

CENTRAL CONFERENCE PENSION INITIATIVE CAMPAIGN GUIDE



FOR UNITED METHODIST CHURCHES

INTRODUCTION TO FUND RAISING

This guide has been prepared to assist churches in fund-raising activities to support the pensions of retired clergy and surviving spouses in the central conferences of The United Methodist Church.

Additional materials to assist with fund raising can be found at www.ccpi-umc.org.

There are time-proven principles of successful fund raising that should always be remembered as you begin a campaign. They can be summarized by the following:

- People give to people
- People give because they are asked
- People give because of their relationship to the person who asks
- People are generous
- Giving is contagious
- Previous donors are your best prospects
- A specific gift plan yields results
- Always ask for more than you expect to receive

Fund-raising trends to keep in mind:

- 76% of the \$295 billion in charitable giving in 2006 came from individuals
- Religious organizations received the largest percentage of charitable gifts in 2006, receiving \$97 billion
- Recent statistics indicate that United Methodists gave \$5.86 billion in 2005

Ways to give to the Central Conference Pension Initiative:

- EFT (electronic funds transfer)
- Credit card
- Check
- Online
- Stocks, bonds and other securities
- Real estate
- Planned giving

Note: IRS regulations prohibit you from transferring money from your existing MPP or CRSP account. Regulations also set significant tax penalties for those who access their UMPIP account before age 59½, even for a charitable gift.

The Central Conference Pension Initiative is managed by the General Board of Pension and Health Benefits under the oversight of a multi-agency task force.

HOW YOU CAN HELP

Please consider both of the following activities to support the CCPI campaign.

1. Help identify leadership gift prospects

The CCPI campaign is designed to raise a large sum of money in a short period of time and to encourage generosity from people who want to support the central conferences. Gifts of \$100,000 or more are crucial for the success of the campaign. We ask that you please share with us information about individuals or foundations that may have the resources to make this type of gift, keeping in mind that gifts of real estate, stock and other securities are accepted and may provide a significant tax benefit to the donor. We will not ask anyone for a gift without discussing it and working with you to establish a solicitation strategy. More details about leadership gifts can be found on the following page.

Leadership gifts are important because they:

- Provide significant funds toward the goal
- Set the pace for giving
- Inspire confidence
- Build leadership
- Give credibility to the case
- Create momentum
- Attract other large gifts
- Ensure a successful campaign

2. Make a church pledge

In addition to leadership gifts from individuals, we ask that churches consider a pledge that can be paid over 3 to 5 years. The pledge amount may be determined in a variety of ways, including:

- Number of retirees your church will support (\$10,000 supports one retiree)
- A specific dollar amount per member
- A percentage of your budget

There are a variety of ideas and resources available in this guide and at www.ccpi-umc.org to assist your church with fulfilling a pledge to the campaign.

HOW TO IDENTIFY LEADERSHIP GIFT PROSPECTS

In any fund-raising effort – and particularly one of this size and scope – the ability to raise large gifts is critical to the successful outcome of the campaign. While it may be difficult to determine their exact giving capacity, the following indicators may help you identify individuals who have the potential to make a significant gift.

Philanthropic indicators:

- Top donors to church offering
- Top donors to special offerings and campaigns
- Members of General Agencies' Boards of Directors
- Affiliation with Methodist universities/seminaries
- Interest in missions/central conference relationships
- Financial support for non-profits
- Membership on nonprofit/civic boards
- Political contributions

Lifestyle indicators:

- Family wealth
- Home and land ownership
- Second/vacation home ownership
- Expensive car
- Children in private schools
- Leisure activities/hobbies; such as boating, flying, travel

Please contact the CCPI staff for assistance if you identify someone with all or some of these indicators. We will:

- Conduct research to determine an appropriate gift request amount
- Provide a personalized proposal for the prospect
- Create a solicitation strategy
- Train the solicitation team and attend the meeting if requested

You may also want to ask your District Superintendent and the previous pastor at your church for input on leadership gift prospects.

HOW TO FULFILL A CHURCH PLEDGE

There are numerous ways to raise money to fulfill your church pledge. Here are some options that we recommend.

