

# Power of Planned Gifts

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**P**lanned gift(s) generally are the result of careful thought and considerable time. In almost all cases, a planned gift is one that is of a significant size and will probably mature at some future time. It offers the donor the opportunity to use assets intended for distribution at some time in the future while at the same time to reconsider the initial selection of the named charity. Or the donor may make a present-day gift that is irrevocable and receive a tax benefit write off at the time of the gift.

A variety of asset types can be used to fund a planned gift. Writing a check is the simplest way to give. Securities, especially highly appreciated ones, are often selected by a donor as the source of funds. But there also is tangible personal property (art objects, collections, antiques, jewelry) or even real estate, all of which will require an appraisal.

Many planned gifts are life insurance policies. The donor purchases a life insurance policy, names the charitable entity as beneficiary and makes the annual premium payments. The payment of premiums is considered as a charitable gift. But gifts via a will, charitable trust, gift annuity, etc., are in many cases the preferred documented gift forms.

There are numerous ways to design a planned gift. The donor must choose which type best serves his/her purposes. A good strategy is to consult with a planned giving counselor or an attorney. The benefit to the donor is the appropriate selection of the type of gift and how it is funded. More importantly, it is a gift that is carefully planned and put into place with good intentions that involve the heart and spirit of the donor to benefit the ministry of choice.

Remember the Scriptural statement in 2 Corinthians 9:7: "Each man (person) should give what he has decided in his heart to give, not reluctantly or under compulsion, for God loves a cheerful giver."

You are encouraged to make a planned gift to the *For the Sake of the Church* endowment fund to financially assist Lutheran students studying at one of the Concordias. Please call or e-mail the Concordia University System office for assistance: 1-800-248-1930, ext. 1252; or [William.Meyer@lcms.org](mailto:William.Meyer@lcms.org).