Endowment marketing toolkit
A giving solution tailored to your needs

One of the challenge points for endowment committees is maintaining an ongoing and engaging communications presence—in short, getting the word out.

This marketing kit has been designed by Thrivent to give your endowment committee an action plan to make this work easy. It’s based on the idea that to build awareness and effectiveness, audiences need to hear a consistent message multiple times and in multiple media.

This marketing kit is a guide that will fit many kinds of structures and primary communications needs; you’re encouraged to play with the ideas enclosed and make them your own.

A note on language

We use “endowment committee” and “endowment fund” throughout this marketing kit, but some churches and nonprofits may use words like foundations or “legacy funds.” Please replace these words—and any others within this marketing kit—as you see fit.

What’s not in this marketing kit

The most effective communication is a conversation with a friend—and the work of building any endowment fund relies on personal contact. While we encourage the use of all of these communication elements, a phone call, personal note or visit is often the best way to engage others in the vision of the church or nonprofit.

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The marketing calendar

The marketing calendar that follows splits the year into 24 two-week periods. On the left are suggested elements (sample content provided in this marketing kit).

**How it works**

Take a look at the marketing calendar.

1. In the first row, start by marking any significant times in the church or nonprofit year that are best avoided for endowment communications. For churches, these would include Easter, the end of the school year, stewardship weeks and any activities that tend to require a lot of communication (like a yearly yard sale). Back-to-school periods and the last two weeks of the year are noted, as these are times when the church or nonprofit is often already busy communicating with its audiences. Faith-based nonprofits’ building endowments are also smart to consider the church year and will likely also have yearly events that fill the communications channel.

2. In the rows that follow, add one check mark per box, following the directions on the left. (Where it says “check 6,” this means put a check mark in six of the boxes. It’s good if check marks for different mediums line up vertically because that means people will see the same message in different media.) Consider the time of year most appropriate to do an awareness push. Often for a church, this would be mid to late spring; you may want to cluster checks around these times. For faith-based nonprofits, is there an endowment giving window that doesn’t compete with ongoing asks?

3. This marketing calendar—complete with check marks—now works as a plan for communications. Each element corresponds with content further on in this marketing kit.

4. Use elements in this marketing kit to execute the plan. You will, of course, want to customize the elements to fit your needs and circumstances.

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The following elements assume that your endowment fund is set up, and you have a website landing page, which Thrivent can assist you with.

A Facebook page is also suggested because it has become a dominant channel for information gathering and sharing for many faith communities. There's more information about this on page 20.

Sample bulletin and email blurbs

The intent of these blurbs is to provide a regular presence in the news sections of the church bulletin and organization email newsletters. The blurbs can be used interchangeably for bulletins or emails.

Sample blurbs for your church

Let's build a church that lasts.

When you give to our endowment fund beyond your regular giving, you help build a church that lasts. Since only a portion of the fund is used each year, what you give grows. And what grows sustains our mission as a permanent source of support.

For more information about how our endowment fund works, contact [person's name] or contact Thrivent at contactus@thrivent.com or call 800-365-4172 (where our endowment is held).

Today’s mission. Tomorrow’s mission.
The mission 80 years from today.

A church like ours is on a mission. It's not just about our work today—though that's why most of us do our giving. It's not even about our building that needs ongoing care. It's about creating a durable church foundation that's here for your grandkids’ grandkids. This can be done by giving something extra to our endowment fund, a fund that can grow even as a portion of it is spent on mission-critical expenses.

For more information about how our endowment fund works, contact [person's name] or contact Thrivent at contactus@thrivent.com or call 800-365-4172 (where our endowment is held).

Be visionary. Be generous.
And, if you wish, be anonymous.

Our endowment fund exists not for the day-to-day but the long-term life of our church. That's why when you have extra you’d like to give to support our church in perpetuity, the endowment fund allows you do it the way you want to do it and privately, if you wish.

For more information about how our endowment fund works, contact [person's name] or contact Thrivent at contactus@thrivent.com or call 800-365-4172 (where our endowment is held).

One gift. Many benefits.

Because our endowment fund is held at Thrivent, you can make a single gift and support this church as well other charities that are important to you. Thrivent gift planners can help you design a gift in the way that you wish—and simplify your charitable giving.

For more information about how our endowment fund works, contact [person's name] or contact Thrivent at contactus@thrivent.com or call 800-365-4172 (where our endowment is held).
Most people don’t know what a planned gift does. Until now.

A planned gift is one that sits in a different box from the church giving done throughout the year. People put planned gifts in wills or estate plans as a way to ensure they can support the life of the place they love with gifts that continue to grow long after they’re gone. That’s the idea of making a planned gift to our endowment fund.

Learn about the many ways to make a planned gift today. Contact [person’s name] or contact Thrivent at contactus@thrivent.com or call 800-365-4172 (where our endowment is held).