1. Host a reception

A successful reception could fulfill your church pledge in one evening. Receptions are encouraged if you are able to gather a group of people and ask for a specific amount of \$5,000 or \$10,000 (or another amount appropriate for your congregation) from each guest. Suggestions for hosting a reception:

- The reception should be hosted by someone who has made a gift to the campaign
- Contact the CCPI office or visit www.ccpi-umc.org for sample invitations, agendas and videos
- Contact the CCPI office to obtain a personalized proposal for each guest
- Use the reception checklist provided by the CCPI office

2. Add CCPI funding to your church budget

Including a commitment to the Central Conference Pension Initiative in the budget provides a way for your church to make a contribution without a major investment of time.

- Contact the CCPI office to obtain a personalized proposal for your church
- Educate key decision makers before presenting the CCPI to the finance committee and church council
- If you have a church endowment, consider making a gift from the endowment to the CCPI
- Use the church budget checklist provided by the CCPI office

3. Organize a pledge weekend

A pledge weekend provides a way for your entire congregation to get involved. Pledge weekends should be conducted after receptions and leadership gift requests have been completed.

- Contact the CCPI office to obtain pledge cards
- Contact the CCPI office or visit www.ccpi-umc.org for sample pulpit announcements, presentations and photos
- Promote the weekend for 3-4 weeks in advance using the materials provided
- Use the pledge weekend checklist provided by the CCPI office

4. Additional ideas

- Form a committee to focus on fund raising for the CCPI
- Have a special offering
- Involve the Missions committee

CCPI FREQUENTLY ASKED QUESTIONS

What is the Central Conference Pension Initiative (CCPI)? The Central Conference Pension Initiative (CCPI) is a long-term solution to providing retirement financial security for dedicated clergy and surviving spouses in central conferences, those conferences outside the United States, who would otherwise have little or nothing. Your charitable gifts will help establish and fund pension programs in the central conferences where support is greatly needed.

How did the CCPI get started? The United Methodist Church's 2000 General Conference created a Task Force and charged it to "launch a pension support plan for the central conferences." Four years later, the 2004 General Conference reaffirmed the original mandate of the Task Force for the Central Conference Pension Initiative; it amended The Book of Discipline to authorize an effort to raise funds necessary to fulfill the original charge. In 2005, the board of directors of the General Board of Pension and Health Benefits authorized the creation of a new staff position and, in 2006, the position of managing director for central conference pensions was created and staffed.

The people of The United Methodist Church continue to give generously to this cause. Annual conferences are returning their annual distribution check from the United Methodist Publishing House, and local churches are seeking ways to give. Additionally, many individuals have sent contributions without being asked. Over \$4.6 million was contributed between 2000 and 2007. This generosity affirms the desire of the Church to provide pension support for the central conferences.

Why pensions? Why not salary support or health benefits? We are focusing on pensions because of the mandate from the 2000 and 2004 General Conferences. Other initiatives, such as salary support and health care, also are underway to assist central conferences, but pension support, which has a longer term focus and lead time, does not yet exist for many conferences where resources are limited.

What is the relationship between U.S. pensions and the CCPI? U.S. pensions and retirement plans will not be affected by the Central Conference Pensions Initiative. All CCPI funds are kept separate from U.S. pension funds. The charitable gifts collected by the CCPI are invested and managed by the General Board of Pension and Health Benefits, and are used to provide financial support for retired clergy and surviving spouses in the central conferences.

What has the CCPI accomplished so far? Since General Conference 2000 first created the Task Force, work on the CCPI has included an initial feasibility study, the formation of the oversight committee, a definition of the initiative, distribution of emergency grants, as well as the implementation and development of pilot projects.

Throughout this process, we have come to understand that each conference outside the United States faces unique challenges stemming from the differences inherent in the various countries—different economies, governments, laws and regulations. Even as we continue to work with conferences toward building their own sustainable pension systems, we recognize that there are countries where the need is immediate and critical.

