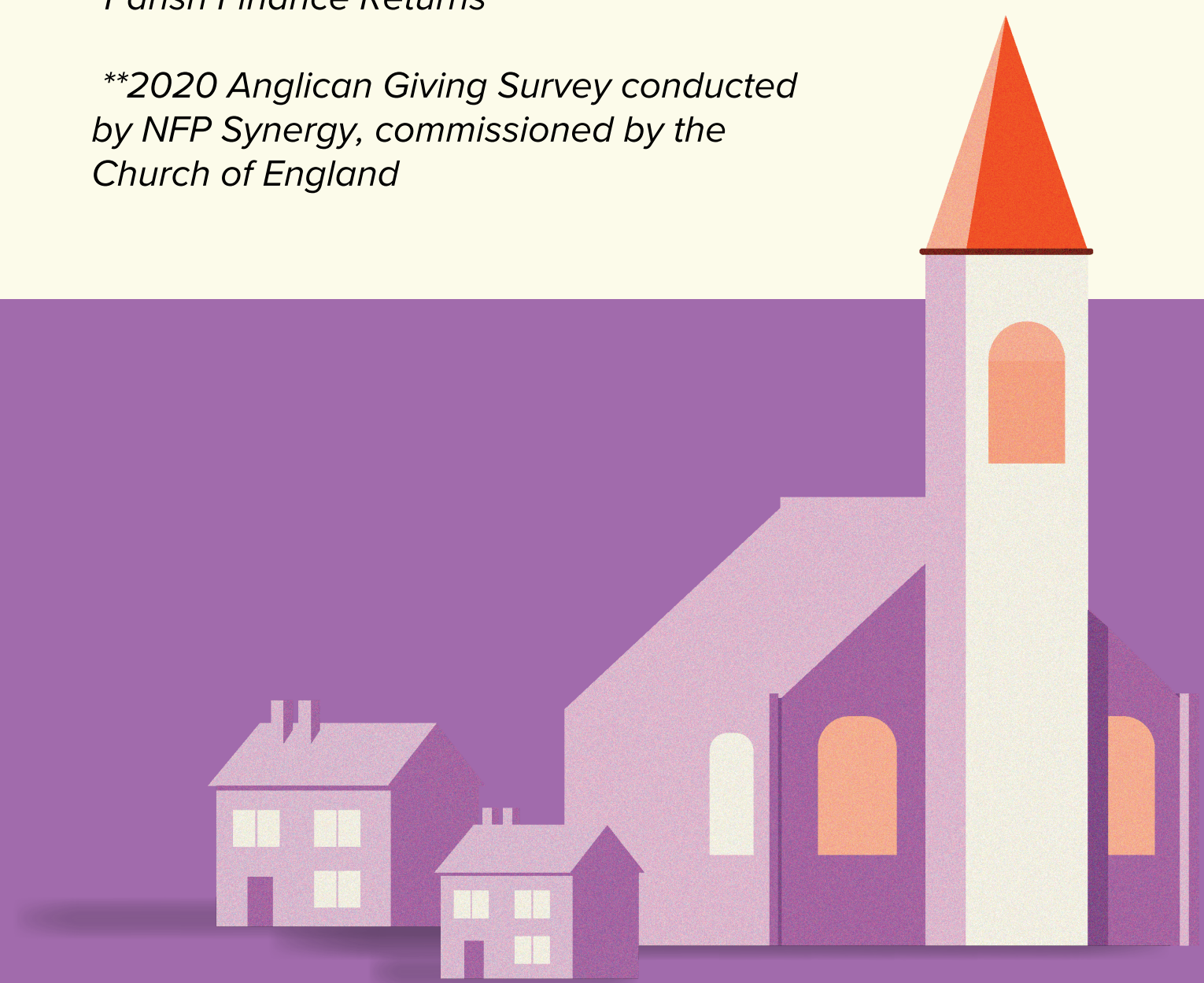
In the 10 years to 2020, **over 500** gifts totalling almost **£6 million** were left to parishes in the Diocese of Newcastle.*

Despite this, Anglicans are three times more likely to leave a legacy to charity than to their local church and only 15% have ever been asked by their church to consider leaving a legacy gift.**

Talking regularly about legacy giving, and inspiring people with the lasting difference a gift can make is therefore really important for churches.

**Parish Finance Returns*

***2020 Anglican Giving Survey conducted by NFP Synergy, commissioned by the Church of England*



Legacy champion

It's good practice to have information available that reminds people of the importance of having a will and reviewing it regularly. Alongside this, should be details of how to leave a legacy to the church and a point of contact - or 'legacy champion' - if people wish to know more. This should be someone from the church, not necessarily the clergy or even PCC, who is comfortable speaking about why as Christians we should think about legacy giving and the impact legacies can have on our church community.

Regular conversation

Legacy giving should be part of regular conversation, and not a taboo subject. Think of ways to open up discussion and display resources such as legacy pew cards, posters or customised bookmarks to invite dialogue.

Include legacy giving as part of a Giving Review and encourage it in the same way as other forms of giving.

Farewill offer

One way to encourage conversation is by taking advantage of the Church of England's Farewill offer, a free online will writing service. Whilst there is no obligation to leave a gift to any charity through Farewill, 1 in 4 people do in fact choose to leave a legacy to their local church through the process.

The average gift size through Farewill is £17,800.

On our website you can find;

- a template legacy policy
- an inspiring short film about a legacy left to a parish in the Diocese of Newcastle
- downloadable legacy posters, leaflets and bookmarks
- details of the Farewill offer
- guidance for running a legacy campaign



Did you know?

The typical value of a parish legacy gift in the Diocese of Newcastle is around £10,000

Source: Parish Finance Returns (2010-2020)

Give thanks

Always give thanks to anyone who has publically pledged a legacy and celebrate what has been achieved when a legacy gift is realised.



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our
Legacy Giving
webpage