An endowment fund that is so flexible it bends over backwards for you.

There are so many ways to sustain this church, but one of the best kept secrets is to put the endowment fund in your will or estate plan. You can give from your estate in various ways, but the net benefit is the same: You sustain a church you love long into the future.

For more information about how our endowment fund works, contact [person’s name] or contact Thrivent at contactus@thrivent.com or call 800-365-4172 (where our endowment is held).

Sample blurbs for your nonprofit

Let’s build a foundation that lasts.

When you give to our endowment fund beyond your regular giving, you help build an organization that lasts. Since only a portion of the fund is used each year, what you give grows. And what grows sustains our mission as a permanent source of support.

For more information about how our endowment fund works, contact [person’s name] or contact Thrivent at contactus@thrivent.com or call 800-365-4172 (where our endowment is held).

Sustain the church longer.

We give on Sundays to keep this church running right now. And we give in our will to sustain the church for years. In fact, when you give to the endowment fund, the money in it is designed to grow in perpetuity, even as we use it to support our mission.

Motivated to keep this place going and growing? Contact [person’s name] or contact Thrivent at contactus@thrivent.com or call 800-365-4172 (where our endowment is held).

Love endures. So can your giving.

Weekly giving keeps this place humming. But what if we had a fund that would allow us to do extraordinary things, support our mission in new ways or keep us technologically savvy? We do have that fund. It’s our endowment fund, and planned gifts—often made in wills or estate plans—allow our church to thrive in incredible ways.

For more information about how our endowment fund works, contact [person’s name] or contact Thrivent at contactus@thrivent.com or call 800-365-4172 (where our endowment is held).

Today’s mission. Tomorrow’s mission.
The mission 80 years from today.

A nonprofit like ours is on a mission. It’s not just about our work today—though that’s why most of us do our giving. It’s not even about our building that needs ongoing care. It’s about creating a durable foundation that lasts. And we can do that by giving something extra to our endowment fund, a fund that can grow even as we spend a portion of it on mission-critical things.

For more information about how our endowment fund works, contact [person’s name] or contact Thrivent at contactus@thrivent.com or call 800-365-4172 (where our endowment is held).
Be visionary. Be generous. And, if you wish, be anonymous.
Our endowment fund exists not for the day-to-day but for the long-term life of our organization. That’s why when you have extra you’d like to give to support our nonprofit in perpetuity, the endowment fund allows you to do it the way you want to do it and privately, if you wish.
For more information about how our endowment fund works, contact [person’s name] or contact Thrivent at contactus@thrivent.com or call 800-365-4172 (where our endowment is held).

One gift. Many benefits.
Because our endowment fund is held at Thrivent, you can make a single gift and support this nonprofit as well other charities that are important to you. Thrivent gift planners can help you design a gift in the way that you wish—and simplify your charitable giving.
For more information about how our endowment fund works, contact [person’s name] or contact Thrivent at contactus@thrivent.com or call 800-365-4172 (where our endowment is held).

Most people don’t know what a planned gift does. Until now.
A planned gift is one that sits in a different box from the support you give us through the year. People put planned gifts in wills or estate plans as a way to ensure they can support the end of this place with gifts that continue to grow long after they’re gone. That’s the idea of making a planned gift to our endowment fund.
Learn about the many ways to make a planned gift today. Contact [person’s name] or contact Thrivent at contactus@thrivent.com or call 800-365-4172 (where our endowment is held).

An endowment fund that is so flexible it bends over backwards for you.
There are so many ways to sustain this nonprofit, but one of the best kept secrets is to put the endowment fund in your will or estate plan. There are so many ways to give from your estate plan, but the net benefit is the same: you sustain a nonprofit you love long into the future.
For more information about how our endowment fund works, contact [person’s name] or contact Thrivent at contactus@thrivent.com or call 800-365-4172 (where our endowment is held).

Sustain us longer.
We give yearly to keep this nonprofit running right now. And we give in our will to sustain our work for years. In fact, when you give to the endowment fund, the money in it is designed to grow in perpetuity, even as we use it to support our mission.
Motivated to keep this place going and growing? Contact [person’s name] or contact Thrivent at contactus@thrivent.com or call 800-365-4172 (where our endowment is held).

Love endures. So can your giving.
Charitable giving keeps this place humming. But what if we had a fund that would allow us to do extraordinary things, support our mission in new ways or keep us technologically savvy? We do have that fund. It’s our endowment fund, and planned gifts—often made in wills or estate plans—allow our nonprofit to thrive in incredible ways.
For more information about how our endowment fund works, contact [person’s name] or contact Thrivent at contactus@thrivent.com or call 800-365-4172 (where our endowment is held).
Sample newsletter articles for your church

Article 1

The nuts and bolts of our endowment fund.

