

Endow Your Campus Ministry Now and Forever

**A Toolkit for Promoting Your
Community's Endowment Fund**



Contents

- An Introduction to Endowments..... 1
- Contents of the Toolkit..... 2
 - Branded and customizable pamphlets for your Catholic Center that cover 2
 - Branded and customizable pew cards for your Catholic center..... 2
 - E-newsletter templates customized for:..... 2
 - Social media posts with captions..... 2
 - Other 2
- Accessing the Content 3
- Mass Talk Script 4
- Questions? 6
- Appendix A: Overview of Endowment Funds..... 7
- Appendix B: About the Catholic Foundation..... 8

“An endowment fund is a long-term investment and as we build up the fund then more interest comes about and more things can be done for parishes. It is a very worthy way of providing funding for the future life of parishes, especially small parishes.”

- Fr. John Kieran

An Introduction to Endowments

What is an endowment fund?

An endowment fund helps ensure the future of the parish and sustain your mission now and forever. A gift to an endowment fund is never spent. Instead, the gifts are protected by law, professionally invested, and grow over time. Your parish is the sole beneficiary of your parish endowment fund.

As the value of the endowment fund grows, your parish receives an annual distribution grant that comes from the earnings of the fund. The distribution grant can be used in many ways to support the needs of your parish.

See [Appendix A](#) for an Overview of Endowment Funds.

Why promote your endowment fund?

The Catholic Foundation conducted a survey and found that **93% of parishioners were not aware or were unsure if their parish had an endowment fund**, BUT if the parish had an endowment, **50% would be likely or very likely to contribute to it**.

- If your campus ministry **is receiving distributions**, you want your fund to grow so that you can ensure your Catholic Center is thriving now and in the future.
- If your campus ministry **is not yet receiving distributions** from the endowment fund, you want your fund to grow so that you can rely on a stream of income going forward.

Psalm 116 says, “How can I repay the LORD for all the great good done for me?” Promoting your parish endowment fund is a way to help your students, alumni, and community members leave a Catholic legacy and give back to God from the ways they’ve been blessed.

Who are the key players in championing the endowment fund?

- Chaplain/pastor
- Staff or volunteer who works on stewardship directives
- Staff or volunteer who works on communications, including the bulletin and website
- A Legacy Liaison or donor who has made a planned gift (a gift made in a will or estate plan)
- Staff or volunteer who is willing to coordinate the initiative

Contents of the Toolkit

As a Catholic Center, you are in a unique position wherein you have four audiences (students, alumni, parents, and parishioners) to market your endowment fund. Take advantage of this blessing! The resources available allow you to reach your donors of all ages and all kinds of ties to your campus ministry.

What's included:

Branded and customizable pamphlets for your Catholic Center that cover

- What is an endowment fund?
- What can an endowment fund be used for?
- Giving options for students
- Giving options for community members (non-students)
- *Additional features: space for a picture of students, quote from chaplain, QR code to online giving link*

These can be used the weekend of a collection or left in the back of the chapel.

Branded and customizable pew cards for your Catholic center

- Front: option to use a CFNGA-curated image or insert your own
- Back: brief text to inspire giving to the endowment fund
- *Additional features: space for your logo, QR code to online giving link*

These can be used the weekend of a collection or left in the back of the chapel.

E-newsletter templates customized for:

- Students
- Alumni
- Parents
- Parishioners/community members

Social media posts with captions

- “Donate to our endowment fund” – general
- “Donate to our endowment fund” – alumni specific
- “Leave a legacy” – graduate specific
- #iGiveCatholic

Other

- **Bulletin notices:** Short text to include in your bulletin about what an endowment fund is, why to give, and how to give

- **Annual report verbiage:** Present the endowment fund as another source of income/charitable giving option to your Catholic Center community
- **#iGiveCatholic emails:** If your campaign goal that year is to raise money for the endowment fund

Accessing the Content

All of the resources available to you can be found on the Catholic Center Endowment Fund [webpage](#), which also includes a link to the [Google Drive folder](#) for all the digital assets. There, you can download Word documents and graphics, personalized documents, and access Canva designs that you can customize.

“Who is a Christian steward? One who receives God’s gifts gratefully, cherishes and tends them in a responsible and accountable manner, shares them in justice and love with all, and returns them with increase to the Lord.

- U.S. Bishops' Pastoral Letter on Stewardship

Mass Talk Script

Note: Ideally, a short talk would be given by a community member who has already made plans in their will for a gift to the Catholic Center endowment fund, or include a quote or story about why they made a planned gift in their will or estate plan.

Students who have given to the endowment fund can share why they donated as inspiration for their fellow peers. Anyone may of course remain anonymous if they wish and still provide a quote or story.

An endorsement from the priest before or after the talk is valuable.

Did you know that [name of Catholic Center] has an endowment fund? Are you not exactly sure what an endowment fund even is?

One important aspect of our Catholic stewardship is to provide for future generations. An endowment fund can accomplish that mission. Unlike our offertory collection or annual appeal which can be used immediately, an endowment is held in an investment fund set aside for the long-term support of our Catholic Center.

This fund was created to ensure that our parish is able to financially sustain our mission to [add Catholic Center mission or tagline here] long into the future.

Our endowment fund is intended to last forever. Gifts to our endowment fund are protected and never spent. As the market grows over time, gifts to our fund grow and produce earnings that can be used by our parish to meet current needs.

[Choose from the following options:]

If you currently receive annual endowment fund grant distributions: In the past, we have used the distributions from our fund for needs such as [share an example or two of how the money has been used to benefit your parish]. If we keep pouring into our fund, we keep benefiting from its growth and rely on a stream of income into the future.

