CREATIVE GIFTS COORDINATOR

impactstewardship
resources, inc.

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PURPOSE

The Creative Gifts Coordinator will find as many opportunities as possible to communicate to the membership the different, creative ways they can give. From the classroom, to brief moments in worship, the bulletin, the web, or a brochure, they will find various ways to teach giving out of sacrifice and even "outside the box thinking" that goes beyond just giving out of extra income.

RESPONSIBILITIES

- Recruits a team of people to help develop a plan to communicate creative giving.
- Develops and implements the plan
- Helps build a gifts-in-kind committee responsible for developing criteria for the acceptance and liquidation of non-cash gifts to the campaign or assists individuals with liquidating items of significant value
- Considers prayerfully their own contribution to the campaign

Types of Creative Giving

A capital campaign is an "over and above" giving opportunity for a finite period of time (typically 2-3 years). Many church members will have the desire to give but will not believe they can contribute a significant gift. If someone's budget is maxed out, they may incorrectly assume they are limited in what they can give. Giving from income is often the primary and only means considered. This is a common limitation that believers put on themselves.

The truth is that there are many ways to give:

- Income
- Appreciated Assets (stocks, real estate)
- Stuff (Collectibles, art, jewelry, memorabilia, etc.)
- Sacrificial giving for a time period (Eliminating something from personal discretionary spending and using that money to give).

In some of the most successful church capital campaigns, creative giving principles are discussed and taught to not only church leaders and core members, but to the entire church. While church leaders will get the opportunity to hear these during the Early Commitment events and seniors will hear the message during Legacy Luncheons, it will be your focus to help inform the rest of the congregation in the best ways possible during the public phase of the campaign.

Often as people pray through this process, the Lord reveals idols or strongholds in people's lives that they feel they need to eliminate (i.e. stuff/collections/collectables). Other times people will realize that the Lord may have entrusted them with an asset to care for until "such a time as this…" (appreciated assets).

Develop a Creative Giving Plan to Educate the Entire Church

You will be trained by your consultant during your initial meeting on the best ways to educate the church.

Some suggested options for church-wide creative giving promotion:

- Develop a bulletin insert or information brochure listing gift suggestions with applicable tax benefits and highlight the handout during services
- Q & A during service or in classes discussing creative ways people have been able to give
- Short in-service video outlining creative giving opportunities
- Testimonial from individuals who are thinking outside the box (typically individuals in church leadership who are considering an early commitment)

You may also want to utilize the church newsletter, Sunday bulletin/worship guide, social media, church website, etc. to communicate.

Sample education material is included at the end of this booklet. You may also download sample creative giving handouts at this link: **www.impactresources.info** **Password:** Matthew77

Click on the **'Creative Gifts" link** for sample handout materials

Implementing the Creative Gifts Plan

This education and communication plan will be executed during the public phase of the campaign, ideally between Sunday 2 through Sunday 4 leading to Commitment Day.

Note: It is Important to emphasize that creatively donated assets are not in lieu of cash pledges but, ideally, in addition to these commitments and gifts.

Enlist a Gifts-In-Kind Committee

Since some people may choose to give assets such as stocks, property, or jewelry, work with the Pastor to recruit a committee of 3-4 people to determine the handling of these types of gifts. You may wish to enroll lawyers, bankers, real estate agents, accountants, financial planners, etc. in your church.

The committee will decide:

- The asset's value
- If the asset should be sold by the church or the donor (There may be tax advantages to the donor if the church accepts the asset to sell, but the asset may be a liability to the church)
- How the asset should be sold or held

Schedule a committee meeting to agree on a system for evaluating the receipt and disposition of gifts. Inform the church that this committee is in place and is available to take any questions regarding such gifts.

Most Common Considerations:

Income Tax: Charitable Deductions
People who donate cash or allowable assets to IRS-recognized charitable organizations are entitled to a charitable tax deduction. Your plan will need to help maximize their tax savings benefits.

Estate and Gift Tax Rules
In general, when contributions qualify for the income-tax deduction qualify for the estate- and gift-tax deductions, there are no limitations on the amount of deduction for qualifying contributions for estate- and gift-tax purposes.

Completion of Gift
A gift is considered "completed" when it has been unconditionally delivered to the organization, and the donor's control or authority over the gift has ceased. (Delivery to a third party—i.e., a stockbroker or lawyer who is working for the donor—is not sufficient.)

Stocks and Bonds
When the endorsed certificate or bond is delivered to the charity or its agent, the gift is complete. The gift is complete and effective on the day of mailing if the charity receives it according to the normal course of the mail. Delivery to any agents of the donor, such as the issuing corporation, its transfer agent, or the donor's broker, is not sufficient. When securities registered in street name at a brokerage firm are transferred on the books of the brokerage firm, the gift is complete.

