

# Increasing Legacy Giving



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LORD of all,  
We thank you for all those who have walked  
before us in the way of Christ;  
Those who have shared their faith and love with us,  
and those who have been generous benefactors  
of church, nation and world by the lives they have lived,  
and the inheritance they have left to us who come after.  
Grant that we may be faithful stewards  
of all that you have entrusted to us,  
that all people may know your love  
and all creation come to share your glory.

**Amen**

# How to increase legacy giving?



## 1: YOU HAVE TO ASK

of Anglicans have ever  
been asked to support their church  
by leaving a legacy.



Only **15%** of Anglicans have ever  
been asked to support their church  
by leaving a legacy.



# Who are you asking to leave a legacy?

## CHURCH MEMBERS

- Worshipping Congregation
- Regular Financial Givers
- Church Volunteers
- Groups / Society / Friends

## COMMUNITY

- Local / Former Residents
- Church Users
- H, M, D & their Families
- Visitors and Tourists



# How to increase legacy giving?



## 2: TELL STORIES

# Mimi and her love for Music





# Where to tell these stories

- Parish Magazine article
- Parish Newsletter
- Church website
- Legacy leaflet
- Social Media
- Giving Campaign

 The Church of England  
28 July at 08:00 · 🌐

'My sister Hazel and her husband Frank loved living in Lightwater. Most of all they loved All Saints' and its congregation.' David (right), pictured with Hazel and Frank, loved hearing the newly-restored churchbells ring out at the church where he grew up with his sister. Thanks to a gift left in their Will to their local church, the bells were restored and rung again for the first time in three years. "



churchlegacy.co.uk [Learn More](#)