Churches tend to operate with three kinds of financial tools: our yearly budget that pays salaries and keeps the lights on, capital campaigns that allow us to take on bigger things like construction or a new boiler, and the endowment fund.

This endowment fund works with gifts that are designated for things other than the day-to-day operation of the church. Often the endowment fund is used to fund special mission-related work or particular areas of the church, like music or the library.

The key is that each year only a little of the endowment fund is used, so the remainder is left to grow. And over time, as gifts are made to it and the principal grows, the endowment fund becomes a substantial way for the church to expand its mission in the world.

For more details about how you can give above-and-beyond to the endowment fund or specify the endowment fund in your will or estate plan, contact ###### or contact Thrivent at contactus@thrivent.com or call 800-365-4172 (where our endowment is held).

Article 2

The flexibility of how our fund works.

Our endowment fund at [church name] is held in Minneapolis, Minnesota by Thrivent. There are a few obvious reasons that we use this organization. It’s been highly scored by national rating organizations year after year; it has extremely high satisfaction rates with its fund holders and it’s an organization that serves Christians.

But beneath the surface, Thrivent has always worked to innovate and be flexible on behalf of givers. So, though we’re only a church, we have a full complement of financial options at our fingertips. From working effortlessly with gifts of stocks and bonds to will and estate questions, to funding multiple charities with one donor check, to year-end tax documents, to working with your own financial planners, they are set up to help each congregant—and our endowment fund—succeed.

As a result, there’s a powerful and effective permanent charitable fund to benefit our work and mission. And 100 or 200 years from now, future generations will be thankful for our foresight.

For more details on the endowment fund and how to work with it or to specify it in your will or estate plan, contact ####### or contact Thrivent at contactus@thrivent.com or call 800-365-4172 (where our endowment is held).

Article 3

The power of the planned gift.

A planned gift is different from yearly giving (even though you likely plan on doing that as well). A planned gift typically goes beyond the gifts we make through the year. Often people think about them when making their will or estate plan, although this kind of planned giving can be done as part of a financial plan at any time.

What’s key about a planned gift is that your dreams make each gift unique and important. It’s ideal when you have a strong commitment to a place, cause or a mission you love, like the church. And planned giving is not just for the wealthy; it’s a tool everyone can use for the causes they care about most. There can be interesting benefits to planned gifts because they can be tailored to suit your needs and goals. Planned givers may receive tax benefits or even lifetime incomes.

We use planned gifts at [church name] with our endowment fund because the endowment fund ensures our mission continues. The endowment fund is designed to grow over time and gives us flexibility to reach our mission and church-body goals more effectively. It’s an especially good resource for long-term plans and projects that may not find sufficient resources in annual budgets.

For more details on planned giving and how to make it work for you, contact ####### or contact Thrivent at contactus@thrivent.com or call 800-365-4172 (where our endowment is held).
Sample newsletter articles for your nonprofit

Article 1
The nuts and bolts of our endowment fund.

Nonprofits tend to operate with three kinds of financial tools. The yearly budget that pays salaries and keeps the lights on. Capital campaigns that allow us to take on bigger things like construction or a new boiler. And the endowment fund.

This endowment fund works with gifts that are designated beyond the day-to-day operation of our organization. Often the endowment fund is used to fund special mission-related work or special areas of the focus, like a special initiative—something beyond the ordinary.

The key is that each year, only a little of the endowment fund is used, so the remainder is left to grow. And over time, as gifts are made to it and the principal grows, the endowment fund becomes a substantial way for us to expand our mission in the world.

For more details about how you can give above-and-beyond to the endowment fund or specify the endowment fund in your will or estate plan, contact ######## or contact Thrivent at contactus@thrivent.com or call 800-365-4172 (where our endowment is held).

Article 2
The flexibility of how our fund works.

Our endowment fund at [nonprofit name] is managed in Minneapolis, Minnesota by Thrivent. There are a few obvious reasons that we use them. They’ve been highly scored by national rating organizations year after year, they have extremely high satisfaction rates with their fund holders, and they’re an organization that serves Christians.

But beneath the surface, Thrivent has always worked to innovate and be flexible on behalf of givers. So, though we’re a lean nonprofit, we have a full complement of financial options at our fingertips. From working effortlessly with gifts of stocks and bonds to will and estate questions, year-end tax documents and working with your own financial planners, they are set up to help each of our donors—and our endowment fund—succeed.

The result is that we have a powerful and effective permanent charitable fund to benefit our work and mission. And 100 or 200 years from now, future generations will be thankful for our foresight.

For more details on the endowment fund and how to work with it or specify it in your will or estate plan, contact ######## or contact Thrivent at contactus@thrivent.com or call 800-365-4172 (where our endowment is held).

Article 3
The power of the planned gift.

