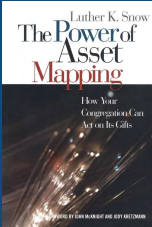



Welcome!
The webinar will begin soon...
 Barnabas Foundation presents
**Mapping Your
 Congregation's Assets**
 Thursday, August 14, 2014
 12 pm ET / 11 am CT / 10 am MT / 9 am PT
 Presenters:
**Fred Milligan
 Mike Buwalda**



**Special Drawing for the book
 "The Power of Asset Mapping"!**



*We'll announce a winner at
 the end of the broadcast today!*



Questions?

Send an Email to:
Mike@barnabasfoundation.com





Rev. Fred Milligan
 Presenter
Legacy Giving Partners Consultant
Barnabas Foundation



Mike Buwalda
 Host
Stewardship Resource Consultant
Barnabas Foundation



Asset Mapping is...



...a process for leading a congregation away from a scarcity culture and to a culture of abundance



...a transformative approach to congregational stewardship and development



Email questions to Mike@barnabasfoundation.com

Our Goal is that Your Congregation Will Be...



- A vital place for ministry
- A sustainable place for ministry
- A place where “Ordinary Members” are equipped for daily life stewardship and participation in the life of your congregation




Email questions to Mike@barnabasfoundation.com

What is your perspective?



Rev. Fred Milligan



Mike Buwals



- Is the glass half full or half empty?
- Half full: Look at what you have as opposed to what you don't have.
- Half empty: We often focus on what we don't have and only on our needs.

Email questions to Mike@barnabasfoundation.com

Optimism vs Realism



Rev. Fred Milligan



Mike Buwals



Email questions to Mike@barnabasfoundation.com

What does it look like to plan starting with assets?



Rev. Fred Milligan




Mike Buwals

1. Imagine/discern God's preferred future for your church
2. Identify and apply assets based on passion of members not needs of institution
3. Don't let tradition determine your response


Email questions to Mike@barnabasfoundation.com

How do you recognize your assets?




Rev. Fred Milligan

- 3 assets you have or bring personally
- 3 assets of the congregation
- 3 assets of the community
- 1 person you know who can help




Mike Buwalds




Email questions to Mike@barnabasfoundation.com

Other Assets:


The Unseen Part of the Iceberg



Rev. Fred Milligan




Mike Buwalds




- The average church family holds only 15% of its net worth as current income, but 85% in accumulated resources*

* Source: Creative Giving, Pg. 45




Email questions to Mike@barnabasfoundation.com

What is the potential?




Rev. Fred Milligan



Mike Buwalds


- Provide giving alternatives/options other than current income
- A bequest often is the largest gift a person will ever make
- Out of every 40 giving units*, 1 unit is capable of making a one-time gift equal to the church's annual budget.**

*Family or professing member 18 years or older
**[Source: Creative Giving Pg. 45]




Email questions to Mike@barnabasfoundation.com

Why teach Accumulated Assets Stewardship?



Rev. Fred Milligan



Mike Buwalds

- It's a healing ministry
- It's transformational not just transactional
- It can unlock the generosity of your congregation
- Legacy Giving manages risk
- Many families want to document and celebrate their family's history with the church

Email questions to Mike@barnabasfoundation.com

Why teach Accumulated Assets Stewardship? (cont'd)



Rev. Fred Milligan



Mike Buwalds

- Inspires imagination
- Legacy Giving is easier than you think
- Legacy Giving is an educational ministry
- Legacy Giving is the most holistic and inclusive stewardship strategy

Email questions to Mike@barnabasfoundation.com

Results of promoting Planned Giving in the Church



Rev. Fred Milligan




Mike Buwalds


- Church will have increased gifts to fund various ministries
- Members will be educated about new gifting opportunities
- Members may respond in a holistic and faithful way into the future
- Church will receive new major gifts previously directed to other causes

Email questions to Mike@barnabasfoundation.com

Top Ten Reasons People Don't Give to a Church Legacy Fund*



Rev. Fred Milligan



Mike Buwaida

10. Lack of trust in church's ability to manage money
9. Don't think their "estate" is big enough
8. Church is always asking for money
7. Don't know how it is being used
6. Expense of changing Will

*Source: Paula Kern, Used by permission

Email questions to Mike@barnabasfoundation.com

Top Ten Reasons People Don't Give to a Church Legacy Fund*



Rev. Fred Milligan



Mike Buwaida

5. Give to other places
4. Don't know how
3. Fear that gift will cause church conflict
2. Can't afford it

*Source: Paula Kern, Used by permission

Email questions to Mike@barnabasfoundation.com

Top Ten Reasons People Don't Give to a Church Legacy Fund*



Rev. Fred Milligan



Mike Buwaida

Reason #1: No one asked!

*Source: Paula Kern, Used by permission

Email questions to Mike@barnabasfoundation.com

What steps can a church take to start?



Rev. Fred Milligan



Mike Buwala

- Sustained education is critical (70% of Americans have no Will)
- Educate members age 70+ (90% of Bequests)
- Talk to widows & widowers (need extra help)
- Sermons & testimonials on Planned Giving
- Use newsletters & bulletins to educate

Email questions to Mike@barnabasfoundation.com

What steps can a church take to start? (cont'd)



Rev. Fred Milligan



Mike Buwala

- Invite outside speakers to inform about non-traditional gifts (Charitable Gift Annuities/Donor Advised Funds)
- Have an ongoing stewardship committee
- Create/Promote a Church Legacy Foundation

Email questions to Mike@barnabasfoundation.com

What will be your next steps?



Rev. Fred Milligan



Mike Buwala

- Discuss with church leaders some of the mission goals these assets might make possible
- Ask about the Barnabas Legacy Giving Partners program and resources for your church


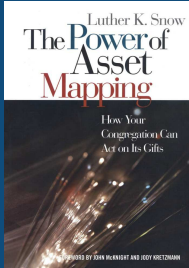
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Questions
and
Answers

Email questions to Mike@barnabasfoundation.com



"The Power of Asset Mapping"
by Luther Snow



Thank you!