In January 2007, a pilot program began to establish reliable, ongoing distribution of retirement funds to retired clergy and surviving spouses in the Liberia Annual Conference. In each case, benefit payments have been documented to ensure the appropriate pension funds are received by the intended participant.

A fund-raising effort is now under way to develop a financial base on which central conferences can build. Funding is being provided through generous contributions from annual conferences, which have forwarded annual United Methodist Publishing House monies to the CCPI — known as the “Cokesbury Check.” Individual gifts, as of December 31, 2007, exceed \$1 million.

What conferences and countries are included? All non-U.S. conferences of The United Methodist Church are included. Generally this is Europe, Africa and the Philippines. The United Methodist central conferences encompass:

- 7 central conferences,
- 66 annual and provisional annual conferences,
- 3.5 million church members,
- More than 9,000 active clergy members, and
- 2,000 retired clergy and surviving spouses.

Specific countries with conferences in need include:

- Africa: Angola, Burundi, Congo, Ivory Coast, Kenya, Liberia, Mozambique, Nigeria, Rwanda, Sudan, Sierra Leone, Tanzania, Uganda, Zambia, Zimbabwe
- Europe: Bulgaria, Czech Republic, Estonia, Hungary, Kazakhstan, Latvia, Lithuania, Macedonia, Poland, Russia, Slovak Republic, Ukraine, Yugoslavia
- The Philippines

What about Korea and South America? The United Methodist Churches in these areas are not directly connected to our church structure, so they are not included at this time.

How will the CCPI affect central conference responsibility for funding and administering pensions? Funding of central conference pensions is, and will continue to be, the responsibility of the central conferences, their churches and congregations. The CCPI does not intend to assume this responsibility from the conferences. Rather it intends to help central conferences where the Church is new and where natural disasters, social unrest, or economic instability have hindered pension efforts. The purpose of the CCPI is not to export the U.S. pension plan or its benefit levels. The leaders of the central conferences are most familiar with the needs of their ministers and the economic environment in which they operate; they can best determine their ability to fund benefits long-term.

What is the timeline for the CCPI? We already have been able to provide short-term support and are now implementing pilot projects in the Liberia and Mozambique conferences in Africa. The ability of the CCPI to reach all central conferences will depend, in large part, upon the success of the fund-raising campaign, but we hope to have made significant strides by 2012.

How is the “administrative” work of the Central Conference Pension Initiative funded? The meetings, research, planning, travel and communication work is funded entirely by the agencies participating in the CCPI.

Can I direct my gift to a specific conference, country, church or person? No. Since the CCPI covers a very broad geographical area, and not all regions have been able to share their stories as well as others, we are using all gifts to address the overall need.

What will happen to the funds that I give? All gifts will be held and managed by the General Board of Pension and Health Benefits. The earnings from those invested funds will be used to provide the pension support that is the focus of the CCPI.

If I make a pledge, will you send out a statement, a reminder, or an acknowledgement? Yes, a pledge reminder can be mailed to you according to a schedule of your choice-annually, semi-annually, quarterly, or monthly.

Where do I send my check, and how do I make out my check?

Make checks payable to GBOPHB, add “CCPI” in the memo line, and send them to:

Central Conference Pension Initiative
1201 Davis Street
Evanston, IL 60201

Are there other ways to give besides sending a check? Yes. We can accept credit card gifts, as well as gifts of stock or other assets. You may hold appreciated securities that can be transferred to the CCPI and will provide significant tax savings, allowing you to make a substantial charitable gift. You also may transfer real estate to the CCPI as a gift, or use funds from the sale of property to make payments.

Can I transfer funds from my current pension account to the CCPI? For active clergy—no. IRS regulations prohibit any withdrawals from your current pension account at the General Board, even for charitable purposes. However, you always can set up an automatic monthly transfer from your bank account. For retired clergy—Only if you still have a UMPIP account at the General Board that is set up for occasional or periodic distributions.

Can you deduct my gift from my monthly pension check? We can set up an automatic deduction from your bank account, and this can be set for any day of the month. The overall impact is the same to you and allows for better and easier identification for your budget and tax purposes.

FOR MORE INFORMATION, CONTACT

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