A “planned gift” is different from yearly giving (even though you likely plan on doing that as well). A planned gift typically goes beyond the gifts we make through the year. Often people think about them when making their will or estate plan, although this kind of “planned giving” can be done as part of a financial plan at any time.

What’s key about a planned gift is that your dreams make each gift unique and important. It’s ideal when you have a strong commitment to a place, cause or a mission you love, like us at [nonprofit name]. And planned giving is not just for the wealthy; it’s a tool everyone can use for the causes they care about most. There can be interesting benefits to planned gifts because they can be tailored to suit your needs and goals. Planned givers may receive tax benefits or even lifetime incomes.

We use planned gifts at [nonprofit name] with our endowment fund because the endowment fund ensures our mission continues. The endowment fund is designed to grow over time and gives us flexibility to reach our mission and goals more effectively. It’s an especially good resource for long-term plans and projects that may not find sufficient resources in our annual budget.

For more details on planned giving and how to make it work for you, contact ######## or contact Thrivent at contactus@thrivent.com or call 800-365-4172 (where our endowment is held).
Sample postcards, ads and fliers—or longer email text—for your church

These sample headlines and copy can easily be used in many ways. For postcards, there are many online resources that provide cut-and-paste printing simplicity. For ads or bulletin insert fliers, with a little design skill (or assistance) it's easy to stay in front of your audiences.

Remember to customize this content to your needs and what you want to communicate. For photos/graphics, there are many online high-quality, low-cost options for stock illustration and photography. Do a web search for “stock images” or “royalty-free images” to find a myriad of options. Some of these resources may be free. This is also a great opportunity for you to incorporate professional pictures of your own to make it personal.

Today's mission.
Tomorrow's mission.
The mission 80 years from today.

A church like [church name] is on a mission. It's not just about today's mission—though that's where most of us do our giving. It's not even about a building that needs ongoing repair. It's about creating a durable church foundation that's here for your grandkids' grandkids. This can be done when you specify our endowment fund in your will or estate plan. It's a fund that can grow even as we spend a portion of it on mission-critical things.

For more information about how our endowment fund works, contact [person's name] or contact Thrivent at contactus@thrivent.com or call 800-365-4172 (where our endowment is held).

Let's build a place that lasts.

When you give to the [church name] endowment fund in your will or estate plan, you help build a church that lasts. Since only a portion of the fund is used each year, what you give grows. And what grows sustains our mission as a permanent source of support.

For more information about how our endowment fund works, contact [person's name] or contact Thrivent at contactus@thrivent.com or call 800-365-4172 (where our endowment is held).
One gift. Many benefits.

Here’s something you might not know about the [church name] endowment fund. Because our endowment fund is held at Thrivent, you can make a single gift and support this church as well other charities that are important to you. Thrivent gift planners can help you design a gift in the way that you wish—and simplify your charitable giving.

For more information about how our endowment fund works, contact [person’s name] or contact Thrivent at contactus@thrivent.com or call 800-365-4172.

Most people don’t know what a planned gift does. (Hint: It’s awesome.)

A planned gift is one that sits in a different box from the church giving we do throughout the year. People put planned gifts in wills or estate plans as a way to ensure they can support the life of the place they love with gifts that continue to grow long after they’re gone. That’s the idea behind a planned gift to our endowment fund.

Learn about the many ways to make a planned gift today. Contact [person’s name] or contact Thrivent at contactus@thrivent.com or call 800-365-4172 (where our endowment is held).

An endowment fund that is so flexible it bends over backwards for you.

There are so many ways to sustain this church, but one of the best kept secrets is to put the endowment fund in your will or estate plan. You can give to the estate plan in various ways, but the net benefit is the same: You sustain a church you love long into the future.

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Love endures. So can your giving.

Your weekly giving keeps this place humming. But what if we had a fund that would allow us to do extraordinary things, support our mission in new ways or keep us technologically savvy. We do have that fund. It's our endowment fund. Planned gifts—often made in wills or estate plans—allow our church to thrive in incredible ways.

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Additional headlines

New ways to support the church.
A simple way for extra giving to go a long way.
Help create a place that outlasts all of us.
Give in ways you never thought possible.
How small acts make our church grow.
A little extra giving. An incredible legacy.
A very simple, very smart way to keep this place humming.
Sample postcards, ads and fliers—or longer email text—for your nonprofit

These sample headlines and copy can easily be used in a myriad of ways. For postcards, there are many online resources that provide cut-and-paste printing simplicity. For ads or bulletin insert fliers, with a little design skill (or assistance) it’s easy to stay in front of your audiences.

Remember to customize this content to your needs and what you want to communicate. For photos/graphics, there are many online high-quality, low-cost options for stock illustration and photography. Do a web search for “stock images” or “royalty-free images.” Some of them may be free. This is also a great opportunity for you to incorporate professional pictures of your own to make it personal.

Today’s mission.

Tomorrow’s mission.