If you don't currently receive annual endowment fund grant distributions: Once an endowment fund reaches \$25,000, we can then choose to take an annual distribution. Other Catholic Centers with endowment funds over \$25,000 have used their distributions for community dinners, building repairs, and more. We will be able to tend to a current need without using our offertory and benefit [official name of Catholic Center] today.

Anyone can add to our parish endowment fund at any time. Our endowment fund is held at the Catholic Foundation of North Georgia in Atlanta and is invested and managed in accordance with Catholic values.

[Share story or quote by a parishioner who has made a planned gift.]

A gift of any size to the Catholic Center endowment fund now, or a planned gift in the future through a will or estate plan, will ensure that you continue to be a part of the future of our parish, and will provide for the future needs of our community for generations to come.

You do not have to be wealthy to make a difference. All of us giving what we can creates a Catholic legacy and returns to the Lord the blessings He has given us.

God bless you and thank you for your consideration.

**“How shall I make a return to the LORD
for all the good he has done for me?”**

- Psalm 116

Questions?

At the Catholic Foundation, our vision is ensuring that the Catholic community and its ministries have the financial resources to serve and make a difference in the lives of current and future generations.

We welcome your calls, questions, and inquiries as we partner with you to support the current and long-term financial needs of your parish and parishioners.

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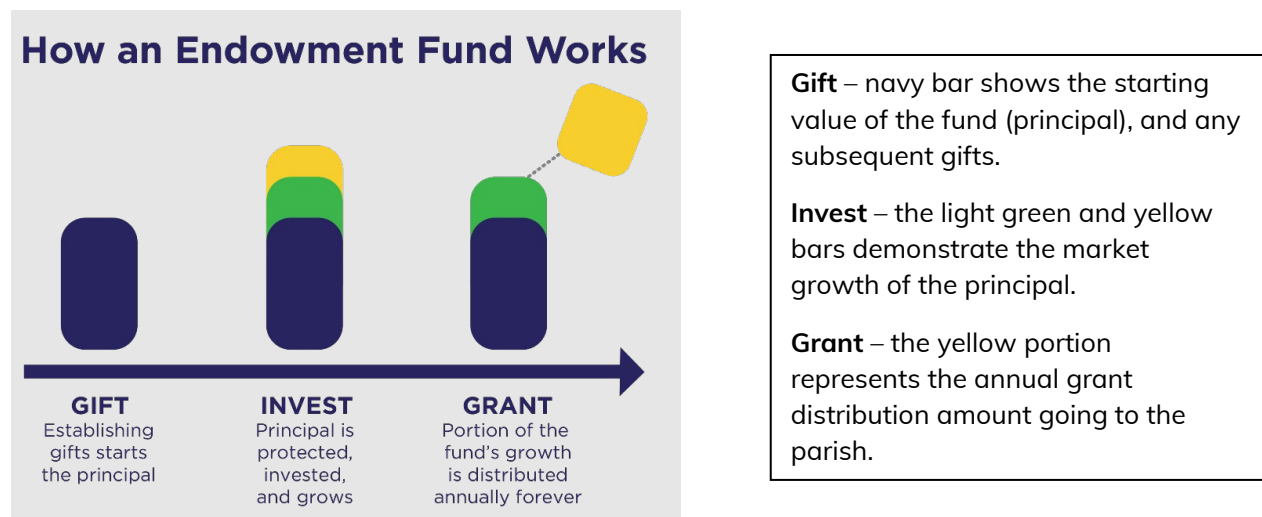
Appendix A: Overview of Endowment Funds

An endowment fund helps ensure the future of the Catholic Center and sustain your mission now and forever. A gift to an endowment fund is never spent. Instead, the gifts are protected by law, invested, and grow over time. Your Catholic Center's endowment fund is held at the Catholic Foundation of North Georgia.

Your Catholic Center is the sole beneficiary of your endowment fund. Gifts to the fund are legally protected to only go to your Catholic Center.

As the value of the endowment fund grows, your Catholic Center receives an annual distribution grant that comes from the earnings of the fund. The distribution grant can be used in many ways to support the needs of your Catholic Center.

To ensure the sustainability of the fund, the current annual distribution is 4% of the rolling 20 quarter average of the market value of the fund. This helps ensure that the fund is around forever.



Endowment funds are NOT:

- Rainy day or reserve funds
- Maintenance funds or capital funds, although distributions may be used for those purposes
- To be borrowed or spent out

Appendix B: About the Catholic Foundation

Mission: The Catholic Foundation of North Georgia helps Catholics make a lasting difference in the community. We attract, professionally manage, and invest gifts to support the current and long-term financial needs of parishes, schools, charities, and other ministries.

Vision: Ensuring that the Catholic community and its ministries have the financial resources to serve and make a difference in the lives of current and future generations.

The Catholic Foundation of North Georgia is a charitable nonprofit governed by an independent board of lay leaders, clergy, and the archbishop. The Catholic Foundation is based in north Atlanta and serves the Archdiocese of Atlanta, which consists of the 69 counties in the northern half of Georgia. We are the planned giving partner of the Archdiocese of Atlanta.

The Catholic Foundation professionally invests and manages endowment funds, donor advised funds, and charitable gift annuities. We ensure that all funds are invested in accordance with the United States Conference of Catholic Bishops Socially Responsible Investment Guidelines. We also provide planned giving services, facilitate non-cash asset gifts for organizations, host #iGiveCatholic in the archdiocese, and more. Learn more about us at cfnga.org or give us a call at 404.497.9440.



Ensuring that the Catholic community and its ministries have the financial resources to serve and make a difference in the lives of current and future generations.

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