

The United Church
of Canada



The United Church of Canada
FOUNDATION

Centennial Legacy Campaign

Frontline Volunteers Scripts



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If you have questions or challenges, contact Tamara Granatstein (tamara@philanthropica.ca or 1-514-244-0705) for assistance

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Script 1: Initial Outreach (Phone Call)

Objective: *Introduce the Centennial Legacy Campaign and invite further discussion.*

Opening:

“Hello [Recipient’s Name], it’s [Your Name] from [Your Congregation]. I hope you’re doing well! It’s wonderful to connect with you today.”

I’m reaching out to share some exciting news. This year marks The United Church of Canada’s 100th anniversary, and one of the many ways we’re celebrating is with the Centennial Legacy Campaign. This initiative aims to secure the future of our church and community through legacy giving. Have you heard about it?”

Response Handling:

- *If they say no:*

“That’s perfectly fine! The Campaign encourages members to consider leaving a gift in their will or estate, creating a lasting legacy that supports the church’s mission for generations to come.”

- *If they say yes:*

“That’s wonderful! As you know, this initiative is vital for both our congregation and the broader United Church of Canada community.”

Transition to Request:

“I’d love to share more about how you can be involved and explore the possibilities of legacy giving. Would you have some time to meet for a coffee or a quick chat?”

Scheduling:

- *If yes:*

“Fantastic. What day and time work best for you?”

- *If no:*

“I completely understand. Would it be alright if I sent you some information to look over? We can connect later if you have any questions.”

Closing:

“Thank you, [Recipient’s Name]. I’ll follow up with the details by email. In the meantime, feel free to reach out if you’d like to discuss this further. Take care!”



Script 2: Centennial Legacy Campaign Pitch Script

Opening:

“Thank you so much for taking the time to connect with me today. As I mentioned earlier, I’m reaching out about the Centennial Legacy Campaign, a national initiative to celebrate The United Church of Canada’s 100th anniversary. This Campaign is about creating a lasting legacy for our church, ensuring its ministries, values, and impact continue to thrive for generations to come.”

What is Legacy Giving?

“Legacy giving, also called planned giving, is a way to leave a meaningful gift in your will or estate plan. It’s flexible and can take many forms:

- Leaving a specific dollar amount or a percentage of your estate.
- Naming our church as a beneficiary of your life insurance policy, RRSP, or RRIF.
- Donating other assets, like stocks or property.

These gifts allow you to reflect your values and priorities while providing a foundation for the church’s future.”

Campaign Highlights:

“This is a national campaign that’s being embraced by congregations and members across the country. Together, we’re building a strong future for The United Church of Canada and local congregations like ours.

It’s inspiring to see how many members are stepping forward to contribute in ways that work for them. Whether it’s through personal gifts or simply spreading the word, every action adds to this collective effort.”

Impact of Legacy Giving:

“Your legacy gift can have a direct and lasting impact. It might support the upkeep of our church buildings, fund local outreach programs, or contribute to broader UCC initiatives.

Here at [Your Congregation], such gifts could ensure we continue to serve as a place of worship, community, and support for generations to come. Your generosity can create a ripple effect, touching lives in ways that reflect your faith and values.”

“We’re inviting members to prayerfully consider how they might participate in this Campaign. Whether it’s exploring options for a legacy gift, spreading the word within the congregation, or learning more about the Campaign, there’s a way for everyone to get involved.”

Closing:

“I’d be happy to answer any questions you have or provide more resources about planned giving. If it’s helpful, I can also share stories of how others have approached this opportunity.

Thank you again for considering this meaningful way to celebrate our church's legacy and ensure its future. Together, we can make a lasting impact."

Script 3: Informal Conversation

Objective: *Introduce the Centennial Legacy Campaign during an informal setting or event.*

"Hi [Recipient's Name], it's great to see you! I wanted to share something exciting happening in our church community.

Have you heard about the Centennial Legacy Campaign? It's an inspiring effort to celebrate The United Church of Canada's 100th anniversary by encouraging legacy giving—leaving a gift in your will to ensure the church's future."

Pause to gauge interest.

"I think it's a meaningful way to reflect on what our church has given us and ensure its impact continues for generations. I'd love to hear your thoughts on this. If you're interested, we could chat further sometime."

Next Steps:

- *If they express interest:*

"Wonderful! Let me know when a good time might be, and we can talk more about how you can get involved."