Real Estate
When the deed is executed and delivered to the donee charity, a gift of real estate is complete.
The best evidence of the contribution of property is the recording of the deed, but it is not required for the gift to be effective.

Personal Property
The easiest way to complete a gift of tangible personal property is to deliver the item to the charitable organization and then obtain a receipt. A deed of gift or other assignment document is required when completing a gift of intangible personal property, i.e., a royalty. When giving an asset such as a life insurance policy or a partnership agreement, check with the asset's governing instrument about whether approval is needed for the transfer. In some cases, the transfer is effective between the donor and the donee upon delivery.

> **Disclaimer: No decisions regarding giving should be made without consulting your tax professional.

SAMPLE DONOR GUIDELINES FOR NON-CASH GIFTS

Donors contributing non-cash, creative gifts to (Church Name) should consider the following guidelines.

GUIDELINES

1. (Contact name here) or the church office can provide additional information or answer questions you may have.

2. Each offer of a non-cash gift will be reviewed by the Executive Staff and the Creative Gifts Team for acceptance by (CHURCH NAME). A gift will be considered in terms of: (1) its potential contribution to complete the mission of (CHURCH NAME); (2) its potential to be reasonably acquired and disbursed.

3. The church reserves the right to decline a gift not compatible with (CHURCH NAME)'s mission or that would not contribute materially to achieving the funds for the defined project. Ideally, the potential value of a non-cash gift should be a minimum of $______ or more; there is no suggested limit to the maximum value.

4. Donors of non-cash gifts should consider selling the item and contributing the proceeds to the church. If a donor is not inclined to sell the item, the church would receive, review and, if approved, sell it.

5. For each gift accepted, (CHURCH NAME) will send an acknowledgement letter which gives a detailed description of the gift. This acknowledgement will not state a value of the gift.

6. It is the responsibility of the donor to determine the value of a non-cash gift for IRS purposes. When filing IRS tax returns donors may be required to file additional IRS forms regarding the gift.

7. If a donor seeks an IRS tax deduction for the gift, the donor should consult a tax advisor. The donor should have the gift appraised if required by the IRS policy. If IRS policy requires the church to file forms regarding the gift, (CHURCH NAME) will file forms as required.

8. Individuals making a distribution from their IRA should count it as taxable income on their tax return, donate it to the church and then take a charitable contribution tax deduction, if they itemize their deductions.

9. In the case of non-cash gifts into (CHURCH NAME)'s brokerage account, an acknowledgement letter will be mailed once the asset has been transferred to the church's brokerage account.

10. In accordance with accepted practice, (CHURCH NAME) will not appraise or determine a value of the gift for a donor for tax purposes.

11. Once (CHURCH NAME) accepts a non-cash gift, it becomes property of the church.

Disclaimer

When considering these or other creative giving ideas, contact your tax accountant/advisor who can advise you about tax credit strategies and about the most advantageous way to make a gift to your church. Additionally, IRS rules are subject to change.

Sample Article #1 Creative Gift Ideas

Giving from income is often the primary response to contributing to stewardship campaigns. In addition to giving income you can convert non-cash items into cash donations to give or, in some cases, give those non-cash items to the campaign. When considering these or other creative giving ideas contact your tax accountant/advisor who can advise you about tax credit strategies and about the most advantageous way to make a gift to your church. Additionally, IRS rules are subject to change.

HERE ARE SOME EXAMPLES OF CREATIVE NON-CASH GIFTS YOU COULD CONSIDER:

Antiques

Automobiles-In most cases, individuals will sell the vehicle and donate the proceeds to the church. If a tax write-off is critical, the vehicle will need to be donated to the church.

IRA Gifts-Individuals may take a distribution from their IRA, count it as taxable income on their tax return, give it to the church and then take a tax deduction for the charitable contribution (assuming they are able to itemize their deductions.) Refer to IRS code for standard deduction amounts.

Jewelry

Life Insurance-Some individuals have accumulated cash value in insurance policies that they may give to the church.

Real Estate-Any unencumbered piece of real estate that is readily sellable can be a valuable gift.

Sports Memorabilia

Stocks or Bonds-Giving appreciated stocks or bonds, plus accounts subject to IRS income taxes, can be advantageous to the donor to the church. The donor may avoid paying capital gains taxes while receiving a charitable deduction, and the church will receive a beneficial and liquid asset. To claim these tax benefits, the stocks/bonds/mutual funds must be transferred to the church rather than selling and donating the proceeds.

Sample Article #2 How can I help?

Determining What To Give

Want to be involved but not sure where to start? Prayerful conversation with the Lord, your family, and your peers remains critical. Ask the Lord, and be confident in His direction: "God, what do you want to do through me to accomplish your will in my church?"

FIRST, DISCUSS.

