

Centennial Legacy Campaign Strategy Overview

Why This Campaign Matters

The Centennial Legacy Campaign invites congregations and members to take a leap of faith together. It offers an opportunity to honor the The United Church of Canada's history while building a secure foundation for its future. Legacy gifts will ensure our church continues to thrive as a place of faith, community, and support for generations to come.

Introduction

The Centennial Legacy Campaign is a historic initiative to celebrate 100 years of The United Church of Canada and secure its future through planned and legacy gifts. The Campaign equips congregations with tools, resources, and guidance to ensure their long-term sustainability and vibrant presence for the next century.

Campaign Goals & Timeline

Goal: \$25M in new notifications of bequests and planned gifts.

- **Quiet Phase:** May 2024 – May 2025
- **Public Phase:** June 2025 – June 2028
- **Campaign Close:** June 2028

Campaign Purpose & Outcomes

1. **Celebrate 100 Years:** Encourage planned and legacy gifts to fund The United Church of Canada's next 100 years.
2. **Raise Significant Funds:** Support both local congregations and national initiatives.
3. **Build a Legacy Community:** Establish a national network of legacy givers united by their commitment to The United Church of Canada.
4. **Create a Permanent Program:** Establish a legacy and Planned Giving Program to sustain The United Church of Canada for future generations.



Areas of Impact

1. Support for Congregations

- Ensure local communities of faith thrive long-term.
- Use gifts for sustainable funding of programs, facility maintenance, and general operations.
- Allow congregations to decide how to allocate funds based on their specific needs.

2. Transformative Programs

- Fund initiatives like youth leadership development, global partnerships, Indigenous church growth, and climate justice projects.
- Expand leadership education to equip ministry personnel and strengthen struggling congregations.

3. The United Church of Canada Foundation

- Create endowments for perpetual support.
- Enable donors to designate their funds for specific congregations, programs, or causes.

Congregation Participation

- **Phased Approach:** Start with 20–50 congregations in the first year, expanding to 270–300 by the Campaign’s conclusion.
- **Target Impact:** Encourage an average of five members per congregation to make legacy gifts.
- **Support and Tools:** Provide tailored materials, training, and coaching to help congregations launch legacy giving initiatives.

Volunteer Involvement

- **Roles:** Campaign ambassadors, local church council members, and fundraising volunteers will serve as campaign champions.
- **Training:** Volunteers will receive in-depth training to confidently engage members and encourage planned giving.

Marketing & Communications

- Develop a unified campaign identity with branding, messaging, and materials tailored for congregations.
- Share inspiring case studies and testimonials to demonstrate the impact of legacy giving.
- Coordinate pre-, during, and post-campaign activities to build momentum and celebrate successes.