

FAQs for Congregations

Q. What is The United Church of Canada Centennial Legacy Campaign?

A. The Centennial Legacy Campaign is a national initiative celebrating The United Church of Canada's 100th anniversary. It seeks to ensure the financial sustainability of congregations through legacy gifts, helping to carry forward the church's ministries, values, and impact for future generations.

Q. Why should our congregation participate in this Campaign?

A. Participation in the Centennial Legacy Campaign offers your congregation the chance to:

- **Sustain Ministries:** Support essential programs like worship, pastoral care, and community outreach.
- **Enhance Facilities:** Fund building repairs, renovations, or expansions.
- **Ensure Longevity:** Establish financial stability through endowment funds.
- **Foster Engagement:** Inspire members to leave a legacy that reflects their faith and values.

Legacy gifts empower your congregation to thrive and deepen its purpose for years to come.

Q. How can our congregation benefit from legacy gifts?

A. Legacy gifts provide direct, long-term benefits to your congregation, such as:

- Sustaining vital ministries and programs.
- Supporting innovative initiatives to address emerging needs in your community.
- Maintaining and improving church facilities.
- Creating endowments that generate reliable income for ongoing priorities.

Q. What kinds of legacy gifts can members leave to our congregation?

A. Congregation members can make a lasting impact through:

- **Bequests:** Including a specific amount, percentage, or asset in their will.
- **Endowment Funds:** Establishing or contributing to long-term financial support funds.
- **Securities:** Donating publicly traded stocks or mutual funds.
- **Life Insurance Policies:** Naming the congregation as a beneficiary.
- **Retirement Accounts:** Assigning RRSPs, RRIFs, or TFSAs to the congregation.



Q. How are legacy gifts managed?

- A.** Legacy gifts can be managed by the congregation or The United Church of Canada Foundation. Gifts directed to an endowment fund are invested, ensuring the principal remains intact while generating income to support your congregation's priorities.

Q. How do we encourage members to consider legacy giving?

- A.** The Campaign provides resources to help congregations engage members, including:
- Thoughtful conversation scripts to introduce legacy giving in a personal way.
 - Impact stories showcasing how legacy gifts have strengthened the church's purpose.
 - Materials highlighting how legacy giving aligns with faith-based values.
 - Events, workshops, or community sessions to educate members about their options.

Q. How do we identify potential donors within our congregation?

- A.** Frontline volunteers are trained to identify potential donors by looking for:
- **Connection to their church:** Long-term members or regular attendees with deep ties to the congregation.
 - **Financial Stability:** Retirees or those with significant assets or estate planning experience.
 - **Values Alignment:** Members committed to their church's purpose and long-term sustainability.
 - **Life Stage:** Individuals revising their wills or undergoing significant life transitions.

Q. What steps should our congregation take to get involved?

- A.** To engage in The United Church of Canada Centennial Legacy Campaign:
- 1. Appoint a Campaign Lead or Committee:** Designate a leader or committee to manage your congregation's participation and serve as the main point of contact. It doesn't need to be a large committee one or two people can manage the process well.
 - 2. Recruit Frontline Volunteers:** Recruit members to serve as Frontline Volunteers.
 - 3. Develop a Tailored Communication Plan:** Align messaging with your congregation's values and priorities, emphasizing the significance of legacy giving.
 - 4. Host Informational Events:** Organize workshops, presentations, or gatherings to educate members and inspire participation.
 - 5. Distribute Campaign Resources:** Share materials like the "Launching a Planned Giving Program in Your Congregation" booklet to guide members through the process.
 - 6. Incorporate Legacy Giving into Worship:** Use services, sermons, and newsletters to highlight the Campaign's message, share personal stories, and encourage engagement. Resources are available to assist with this work.

Q. How can we address questions or concerns from members?**A.** Frontline Volunteers can address common concerns, including:

- **Affordability:** Legacy gifts do not impact current finances and can be structured flexibly.
- **Family Priorities:** Gifts can be designed to complement estate plans while meeting family needs.
- **Congregational Changes:** Donors can include contingency plans to redirect their gift if circumstances change.

Encourage members to reach out to campaign representatives or The United Church of Canada Foundation for personalized guidance.

Q. Why is this Campaign important for our congregation's future?**A.** The Centennial Legacy Campaign honors your congregation's past while securing its future. Legacy gifts create a foundation for financial stability, enabling your congregation to grow, adapt, and continue serving as a vital center of faith and community for generations to come.