

How does my church start?

- Enter into an agreement with The Austin Group to partner with your church.
- Develop a profile of your church including: constituency basic information, donor giving records, overview of existing ministry programs, current vision/mission statement, financial budget information, overview of long-range planning strategies, current area growth factors and demographic data, historic capital campaign information.
- The Austin Group will develop an analysis of the data and produce a comprehensive report to review with leadership and staff.
- After consultation with the church leadership team, specific strategy is developed for implementation.

Program Timeline

Phase 1 – Clarification (6-8 Weeks)

- Refining the church vision
- Leadership recruitment and training

Phase 2 – Communication (3 weeks)

- Preaching (1-3 Sunday mornings)
- Group Presentations (adult Bible study groups divided into age ranges)
- Mail brochure to church families
- Posters, announcements, website, and other communication vehicles utilized

Phase 3 – Commitment (1-3 weeks)

- Initial Consultations
- Follow-up meetings with families
- Specialized services according to fee structure
- Personal estate planning consultations

Phase 4 – Continuation / follow-up (1-2 years)

- Continued discipleship training/teaching
- Utilize branded follow-up material

Program Facts

- While the Generous Stewardship Program focuses on developing legacy partnerships with the church through deferred gift options, most churches experience an increase in current giving.
- As the emphasis by The Austin Group is on developing team participation in implementing the program the senior pastor's responsibilities are reduced.
- Currently, only 1 in 40 individuals mention the church in their future financial plans. However, once a church puts a plan in place to encourage future thinking, that number changes to nearly 80% who are willing to include their church in legacy planning.
- The program will benefit all members, young and old, rich or poor, as everyone has ways to be generous with the time, talent and treasures God has given us. It is not meant to identify your largest givers, but to directly benefit the Church and further God's Kingdom.

Contact us to get started



the austin group

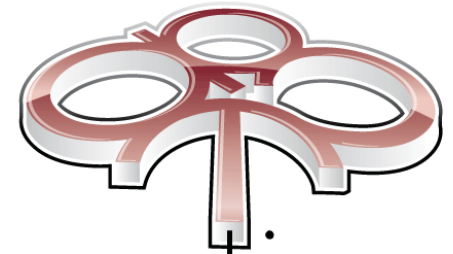
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the austin group

Generous Planning

Instilling the spirit of generous stewardship and creating a culture within your church for leaving personal legacies could be one of your churches most defining ministry opportunities!

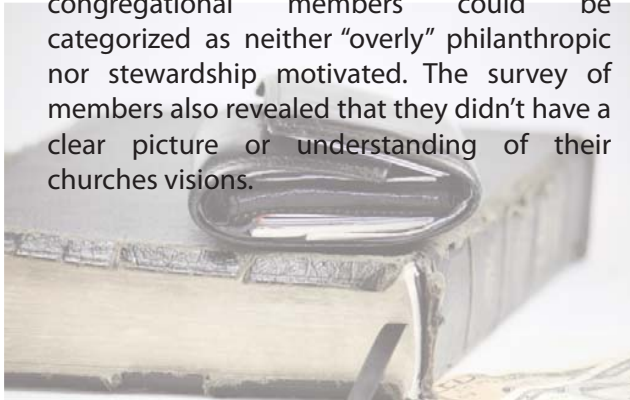


Where there is no vision, the people perish...
Proverbs 29:18 (KJV)

Why is this so important to your church?

Consider these facts:

- The average church is experiencing a 26-year decline in giving.
- A major southern-based denomination's internal survey revealed that on average, 58% of their constituent budgets were supported by their over age 65 members. The report indicated concern that the loss of this group would seriously impact church finances.
- It is estimated that more than 70% of Americans do not have a current will. For the committed Christian, giving via their will or trust is a natural continuation of their lifetime pattern of giving...they just need help.
- For most Americans, the majority of their wealth, whether modest or large, consists of assets, not cash. The typical American has 91% of their net worth in assets vs. 9% in cash. These assets include home, IRA, life insurance, etc. and, therefore, are not liquid and not available for gifts. Yet, most conversation about stewardship and giving is focused on cash – that is the 9%.
- A national survey taken by another major denomination concluded that their congregational members could be categorized as neither "overly" philanthropic nor stewardship motivated. The survey of members also revealed that they didn't have a clear picture or understanding of their churches visions.



What is the Generous Planning Program?

Vision

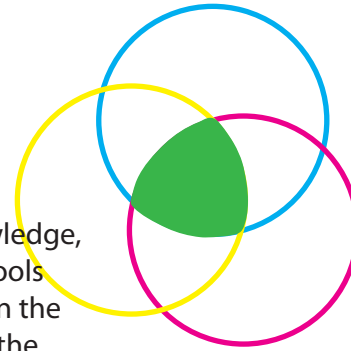
A successful Generous Planning Program begins when vision is cast and creates a stimulus for individual members in becoming "participating partners."

Technical Competence

Supplies the knowledge, information and tools that are required in the understanding of the complicated issues relating to effective financial, tax, estate, and legacy planning. Serves church leadership as technical advisors.

Communication

Through teaching and communicating discipleship principals, the leadership can focus on developing a church culture of stewardship based on generosity.



When these three areas in your church converge, generous givers and planners will EMERGE.

How is Generous Planning Accomplished?

- Create leadership focus and unity of purpose
- Instill through congregational Biblical discipleship teaching an under girding for the development of a renewed spirit of personal philanthropy
- Through "vision-sharing" opportunities, mobilize the congregation to become Legacy Partners with the church's ministry programs
- Provide congregational members information, technical assistance in the development of planned giving/deferred gifting strategies, in creating personal retirement/tax/estate, and/or legacy plans
- Provide individuals information and access to charitable life income plans
- Assist individuals with the sale of capital assets in minimizing the impact of taxation, analyzing available options/alternatives to maximize benefits
- Act as consultant to individuals regarding the establishment of donor-advised, family foundation accounts