Leave a gift in your Will to your local church today

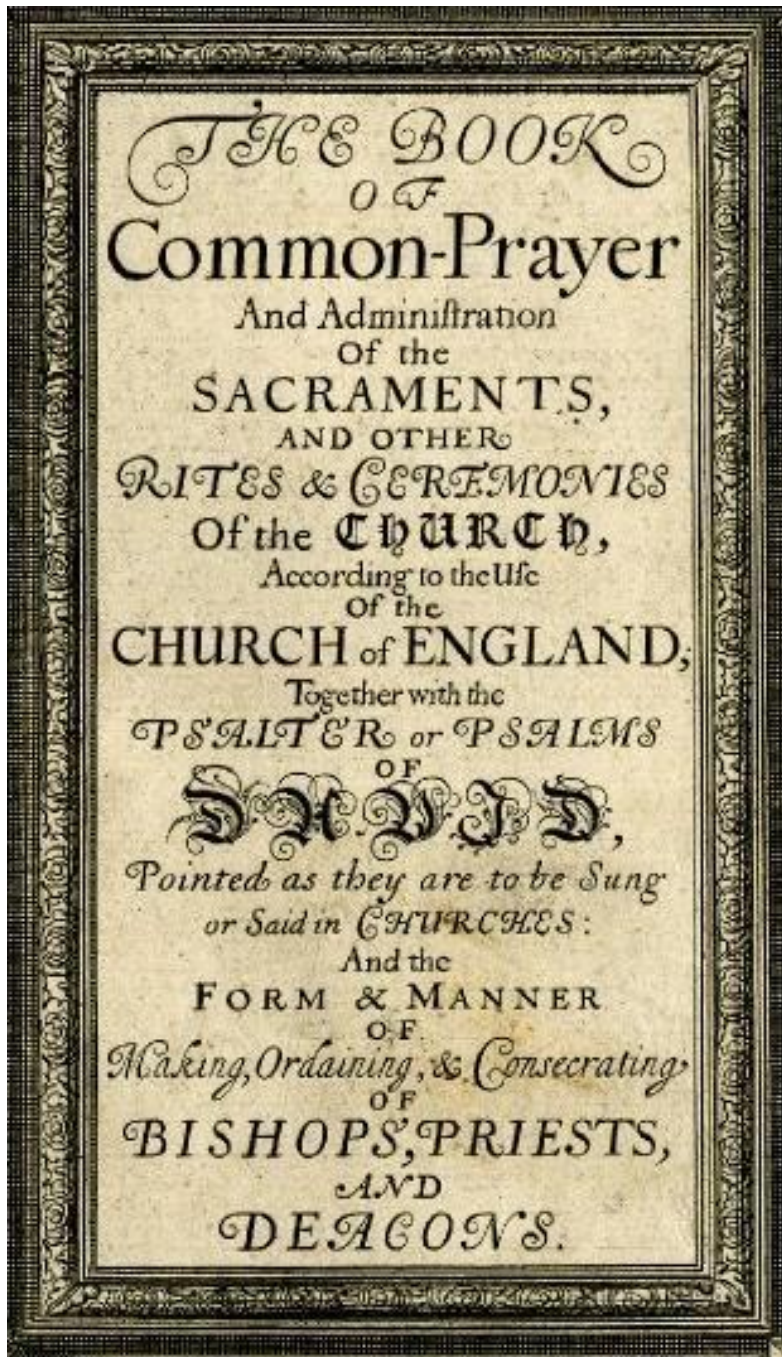
  104 2 comments 16 shares

 Like  Comment  Share

# How to increase legacy giving?



## 3: OFFER A FREE WILL



*“let him then be admonished to make his Will... for the better discharging of his conscience, and the quietness of his Executors... men should often be put in remembrance to take order for the settling of their temporal estates, whilst they are in health”*

Book of Common Prayer,  
1662

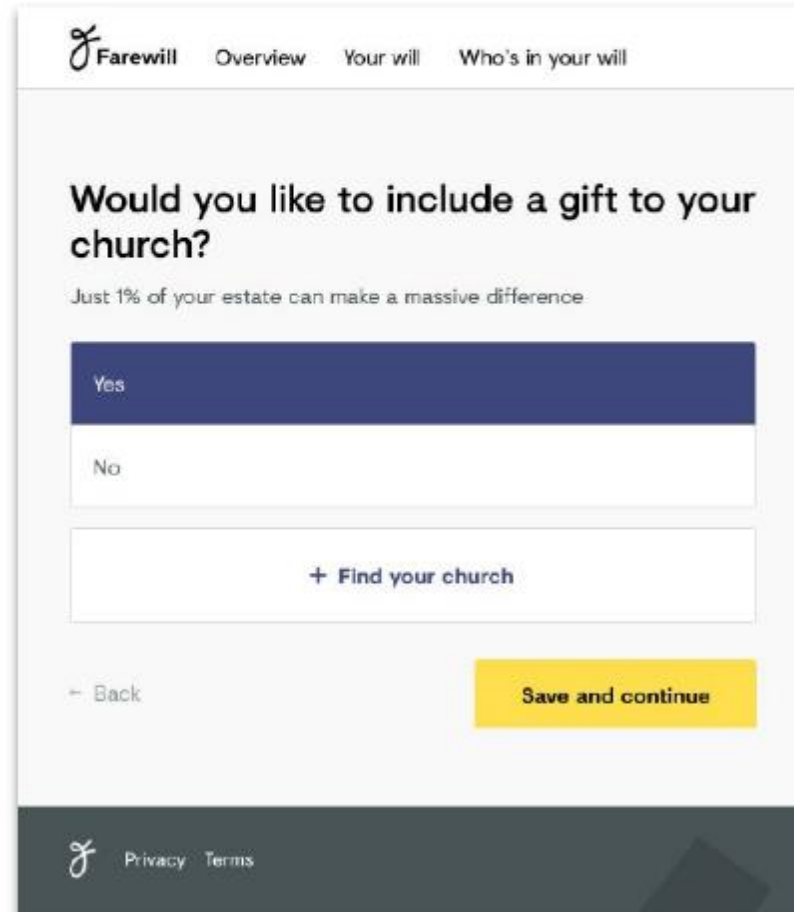


# Why Offer Free Wills?

- Online will writing with Farewill is easy, safe, legal and quick
- Every will checked by Farewill's legal team
- Lots of supporting resources to help you promote
- 30% of Anglicans don't have a will
- Matchings & Hatchings – 1<sup>st</sup> will with the church
- ¼ using the service include a legacy to their church

# A tailored journey for supporting local churches

- We've collaborated with CofE to build a tailored online will journey for supporting local churches
- Farewill's journey encourages people to consider supporting their local church and charities at two stages:
  - dividing their estate
  - leaving cash gifts



The screenshot shows a mobile application interface for Farewill. At the top, there is a navigation bar with the Farewill logo and three menu items: "Overview", "Your will", and "Who's in your will". The main content area features a question: "Would you like to include a gift to your church?" Below the question is a subtext: "Just 1% of your estate can make a massive difference". There are two radio button options: "Yes" (which is selected) and "No". Below these options is a button labeled "+ Find your church". At the bottom left of the form is a "- Back" link, and at the bottom right is a yellow "Save and continue" button. The footer of the application contains the Farewill logo and links for "Privacy" and "Terms".

