



# Endowment fund media kit *for congregations & organizations*



WELS Foundation  
Wisconsin Evangelical Lutheran Synod





**WELS Foundation**

Wisconsin Evangelical Lutheran Synod

# Endowment fund media kit

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# Introduction to the endowment fund media kit

Dear Partner in Ministry,

We are rejoicing with you that the Lord has blessed your ministry with an endowment gift! Endowments are a wonderful way to support the Lord's work and can be a blessing for generations to come. Thank you for allowing WELS Foundation to serve you in your endowment needs.

We have assembled this media kit for several reasons:

- To provide a checklist of ideas to help you promote your endowment fund.
- To provide customizable documents and other items to help you promote your endowment fund. Several of the items in this media kit can also be customized for your organization through WELS Foundation, if you prefer.
- To provide you access to WELS Foundation staff, who will assist you in promoting your endowment fund.

We pray that this media kit is a valuable tool for your ministry. If you need assistance at any time regarding your endowment or the items in this media kit, please contact WELS Foundation at [foundationmarketing@wels.net](mailto:foundationmarketing@wels.net) or 414-256-3255.

May God shower his blessings on your ministry!



*James A. Holm*

**MR. JAMES HOLM, CFP®**  
Executive Director, WELS Foundation

In addition to this endowment service, please remember that your local WELS Christian giving counselor is available to help with your endowment needs. Find him at [wels.net/givingcounselors](http://wels.net/givingcounselors) or contact [mcg@wels.net](mailto:mcg@wels.net) or 800-827-5482.

# Endowment promotion checklist

These items can be used to promote your endowment. Please pick and choose the items that best fit your church or ministry's needs, resources, and ministry goals.

## Website

- Create space on your ministry's website to promote your endowment and provide a link to online giving (*page 6*)

## Letters

- Send customized, personal endowment letters to members or donors (*page 7*)

## Church Bulletins

- Place wording in your church's bulletin to promote your endowment (*page 8*)
- Create a customized bulletin insert to promote your endowment (*page 9*)

## Newsletters

- Add an article highlighting your endowment in your ministry's newsletter (*page 10*)
- Tips for using the WELS Foundation logo (*page 11*)

## E-mails

- Send endowment e-mails to members or donors (*page 12*)

## Flyers

- Create an endowment flyer that can be included with mailings to members or donors or distributed through church mailboxes (*page 13*)

## Digital Display Graphic

- Display a customized digital display graphic at your worship services or events to promote your endowment (*page 14*)

## Social Media

- Create content and use a graphic to promote your endowment through your ministry's social media channels (*page 15*)

## Talking Points

- Encourage donations to your endowment fund using talking points in church or event announcements or on personal visits to members or donors (*page 16*)

## Other Opportunities to Promote Your Endowment

- Implement ideas from this list for additional ways to promote your endowment (*page 17*)

# Tips for promoting your endowment



- Share the history, purpose, and blessings of your endowment with your members and your donors to help them see the impact that the endowment has on your ministry.
- Determine who will be responsible for promoting your endowment. It may be members of your staff, church members or volunteers with a background in communication or marketing, or committee members.
- Tap into the talents of members or volunteers who have gifts in writing, photography, graphic design, video production, social media marketing, etc., to help promote your endowment.
- Determine your messaging based on your target audience and the type of communication that will be meaningful to them. For example, older members and donors may appreciate hard copy letters, personal visits, and phone calls. Younger members and donors may appreciate e-mails, website information, and social media messaging.
- Create a general timeline of endowment promotion (see page 5).

**Please note:** If you need assistance customizing the templates for your use, please reach out to us at [foundationmarketing@wels.net](mailto:foundationmarketing@wels.net) and we will assist you. Visit [foundation.welsrc.net](http://foundation.welsrc.net) to access all available graphics and templates.

# Example

## Endowment promotion timeline

This sample timeline can help you get started with promoting your endowment and can be customized to your church or ministry's needs, resources, and ministry goals.