The mission 80 years from today.

An organization like [nonprofit name] is on a mission. It’s not just about today’s mission—though that’s where most of us do our giving. It’s not even about a building that needs ongoing repair. It’s about creating a durable foundation that’s here for your grandkids’ grandkids. And we can do that by specifying our endowment fund in your will or estate plan, a fund that can grow even as we spend a portion of it on mission critical things.

For more information about how our endowment fund works, contact [person’s name] or contact Thrivent at contactus@thrivent.com or call 800-365-4172 (where our endowment is held).

Let’s build an impact that lasts.

When you give to the [nonprofit name] endowment fund in your will or estate plan, you help build an organization that lasts. Since only a portion of the fund is used each year, what you give grows. And what grows sustains our mission as a permanent source of support.

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One gift. Many benefits.

Here's something you might not know about the [nonprofit name] endowment fund. Because our endowment fund is held at Thrivent, you can make a single gift and support this nonprofit as well other charities that are important to you. Thrivent's gift planners can help you design a gift in the way that you wish—and simplify your charitable giving.

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There are so many ways to sustain this organization, but one of the best kept secrets is to put the endowment fund in your will or estate plan. There are so many ways to give from your estate plan, but the net benefit is the same: You sustain a mission you support long into the future.

Learn about the many ways to make a planned gift today. Contact [person's name] or contact Thrivent at contactus@thrivent.com or call 800-365-4172 (where our endowment is held).
The mission endures.  
So can your giving.

Giving keeps this place humming. But what if we had a fund that would allow us to do extraordinary things, support our mission in new ways, or keep us technologically savvy. We do have that fund. It's our endowment fund. Planned gifts—often made in wills or estate plans—allow our nonprofit to thrive in incredible ways. 

Learn about the many ways to make a planned gift today. Contact [person's name] or contact Thrivent at contactus@thrivent.com or call 800-365-4172 (where our endowment is held).

Additional headlines

New ways to support our mission.

A simple way for extra giving to go a long way.

Help create a mission that outlasts all of us.

Give in ways you never thought possible.

How small acts make our nonprofit grow.

A little extra giving. An incredible legacy.

A very simple, very smart way to keep this place humming.
These sample letters are provided as a way to speak more personally to individuals. We recommend a short, handwritten note jotted at the bottom to personalize the communication.

Dear [Name],

You likely know that [church name] has an extra tool in our toolbox. It’s the endowment fund, and it allows us to live out our mission as a church and fund important elements of our work—without impacting our yearly budget. But this important tool has to be plugged in. It needs people like you to find out more about the endowment fund and consider a planned gift in your will or estate plan. Because our fund is maintained by Thrivent, it’s particularly flexible to how donors want to give and has a stellar reputation for fiscal management.

You are invited to call Thrivent today and inquire about adding [church name] endowment fund to your giving plan. You can reach them at contactus@thrivent.com or call 800-365-4172.

Thanks for all you do to support our work here at [church name].

Sincerely,
[Name]

P.S. Last year this fund allowed us to [specific impact of the fund]. It truly is a helpful tool for doing what otherwise would be difficult to do.

Sample letter 1
Dear [Name],

In the dailiness of church budgets, it's sometimes hard to remember that we’re here for the long game. We certainly want [church name] to be vibrant today, but we also want to leave a strong foundation for the generations that follow us.

This is why the endowment fund—and specifying it in your will or estate plan—is so important. We want to be able to do mission-critical things that are out of reach of the general budget. We want to fund our special activities without putting a drag on our church. We want this place we love to weather whatever comes.

All of that happens with a planned gift—a promise made to give in the future to an extraordinary financial tool we have.

Our fund is managed by Thrivent. It’s known for its flexibility, high level of service and understanding of Christian values. Contact them today at contactus@thrivent.com or call 800-365-4172 and ask how you can add the endowment fund to your will or estate plan.

It’s a wonderful way to be in this for the long game.

Sincerely,

[Name]

P.S. You may recall the [specific impact of the endowment fund] last year. It's just one of many ways the endowment fund makes a real difference.
Sample letters for your nonprofit

These sample letters are provided as a way to speak more personally to individuals. We recommend a short, handwritten note jotted at the bottom to personalize the communication.

Dear [Name],

You likely know that [nonprofit name] has an extra tool in our toolbox. It's the endowment fund, and it allows us to live out our mission and fund important elements of our work—without impacting our yearly budget.

But this important tool has to be plugged in. It needs people like you to learn more about the endowment fund and consider a planned gift in your will or estate plan. Because our fund is maintained by Thrivent, it's particularly flexible to how donors want to give and has a stellar reputation for fiscal management.

You are invited to call Thrivent today and inquire about adding [nonprofit name] endowment fund to your giving plan. You can reach them at contactus@thrivent.com or call 800-365-4172.