- *If they're hesitant:*

"No problem at all. I can send you some information to look at whenever it's convenient for you. Just let me know if you have any questions!"

Script 4: Group Presentation

"Good morning/afternoon, everyone. Thank you for giving me a few moments to share something deeply important to our church.

This year, we're celebrating The United Church of Canada's 100th anniversary with the **Centennial Legacy Campaign**. This initiative is about ensuring the future of our church by encouraging **legacy giving**—leaving a gift in your will to support our congregation and its work.

Legacy giving is not just about financial contributions; it's a deeply personal and lasting way to reflect your faith and values. It ensures that what our church has given to us—comfort, guidance, and a sense of community—will continue to bless others for generations to come.

Whether it's supporting ministry programs, outreach projects, or maintaining our beautiful spaces, your legacy can make an impact that lasts far beyond our time.



If you or your congregation would like a more detailed presentation—including a deeper exploration of what planned giving is, how it can support our church, and how to get started—this can be provided through the Campaign Support Forum. We're also here to assist with any informational sessions your congregation may want to host for its members. Contact Tamara Granatstein (tamara@philanthropica.ca or 1-514-244-0705) for assistance.

Thank you for considering this meaningful opportunity to celebrate our church's legacy and ensure its future."

Script 5: Addressing Concerns (Objection Handling)

Objective: *Respond to common objections during a conversation.*

- **Concern 1: "I'm not sure I can afford this."**

"I understand that finances are a concern for many of us. The wonderful thing about legacy giving is that it doesn't involve any immediate cost. It's a decision made for the future, ensuring your current financial situation remains unaffected. Even a small percentage of your estate can make a significant impact."

- **Concern 2: "What if my congregation closes?"**

"That's a thoughtful question, and it's one we've considered carefully. The Campaign allows you to specify a backup plan for your gift, such as supporting another congregation or a church program you're passionate about. If no backup is listed, the Region ensures the funds are used in a way that honors your original intent."

- **Concern 3: "I want my family to benefit from my estate."**

"Absolutely, your family's needs are the top priority. Many people who make a legacy gift choose to allocate a small percentage of their estate to their church while ensuring their loved ones are well cared for. It's about finding a balance that feels right for you."

- **Concern 4: "I don't know much about legacy giving."**

"That's completely understandable, and I'd be happy to walk you through it. Legacy giving is flexible and straightforward. It could involve leaving a specific amount, a percentage of your estate, or naming our church as a beneficiary of a life insurance policy."

- **Concern 5: "I'm not ready to think about this yet."**

"I completely understand, and there's no rush. Legacy giving is a deeply personal decision, and it's important to approach it when the time feels right for you.

Whenever you're ready to explore it, we're here to provide guidance and answer any questions you may have. In the meantime, if you'd like to learn more or keep the idea in mind for the future, we can share resources or connect you with others who've found this to be a meaningful way to reflect their faith and values."

Script 6: Follow-Up Call

Objective: *Reconnect after initial outreach or a meeting.*

“Hi [Recipient’s Name], this is [Your Name] from [Your Congregation]. I hope you’re doing well! I’m following up on our conversation about the Centennial Legacy Campaign. I wanted to check in and see if you had any thoughts or questions since we last spoke.

If you’re interested, the Planned Giving and Legacy Council is available to provide guidance on legal and financial planning matters to help you make an informed decision. Would you like to set up a time to meet or connect with someone from the council?

If you’re still considering, that’s completely fine—this is an important decision, and I understand it takes time. If there’s any information, I can provide to help you decide, just let me know.

If you’ve decided not to participate, thank you for letting me know, and I truly appreciate you considering it. If you ever want to revisit this idea in the future, please don’t hesitate to reach out.

Thank you so much, [Recipient’s Name], for your time and thoughtfulness. Take care, and I’m here if you need anything!”

Script 7: Event Invitation

Objective: *Invite members to a special event focused on legacy giving.*

“Hello [Recipient’s Name], this is [Your Name] from [Your Congregation]. I hope you’re well.

I’m reaching out to invite you to a special event we’re hosting as part of the Centennial Legacy Campaign. On [Date] at [Time], we’ll be gathering at [Location] to discuss how we can ensure the future of our church through legacy giving.

It’s a wonderful opportunity to learn more! We would love to see you there. If you have any questions or need more details, please let me know. Thank you!”

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