

CONGRATULATIONS!!!

You've completed the first two stages of
American Baptist Foundation's (ABF's)

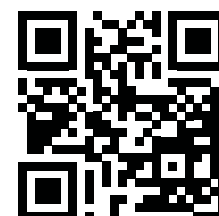
Strengthening Your Financial Future (SYFF)

Please take a moment to *celebrate* your achievements. At this point your ministry has:

- Explored your ministry needs and objectives.
- Selected a specific area of your ministry to highlight through the program.
- Established an endowment or similar fund with ABF reflecting the above.

Before formally introducing your program to members and donors, just a few remaining items need to be completed.

Thank you to our partners, *American Baptist Regions (Multi-Region Corporation)*, *American Baptist Home Mission Societies (ABHMS)*, and *American Baptist International Ministries (IM)*. *American Baptist Foundation (ABF)* encourages the support of these ministries.



American Baptist
FOUNDATION
www.abcofgiving.org

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Strengthening Your Financial Future

Custom Planned Giving Solutions
for Ministry & Mission

Vision.
Communication.
Celebration.



Connecting People Who Care to Ministries That Matter

Communication & Resources

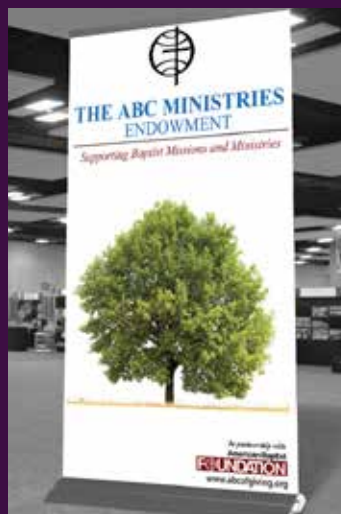
A distinguishing feature of the *Strengthening Your Financial Future (SYFF)* program is the opportunity it provides to grow support for your ministry fund through new planned giving contributions. **HOW** you communicate will be just as important as **WHAT** you convey.

As a service to our SYFF participants, ABF will assist with the development of a fund brochure and other needed literature. These resources serve as a basis for consistent and strategic messaging while providing tangible representation of what your ministry has accomplished so far.

Creating initial communications will require:

- Providing ABF with initial information, as requested.
- Reviewing communication drafts, once created.
- Approving finalized versions.

To organize messaging, a communications calendar will be crafted to help ensure an effective and efficient communications strategy.



Policies & Procedures: How do you govern?

In addition to messaging, the creation of certain documents is recommended for governance.

- **Fund Policy** – a separate fund policy should be created for each account. These policies differ from traditional “blanket” endowment fund policies, which are more complicated to create and interpret.
- **Gift Acceptance Policy** – gifts accepted directly by ABF on your ministry’s behalf are covered by our existing policies, simplifying the process for you. However, if your ministry accepts gifts directly, establishing your own gift acceptance policy is recommended.

ABF has *Fund Policy* and *Gift Acceptance Policy* templates and can provide guidance in this area. ABF recommends that you contact a legal representative if additional assistance is required. *Note: It is possible to introduce your program before finalizing these policies. However, ABF recommends that these policy and procedure provisions be as close as possible to their final form before launching your SYFF program.*

Celebration & Recognition

Establishing an Honor Society is an important, yet often overlooked component. Celebration will be vital for ongoing success and honoring the contributions of each supporter is important. Consider the following for your *SYFF* recognition program(s):

- Stress participation instead of dollar amount. Dollar goals are effective for capital campaigns and fundraising. Participation is key to planned giving involvement.
- Regardless of size, recognize each gift equally.
- Provide a tangible as a way of saying thanks. A certificate, for example, is cost-effective and meaningful.

You will discover new ways to say “Thank you.” Be creative in how you utilize your honor society.

“Every good and perfect gift is from above, coming down from the Father of the heavenly lights...”

James 1:17 (NIV)