Thanks for all you do to support our work here at [nonprofit name].

Sincerely,

[Name]

P.S. Last year this fund allowed us to [specific impact of the fund]. It truly is a helpful tool for doing what otherwise would be difficult to do.
Dear [Name],

In the lean approach of nonprofit budgets, it’s sometimes hard to remember that we’re here for the long game. We certainly want [nonprofit name] to be vibrant today, but we also want to leave a strong foundation for the generations that follow us.

This is why the endowment fund—and specifying it in your will or estate plan—is so important. We want to be able to do mission-critical things that are out of reach of the general budget. We want to fund our special activities without putting a drag on our organization. We want this mission we love to weather whatever comes.

All of that happens with a planned gift—a promise made to give in the future to an extraordinary financial tool we have.

Our fund is managed by Thrivent, known for its flexibility, high level of service and alignment with Christian values. Contact them today at contactus@thrivent.com or call 800-365-4172 and ask how you can add the endowment fund to your will or estate plan.

It’s a wonderful way to be in this for the long game.

Sincerely,

[Name]

P.S. You may recall the [specific impact of the endowment fund] last year. It’s just one of many ways the endowment fund makes a real difference.
Year-end letter

Communication at the end of each year is a great way to remind people about the endowment fund's presence and impact. If your organization's fiscal year ends in December, we suggest this letter is sent in early December.

Dear [Name],

I'm writing to let you know about some things that may not have occurred to you. Specifically, had our [church leaders/nonprofit] not set up the endowment fund in [year], the following list would have been blank.

In this past year, the endowment fund has:

• [Bullet pointed list of accomplishments]

The items on the list made a real difference in the life of this place.

And it can do even more. All it takes is for us to specify a planned gift in our will or estate plan. It's that easy. Simply contact our plan administrator at Thrivent at contactus@thrivent.com or call 800-365-4172.

Thanks for all you do for the life of the mission we love.

Sincerely,
[Name]

P.S. As long as we're talking about the endowment fund, did you know there are income generating options and potential tax advantages with certain kinds of gifts? Contact Thrivent at contactus@thrivent.com or call 800-365-4172 for all the details.
How to use social media to your advantage

Social media tools play an incredibly valuable role in communications.

- These channels keep you in front of your audience.
- They strengthen where you show up in a web search.

Facebook, Twitter or something else?

Start with the ubiquitous Facebook. This is the low-hanging fruit of social media with the broadest reach and the most entrenched audiences. Within a Facebook page, it’s simple to schedule posts and study interaction rates.

Facebook also makes it easy to boost your post—or pay for reach—to target incredibly specific audiences beyond your followers. For example, if part of the endowment fund supports organ rehabilitation for a church, you can easily target organ aficionados in your area. The same goes for specific initiatives for a nonprofit. Planting a grocery store in a food desert? You can reach foodies with a passion for underserved areas. And Facebook provides statistics to show you who you’ve connected with.

Twitter is effective for ongoing news but easily becomes ongoing noise if it is automated, or it looks abandoned unless regular tweets go out. We would not recommend Twitter for an endowment fund unless you have the kind of organization that has ongoing, time-critical information.

What’s the best kind of Facebook post?

The post that gets seen. That means:

- Attach a visual. We’ve included suggestions to each post below.
- Make it short and sweet. If you have a long article you must share, use your short post to link to the article that resides on your endowment fund site.

Where do I find images?

There are many high-quality, low-cost options for stock illustration and photography online. Do a web search for “stock images” or “royalty free images” to find a myriad of online options. Some of them are free. This is also a great opportunity for you to incorporate images of your own—photos of members, staff, people served, building, etc. Make it personal.

It’s not just about posting.

Facebook makes it very easy to have a conversation and answer questions—or even post live video. Seeing it less as a newspaper (where information is shared with us) and more like meeting place also allows the endowment committee to engage its audiences in new and effective ways.
Sample social media posts for your church

The intent of these sample social media posts is to stay top of mind with your audiences and have an online location people can easily find.

[Church Name] 1 hr

[church name] has secret staying power. It’s called the endowment fund and it helps our church remain vibrant and thriving, even in difficult times.

![Suggested visual: Anchor](https://via.placeholder.com/150)

Click here to support
Be a part of the strength of our church at:
[LINK TO THE ENDOWMENT FUND SITE]

Like Comment Share

[Church Name] 1 hr

How do you build a church so durable that it lives beyond our moments in this place? The endowment fund of [church name] provides that kind of strength.

![Suggested visual: Pillar or rock](https://via.placeholder.com/150)

Click here to support
Be a part of the strength of our church at:
[LINK TO THE ENDOWMENT FUND SITE]

Like Comment Share

[Church Name] 1 hr

There is a very simple, very smart way to keep this place thriving. It’s the endowment fund of [church name]. It’s part of a church safety net as well as a way to live our mission more effectively.