Your treasure is already where your heart is; ask yourself if both are submitted to His Lordship. Bringing your requests to God and receiving wisdom from Him is every believer's privilege and responsibility. He wants to reveal His heart and His will to you; be proactive and ask Him.

THEN, DECIDE.

Giving out of your income is a great place to start; perhaps it's a unexpected financial blessings that could be set aside. Consider assets: did you know you can give land or a home directly to your church and avoid paying any capital gains tax while still getting a fair market value deduction? Then there's "stuff": you move it, you store it, you insure it, and you dust it. Perhaps you could give it? Most importantly, consider a sacrificial gift. Set aside funds you normally would have spent on something you can do without or even something you think you can't.

NOW, DO!

Follow through! Faith without works is dead; we must set it in motion to produce its results. Making a commitment is about anticipating what God will do with what you give through your humility and obedience, not about how or how much you give. Your job is to ask, listen, and respond. His role is to bring seed to the one who would sow. He is faithful, and we are to likewise model that faithfulness.

Determining How To Give

Give by sacrifice. David, a "man after God's own heart," declared, "That which costs me nothing is not a sacrifice" (Acts 13:22, 2 Sam. 24:24). Challenge your people to give what they otherwise would spend - without a second thought - on a fast-food meal, or a cup of fine coffee. These real-world examples are almost universal to American culture and provide an opportunity for leaders to bring the principle of "denying oneself " to the forefront.

Give by revelation, not by reason. Pray and ask God what He wants to do through you, and expect an answer (John 10:4). Don't be frustrated or disobedient if you can't discern how you will produce that amount. Walk by faith, not by sight, and make that your commitment.

Ways to Give

Giving doesn't have to be complicated. Considering the following suggestions often can result in unanticipated, faith-stirring generosity:

Eliminating "extra" expenses or spending and redirecting those payments.

Selling off excess. Releasing appreciated assets is often accompanied by the blessing of avoiding capital gains taxes on the sale of said asset. Additionally, you may receive an income tax charitable deduction on the donation.

Donating valuable "stuff." Sell it and give the proceeds directly to the church, or donate it and trust the church to liquidate it in the most beneficial fashion.

Dedicating unexpected income. Perhaps it's in the form of a surprise bonus, a favorable commission, an inheritance, or an increase in salary.

Re-prioritizing your budget. An honest rearranging of what's important typically reveals available funds. Perhaps it's a matter of giving up something in your current budget – a hobby, habit, or routine – and redirecting those monies permanently, or for a season.

Exercising self-control. Postponing a planned purchase, vacation, or investment will free up resources to support the current needs and opportunities as presented in the campaign. God loves a cheerful giver, and a content heart in the midst of self-denial results in glory to God.

A Look at One Family's Commitment to Increased Giving

	Weekly	Yearly	3 Years
Eliminate 1 Meal Dining Out	$15	$1,560	$2,340
Reduce ongoing expenses	$25	$1300	$3,900
Reduce vacation budget	-	$250	$750
Eliminate 1 Date Per Month	-	$900	$2,700
Reduce Coffee purchases	$10	$520	$1,560
Eliminate 2 movie rentals per month	-	$120	$360
Three Year Total			**$11,610**

"Now to Him who is able to do far more abundantly than all that we ask or think, according to the power at work within us, to Him be glory in the church and in Christ Jesus throughout all generations, forever and ever. Amen."
Ephesians 3:20-21

Sample Article #3 Types of giving

Three Categories of Giving

#1 Giving out of income. Whether it's from excess income, discretionary spending, or reprioritizing the budget, giving from income is typically the most common sources of gifts.

CASH FLOW GIFTS:

A person can give significantly by giving smaller amounts at higher frequencies. Weekly, semi-monthly, or monthly giving allows large gifts to be reached in smaller steps. You may want to take advantage of the simplicity of electronic funds transfers for this giving option.

DIVERTED FUNDS GIFTS:

Freeing up funds which are currently going to other areas of spending allows a person to increase giving to God's work. Diverting funds from entertainment, dining out, dues, subscriptions, gifts, allowances, utilities, or transportation, offers lifestyle adjustments which impact one's giving.

DELAYED EXPENDITURES:

The delaying of purchases allows a person to significantly increase giving. The acquisition of major items such as automobiles, clothing, or trips, when postponed, allows substantial giving opportunities.

RAISES / BONUSES:

Dedicating one's forthcoming raises and bonuses is a creative method people have used to increase giving.

FREEDOM FROM DEBT:

As a person looks ahead into the next three years, he or she may discover that debt obligations will be fulfilled. This frees up revenue for additional giving.

UNIQUE SKILLS INCOME:

Some people have marketable hobbies or skills which enable them to give from those new profits.

CORPORATE GIFTS:

Those who have used their business as a source for giving have made significant donations.

ADDITIONAL WORK INCOME:

Taking a second job or part-time job or coming out of retirement are successful strategies people have used to increase giving.

