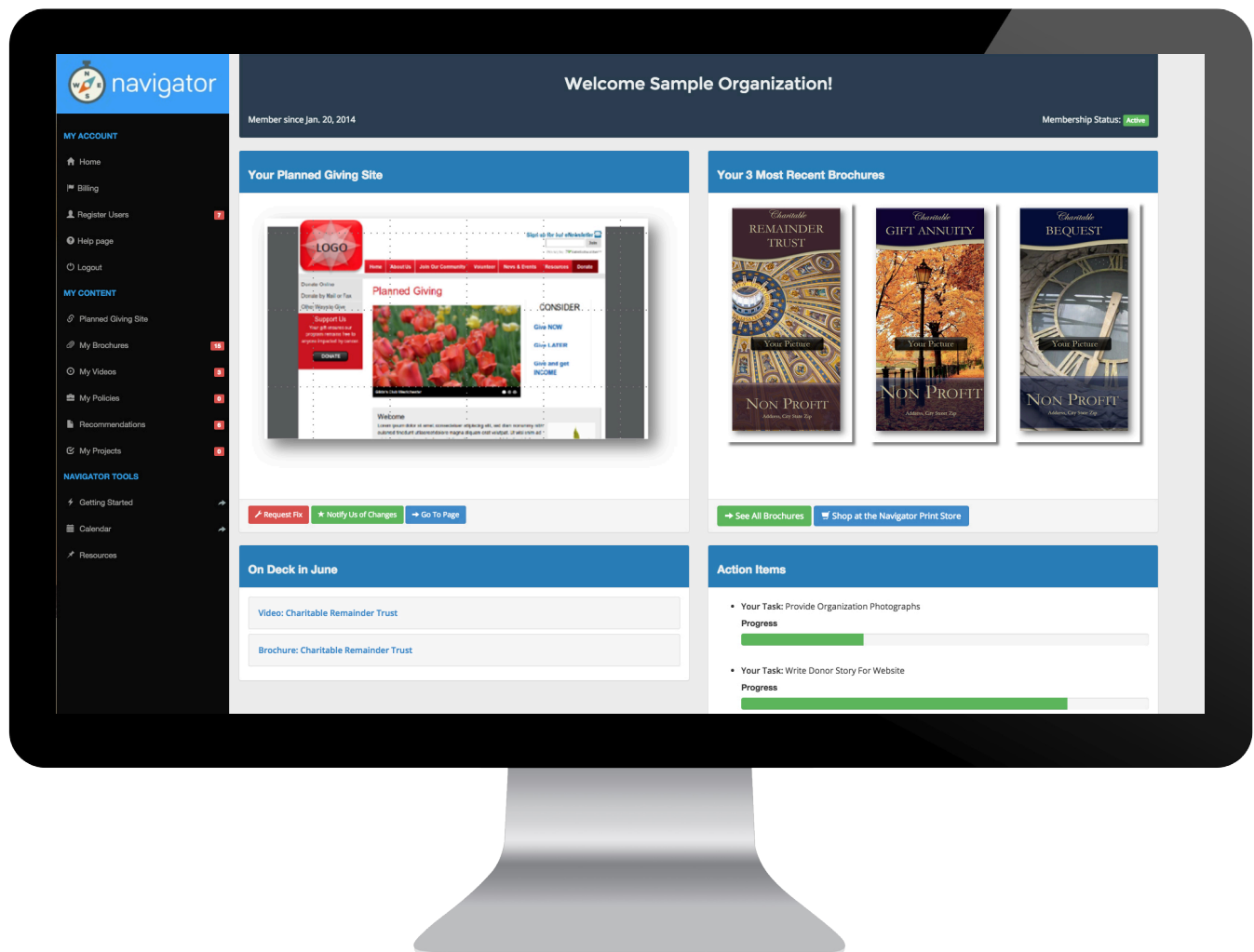




BUILD, PLAN AND HOLD YOUR PLANNED GIVING PROGRAM



CHALLENGES: Churches do not have the staff, experience, time or budget to run a planned giving program as effectively as larger non-profit groups.

SOLUTION: Use Navigator technology: Develop the communications materials previously out of your reach, and develop your own schedule of projects and tasks for maximum effectiveness.

COST: Annual Cost = \$190 + \$0.35/Member.
(Max. cost \$550) | Set-Up fee (\$45 one time)

JUSTIFICATION: In 2014 the average bequest revenue for PC(USA) churches receiving a bequest was more than \$60,000. For the rest, it was \$0.

YOUR NAVIGATOR PORTAL HOLDS ALL OF THIS ONLINE



PLANNED GIVING WEB PAGES INTEGRATE WITH YOUR WEBSITE

Websites are modern storefronts. By including planned giving you demonstrate it is a priority for your church. Visitors can explore in a low pressure environment and at their own leisure.

Planned giving web pages provide:

YOUR LOOK AND FEEL

Your planned giving web pages will look and feel exactly like your website.

STANDARD CONTENT

Default content is set so that you do not have to create your own.

CUSTOM CONTENT

Content can be added to meet your needs and requirements

YOUR PICTURES AND STORIES

Easily add words and pictures to tell your story and the story of your supporters.

SIMPLE INTEGRATION

Integrates easily into your website



BROCHURES INSPIRE, INFORM, REMIND

Brochures tell your donor why and how. Simple and cost-effective, brochures keep planned giving visible in your building and as a leave-behind as a reminder on your donor's desk.

Navigator includes 11 brochure templates and basic design work to match your church identity:

1. OVERVIEW BROCHURES

Provide your case for support and ways a prospect can make a gift.

2. RESPONSE CARDS

Response cards solicit feedback from those who have given or are considering a gift, and they offer prospects more information and a connection.

3. SPECIFIC TYPES OF GIFTS

Rack brochures are simple brochures that give an overview of specific types of gifts.

Printing: print in-house, or we can help with your printing at reasonable rates.



VIDEO/MEDIA ONLINE COMMUNICATIONS

Video and social media are cost-effective tools to reach wider new audiences.

VIDEO TEMPLATES include a legacy giving video with your church content plus a variety of generic video templates on types of planned gifts.



MANAGE YOUR PROGRAM SET YOUR SCHEDULE

Following a schedule ensures long-term success. Planned giving is a consistent flow of communications and events. Yet experience proves it often gets lost in other priorities.

Navigator "My Projects" empowers your team to set up your own project/task list:

1. SET UP PROJECTS

Establish projects and the tasks needed to accomplish them.

2. ASSIGN RESPONSIBILITY

Assign your team members responsibility for recorded tasks and identify due dates.

3. REMIND YOURSELF

Set up email reminders three days before tasks are due.

4. MONITOR YOUR ACTIVITY

"Activity Score" is a simple graph that assesses your activity level, rewarding the setting and accomplishment of goals.



YOUR MATERIAL SHARING & STORING KNOWLEDGE

Committees are more effective when they have collective knowledge and memory.

RECOMMENDATIONS responsive to your current needs are uploaded and stored for your full team. You too can store your policy documents to share with your team.

To learn more contact your regional Ministry Relations Officer at
presbyterianfoundation.org/mro.



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