# Write your will for free

There is no obligation to leave a gift to your church, loved ones should always come first. However, we hope you will consider remembering a church you care about, as every gift makes a real difference to that church, its mission and ministry for future generations.

To redeem your free will, just enter the voucher code **'COFE'** at check-out.

[Get started](#)

Over 10,000 reviews | 4.9 on Trustpilot



# Writing Your Will

A simple act of good stewardship in 2022

- ❖ Your Choice
- ❖ Your Children
- ❖ Your Property
- ❖ Modern Family Life
- ❖ Inheritance Tax
- ❖ Charitable Gift
- ❖ Peace of Mind

Why every  
Christian  
should have  
a will

# How to increase legacy giving?



## 4: MAKE IT EASY



# GENEROUS GIVING – LEGACY GIVING

## Generous Giving - Legacy Giving



Customisable Legacy Leaflet – Multi-Church Parish or Benefice



A Lasting Gift to your Church



Customisable Legacy Bookmark



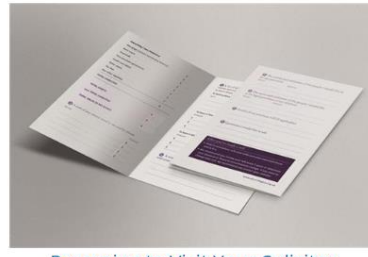
Gifts of Faith, Hope and Love Booklet



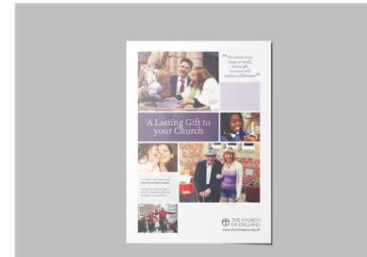
PCC Legacy Toolkit Pack



Why Every Christian Should have a Will



Preparing to Visit Your Solicitor



Legacy Poster: A Lasting Gift to your Church A4



Legacy Bookmark



How You Can Make a Lasting Difference Leaflet



PCC Guide: Encouraging Giving Through Legacies

<https://www.cpo.org.uk/LegacyGiving>



# Supporting Us

It is the support of our parishioners and visitors that enables us to be the church in this parish. We are so grateful for any offer of support that can help us to continue to bear witness to the presence of Christ and the love of God in this place.

**Many gifts in many forms**

“I give \_\_\_% of my residuary estate OR I give the sum of £\_\_\_\_\_ (pounds only) free of all taxes to the Parochial Church Council of the Ecclesiastical Parish of \_\_\_\_\_ (name, address, post code, reg charity no) in the Diocese of \_\_\_\_\_ for its general purposes, and I declare that the receipt of an officer of the Parochial Church Council shall be sufficient discharge to my executors and trustees.”

# Legacy Giving



Once you have made provision for your loved ones, you have the opportunity to make a lasting gift to God, by leaving a legacy to His church. A gift in your Will to your local church is one of the most valuable and lasting ways you can continue to support its mission and ministry within your community. These types of donation can be set for a specific aspect of our work or for the general life. In the past, the work of our churches has been greatly supported by such legacies.

“To find out more or discuss leaving a legacy to our Church, please contact name, number, email.”



*At this time of year, we write to thank you for your support to our wonderful St Mary's Church.*

*Thank you to everyone who has given to the weekly collection, monthly via Parish Giving Scheme, for one off donations and to everyone who has included a gift in their will.*

*All these gifts help us to continue our ministry and mission to the community.*

*Thank you and God Bless.*



# Any questions?

Email Enquiries: [legacy@churchofengland.org](mailto:legacy@churchofengland.org)

For PCCs: [www.churchofengland.org/legacy-giving](http://www.churchofengland.org/legacy-giving)

For Individuals: [www.churchlegacy.org.uk](http://www.churchlegacy.org.uk)