![Suggested visual: Needle and thread](https://via.placeholder.com/150)

Click here to support
Find out how you can be a part of it at:
[LINK TO THE ENDOWMENT FUND SITE]

Like Comment Share

[Church Name] 1 hr

How do you build a church when it’s already built? By keeping the mission strong. That’s the work that the endowment fund of [church name] does exceptionally well.

![Suggested visual: Bricks](https://via.placeholder.com/150)

Click here to support
Get all the details—and join in the building—at:
[LINK TO THE ENDOWMENT FUND SITE]

Like Comment Share
One of our goals at [church name] is to build a legacy of mission that outlasts all of us. That's why our endowment fund—and putting it in your will or estate plan—is so critical. It helps our church live out its mission in new and effective ways.

Suggested visual: Hammer, nails, saw

Click here to support
Let's create something here that lasts:
[LINK TO THE ENDOWMENT FUND SITE]

_____

One sentence can create an incredible legacy. That's because that's all it takes to leave money to the endowment fund in your will or estate plan. That sentence allows this church to live its mission in new ways, long into the future.

Suggested visual: A pen poised on paper, about to write

Click here to support
Rewrite destiny with us. We'll show you how.
[LINK TO THE ENDOWMENT FUND SITE]

_____

The first way to grow a church is to invite a friend. Another way is to participate in the endowment fund. Since only a portion of the fund is used each year, what you give grows. And what grows sustains our mission as a permanent source of support.

Suggested visual: A seedling or growing vine

Click here to support
Help us grow in new ways. We'll show you how.
[LINK TO THE ENDOWMENT FUND SITE]

_____

We are on a mission that's longer than this church year or the next capital campaign. It's about creating a durable church foundation that's here many years to come. Our endowment fund creates this opportunity by your engagement in it.

Suggested visual: A tape measure that extends into the distance

Click here to support
Find out how we build our mission.
[LINK TO THE ENDOWMENT FUND SITE]
The endowment fund is made to multiply. So your gift expands with time, touching each mission of the church more generously over time.

Our endowment fund is held at Thrivent, which gives you tremendous flexibility to make one gift and distribute it to this church as well other charities you support.

There are many ways to sustain this church, but putting the endowment fund in your will or estate plan is particularly helpful to our long-term mission.

We have a fund that would allow us to do extraordinary things, support our mission in new ways and keep our church up-to-date. Our endowment fund—with promises made now in wills or estate plans—allows our church to thrive in incredible ways.

Click here to support
Come find out more about the exponential benefits.

[LINK TO THE ENDOWMENT FUND SITE]

Click here to support
See how we simplify your charitable giving.

[LINK TO THE ENDOWMENT FUND SITE]

Click here to support
Sustain a church you love long into the future.

[LINK TO THE ENDOWMENT FUND SITE]

Click here to support
Let’s keep this place extraordinary.

[LINK TO THE ENDOWMENT FUND SITE]
Sample social media posts for your nonprofit

The intent of these sample social media posts is to stay top of mind with your audiences—and have an online location people can easily find.

[Nonprofit Name]

[Nonprofit name] has secret staying power. It's called the endowment fund and it helps our organization remain vibrant and thriving, even in difficult times.

Click here to support
Find out more here:
[LINK TO THE ENDOWMENT FUND SITE]

Suggested visual: Anchor

[Nonprofit Name]

How do you build a nonprofit so durable that it lives beyond our moments in this place? The endowment fund of [nonprofit name] provides that kind of strength.

Click here to support
Be a part of the strength of our mission at:
[LINK TO THE ENDOWMENT FUND SITE]

Suggested visual: Pillar or rock

[Nonprofit Name]

There is a very simple, very smart way to keep this mission alive. It's the endowment fund of [nonprofit name]. It's part of our safety net, as well as a way to live our mission more effectively.

Click here to support
Find out how you can be a part at:
[LINK TO THE ENDOWMENT FUND SITE]

Suggested visual: Needle and thread

[Nonprofit Name]

How do you build a nonprofit when it's already built? By keeping the mission strong. That's the work that the endowment fund of [nonprofit name] does exceptionally well.

Click here to support
Get all the details—and join in the building—at:
[LINK TO THE ENDOWMENT FUND SITE]

Suggested visual: Bricks
One of our goals at [nonprofit name] is to build a legacy of mission that outlasts all of us. That’s why our endowment fund—and putting it in your will or estate plan—is so critical. It helps our nonprofit live out our mission in new and effective ways.

Suggested visual: Hammer, nails, saw

Click here to support
Let’s create something here that lasts:
[LINK TO THE ENDOWMENT FUND SITE]

Like  Comment  Share

One sentence can create an incredible legacy. That’s because that’s all it takes to leave money to the endowment fund in your will or estate plan. That sentence allows [nonprofit name] to live its mission in new ways, long into the future.