#2 Giving appreciated assets. This category represents one of the best in which "creative gifts" may be found, however it's one of the least explored. Stocks, bonds, and real estate purchased years ago frequently carry an appreciated value. Did you know you could give that asset directly to your church and avoid paying any capital gains tax, but still get a fair market value deduction based on its current value? A tax professional is vital to guiding both donor and church through this process.

Tax implications are an important consideration for givers. Always consult your CPA, tax attorney or licensed financial advisor. If you have an appreciated asset you would like to donate and need assistance, the church can help you find the correct resource.

INCOME PRODUCING ASSETS:

Interest income, payments from rental properties or monies from other income producing assets provide a source for increased giving.

SALE OF ASSETS:

Sale of major assets, such as a house, car, land, or business provides available income for giving.

CHARITABLE GIVINGS RESOURCES:

Reviewing all of one's charitable donations in light of their impact on the kingdom of God affords a resource for significant giving.

SAVINGS AND ANNUITIES:

Savings for special projects, retirement or a "rainy day" may offer a resource for increased giving. Often we realize that a portion of our savings may safely be given to the work of God's Kingdom through our church.

Real Estate (Any unencumbered piece of real estate that is readily sellable can be a valuable gift with tax benefits.)

Stocks or Bonds (Giving appreciated stocks or bonds, plus accounts subject to IRS income taxes, can be advantageous to the giver. The donor may avoid paying capital gains taxes while receiving a charitable deduction, and the church will receive a beneficial and liquid asset. To claim these tax benefits, the stocks/bonds/mutual funds must be transferred to the church rather than selling and donating the proceeds.

IRA Gifts Individuals who are at least 70 ½ years old can make a direct trustee to trustee (institution to institution) transfer from their IRA to the church. Thereby allowing them to avoid all federal (and possibly state) tax on their RMD (up to $100,000). Keep in mind that if you pass the minimum age requirement of 70 ½ during our campaign giving cycle, you can participate in this provision from that point forward.

#3 Giving "stuff." You move it; you store it. You insure it and dust it. Collectibles (stamps, baseball cards, sports memorabilia, coins, etc.) and valuable heirlooms or antiques (jewelry, furniture, musical instruments, etc.) may be contributed to the church for sale.

Antiques

Jewelry

Memorabilia (sports, collectibles, etc.)

Automobiles . (In most cases, individuals will sell the vehicle and donate the proceeds to the church. If a tax write-off is critical, the vehicle will need to be donated to the church.)

Life Insurance (Some individuals have accumulated cash value in their insurance policies that can also be contributed

Prayer: Lord, what do You want to do through me to accomplish Your will for my church

Each of you must give as you have made up your mind, not reluctantly or under compulsion, for God loves a cheerful giver. Each of you must give as you have made up your mind, not reluctantly or under compulsion, for God loves a cheerful giver.
II Corinthians 9:7 NRSV

Disclaimer
When considering these creative giving ideas, contact your tax advisor who can advise you on tax credit strategies and the most advantageous way to make a gift to your church. Additionally, IRS rules are subject to change so be certain to consult a tax professional.

Article #4: A BIBLICAL GUIDE TO GIVING

Scripture provides a general framework for understanding giving and the responsible stewardship of resources. It also reveals specific instructions, such as those employed by Paul in leading the early church. Scripture teaches that giving should be:

Personal and generous. Mary of Bethany, sister of the recently resurrected Lazarus, relinquished a very expensive bottle of perfume in what Jesus commended as an overt act of worship. Her behavior evidenced a premeditated plan to give in a creative way that bestowed great honor and expressed thanksgiving to God. Don't let fear of man, nor the reprisal of those not involved in your decision, hold you back from giving what God asks of you.

Voluntary and full of cheer. Giving of "free will" arises from hearts that are stirred to participate, to fuel momentum, to worship. Paul reminds the early church to "give what you have decided in your heart to give, not reluctantly or under compulsion, for God loves a cheerful giver." Spiritual joy prompts a desire to give much, despite natural circumstances of lack: "In the midst of a very severe trial, their overflowing joy and their extreme poverty welled up in rich generosity."

Consistent and according to blessing. Paul gave simple instructions to the church at Corinth. "Each of you is to set something aside and save in keeping with how he prospers," he taught them, "so that no collections will need to be made when I come." In his second letter to that same group, he exhorts them to remain steady. "Now finish the work," he writes, "so that your eager willingness… may be matched by your completion… according to your means."

Sacrificial. King David declared, "I will not sacrifice that which costs me nothing." So the real question is not if we bring a sacrifice, but rather when we do, at what cost will it be to our comfort, convenience, and control? What is the state of our heart in the process? Paul recognizes true sacrifice in the early believers at Corinth: "In the midst of a very severe trial they gave as much as they were able, and even beyond their ability."