

March 24, 2010, 7pm-8:30pm, Meeting with Richard Caperton from Texas Methodist Foundation

Location –Worship Center

Dennis Heydanek-Opened prayer

Heydanek updated Richard on Creekwood's Endowment Fund and expressed the committee's interest in learning more about marketing the fund and how to build awareness of the newly established fund.

Richard Caperton discusses the following items:

- 1) Promoting planned giving and Endowment
 - Present programs to leadership and congregation on Fund, wills, estate planning, charitable gift planning.
 - Personalize programs for specific groups(young adults, parents with children, people planning for retirement and Sunday school classes)**Endowment committee is working on scheduling the first seminar in June**
 - Ideas of Educational Seminars
 - Will Seminar-Richard Hammers(Former Financial Advisor) has done several seminars and includes the idea of giving to the church during the seminar
 - Get your house in order
 - Financial planning
- 2) Utilize communication network(Important to keep ongoing communication to the congregation throughout the year regarding endowment fund)
 - Put one-liners in bulletins and newsletters
 - Brochure about endowment and planned giving-**Laurie is currently working on this brochure(Richard handed out several examples of endowment brochures)**
 - Place articles on endowment and gift planning newsletter
 - Announce special gifts, bequests and memorials received
 - Share reports of Fund's growth
 - Celebrate Fund's work
- 3) Encourage gifts and on Special occasions
 - Memorial Sunday in May
 - All Saints Sunday in November
 - Church Anniversary
 - Endowment Sunday Celebration
- 4) Send Planned giving mailings
 - Include cover letter signed by pastor or endowment chair
 - Include informational brochure on a specific type of gift
 - Focus on one gift type per mailing and stress the benefits
 - Include a response card
- 5) Respond attentively to those wanting to give
 - Personal visits
 - Written educational materials
 - Financial calculation on life-income gifts and tax benefits

- Consultations with professional advisors
 - Gift documents
 - IRS gift acknowledgements
- 6) Express appreciation to those who give
- Personal notes
 - Annual celebrations-Dinner for all those who have donated throughout the years
 - Newsletter articles
- 7) Manage professionally gifts to the fund
- Adopt a gift acceptance policy
 - Avoid placing congregation members in position of conflict of interest
 - Invest in accordance to the Social Principles

*Important that all endowment committee members are educated and aware of the various endowment funds and how the funds qualify for disbursement. Example: Scholarship Fund- How do students qualify and who handles the selection process

*3 Separate campaign funds were suggested for raising money(Capital campaign, endowment fund, annual fund)

*Have a 12 month plan for marketing/education programs. Starting point is a brochure.

*Scheduling seminars through TMF, suggested at least one month out

*Preliminary calendar needs to be coordinated with stewardship committee

*"Legacy Stewards" was a suggested name to use when honoring donors

*Important for business manager, Rusty Nickols, to be aware of the Endowment Committee's plan and how to explain the funds to congregation

Attendance

	Members	Attending		Guests	Attending
1	Dennis Heydanek (Chair)	X	1	Ruth Stull (Stewardship)	X
2	Matt Gournay	X	2	Mary Beth Hardesty-Crouch	X
3	Brandon Pitts				
4	Barrett Owens	X			
5	John Fraser	X			
6	Laurie Pool (Secretary)	X			
7	Dwan Diaz	X			
8	Sandra Burrus	X			
9	Mark Ramirez	X			