Suggested visual: A pen poised on paper, about to write

Click here to support
Rewrite destiny with us. We’ll show you how.
[LINK TO THE ENDOWMENT FUND SITE]

Like  Comment  Share

The first way to grow a movement is to invite a friend. Another way is to participate in the endowment fund. Since only a portion of the fund is used each year, what you give grows. And what grows sustains our mission as a permanent source of support.

Suggested visual: A seedling or growing vine

Click here to support
Help us grow in new ways. We’ll show you how.
[LINK TO THE ENDOWMENT FUND SITE]

Like  Comment  Share

[nonprofit name] is on a mission that will last longer than the critical needs at this point in time. It’s about creating a durable foundation that’s here for your grandkids’ grandkids. Our endowment fund does that, and it does it with your engagement in it.

Suggested visual: A tape measure that extends into the distance

Click here to support
Find out how we build our mission.
[LINK TO THE ENDOWMENT FUND SITE]

Like  Comment  Share
The endowment fund is made to multiply. So your gift expands with time, expanding our influence more generously over time.

Click here to support
Come find out more about the exponential benefits.

Suggested visual: Rabbits

Our endowment fund is held at Thrivent, which gives you tremendous flexibility to make one gift and distribute it to this organization as well other charities you support.

Click here to support
See how we simplify your charitable giving.

Suggested visual: Slinky

There are many ways to sustain this organization, but putting the endowment fund in your will or estate plan is particularly helpful to our long-term mission.

Click here to support
Sustain a mission you love long into the future.

Suggested visual: A boat on the horizon

We have a fund that would allow us to do extraordinary things, support our mission in new ways and keep our nonprofit up-to-date. Our endowment fund—with promises made now in wills or estate plans—allows our mission to thrive in incredible ways.

Click here to support
Let's keep doing extraordinary things in the world.

Suggested visual: A juggler
Events and meetings

The importance of events

While ongoing marketing is important, nothing raises awareness and engagement as much as an event that allows the endowment committee to speak face-to-face with its audiences.

The great thing about an event—beyond the event itself—is that it allows the marketing to build up to the event. It gives you something new to talk about. It inspires action based on a moment in time. Purpose and urgency are two great helpers when marketing anything.

An event doesn’t have to be extravagant. For a church, hosting a social after a church service is an easy way to get in front of everyone in the congregation for 15 minutes of their time. For a nonprofit, a pre-game tailgate party in the parking lot of a high school could help build awareness.

What do you mean when you say “event”? Here are some examples:

• Seminar on putting the church or nonprofit in your will or estate plan.
• Church-wide party or social—or a gathering of nonprofit advocates.
• Yearly milestone dinners.
• Community volunteering and potluck.

What to think about when planning an event

Be creative. Something well-named (a “Not-Vanilla Endowment Sundae” for instance), cleverly positioned (Year 2100 Dinner) or located at the heart of the community (Double-The-Impact Endowment Food Drive) creates ideas people can rally around, year after year.

Be conscious of conflicting priorities. An endowment fund shouldn’t compete with the regular fundraising or other events you host. Plan it so the timing is right. For a church, if Stewardship happens in the fall, schedule the endowment event in the spring—making sure the church body helps with picking the date.

Have fun. Endowment funds truly celebrate the life of an organization and the joy held within. It’s easy, however, to get bogged down in the details (like stock transfers) rather than the bigger purpose (like the fact that the endowment fund helped buy a new van that then put on 48,000 miles in one year delivering meals, picking up congregants on Sunday, and going to the youth retreat). The purpose means a lot more to congregants and nonprofit supporters than the details.
Starting with the goal and working backwards

One of the easiest ways to organize communications is to work backwards from an end point—the date of the event. Use moments like these to raise awareness of the work of your endowment and to put legacy and above-and-beyond giving on the radar of your audiences.

Use the marketing calendar to add dates for:

- Invitation mailing. This could be a simple letter from the pastor to the congregation or nonprofit director. Or create a formal invitation to selected individuals.
- Email invitation.
- Social media post.
- Bulletin inserts.

Remember to always include date, time and place with every piece of communication.

What you’ll need on the day of the event

**Program**
A handout for the day of the event with a copy of the agenda and bios of speakers. Speaker notes are also helpful.

**Brochure**
A brochure that highlights the nature of the endowment fund. Thrivent provides an easy-to-use template.

**Speaker**
- Financial and estate planning: A Thrivent financial professional or a member of the congregation with an estate planning background can offer information on a variety of popular financial and estate-planning subjects.
- Charitable giving: Thrivent can support your work by offering information on types of assets recommended and tools for giving, such as donor-advised funds and life income charitable gifts.

**Slides, audio (mics) and technology**
Make sure all the slides and technology work before the event so it can be as seamless as possible.