### Getting Started

- Place endowment fund information on your church or ministry website with a link to online giving
- Print bulletin inserts for your worship folder or place in church mailboxes
- Place a short article in your newsletter explaining the history of the endowment, its purpose, and how to support it
- Start gathering testimonials and pictures (if possible) from those who established the endowment, from endowment contributors, and from those who have benefited or will benefit from the endowment
- Include a brief verbal announcement of your endowment at worship services or events
- Display a digital display graphic at worship services or events
- Mail an endowment letter to key members or donors, which can be followed up by personal visits or phone calls
- Send an endowment e-mail to key members or donors, which can be followed up by personal visits or phone calls

### Monthly/Quarterly

- Regularly promote your endowment on social media, highlighting stories, pictures, and videos
- Include stories in your newsletter that highlight testimonials, pictures, and new gifts to the endowment
- Include a brief verbal announcement of your endowment at worship services or events
- Display a digital display graphic at worship services or events
- Meet with key members or donors to encourage donations to your endowment fund

### Yearly

- Provide a report to members and donors regarding your endowment fund (donations to the fund, disbursements, what the funds are being used for, testimonials, blessings of the endowment, etc.)

# Sample website wording

## TIPS FOR USE

- The wording below can be copied and pasted onto your website and customized for your situation.
- If you would like to include a link to WELS Foundation on your website, you can use [wels.net/foundation](https://wels.net/foundation).

Out of thankfulness for God's blessings, [John and Jane Doe and family] have set up the [Doe Family Endowment Fund] for the purpose of [providing tuition assistance to students at Martin Luther College, New Ulm, MN]. Since an endowment fund makes steady annual distributions to ministry as the fund grows, it supports gospel work for years to come. What a blessing!

It is the prayer of [the Doe family] that others would join them in growing the endowment fund.

### Ways to Support the [Doe Family Endowment Fund]:

- Cash or check
- Online giving [[link to your ministry's giving page](#)]
- Gift of appreciated stock or mutual funds
- Gift of life insurance
- Gift of real estate
- Tax-wise qualified charitable distribution from your IRA (70½ and older)
- Legacy gift through your will
- Beneficiary designation of a portion of your retirement accounts

If you would like to know more about leaving a legacy of faith in this way, please contact [contact person] at [phone] or [e-mail].

*The endowment fund is being administered by WELS Foundation [[include link](#)], which exists to help God's people support gospel ministry by providing full-service gift administration for WELS members and ministries.*



To download a Word version of this document that you can customize for your needs, visit [foundation.welsrc.net](https://foundation.welsrc.net) or contact [foundationmarketing@wels.net](mailto:foundationmarketing@wels.net).



# Sample letter wording

## TIPS FOR USE

- The personalized letter below can be placed on your ministry's letterhead and mailed to key members or donors.
- Insert your own testimonial quote in place of the sample quote below.
- A flyer promoting your endowment can be included in the mailing with this letter (see page 13).

Dear **[Name]**,

I know that the Lord's work is important to you. Today, I would like to update you on an opportunity to support the Lord's work that will not only have a lasting impact on ministry but will be a reflection of your Christian faith to those who know you.

Out of thankfulness for God's blessings, **[John and Jane Doe and family]** have set up the **[Doe Family Endowment Fund]** for the purpose of **[providing tuition assistance to students at Martin Luther College, New Ulm, MN]**. Since an endowment fund makes steady annual distributions to ministry as the fund grows, it supports gospel work for years to come. What a blessing!

It is the prayer of **[the Doe family]** that others would join them in growing the endowment fund. Here are the thoughts of someone who has been directly impacted by the endowment:

*"I want to thank the people at our church who care so much about my future as a Christian teacher that they have donated to the Doe Family Endowment Fund. A scholarship from the endowment will help cover the cost of my tuition for the first semester next year, which will be a huge blessing to me. I will be able to focus on my classes and preparing for my future teaching ministry instead of worrying about tuition costs. May God bless you for your generosity!" —Rachel A., sophomore at Martin Luther College in the Early Childhood Education program]*

There are various ways to support the **[Doe Family Endowment Fund]**, including gifts of cash, appreciated stock or mutual funds, life insurance, or real estate. For those 70½ and older, you can make a tax-wise qualified charitable distribution from your IRA. Gifts can also be made through your will or by naming **[ministry]** as the beneficiary of a portion of your retirement accounts.

If you would like to know more about leaving a legacy of faith in this way, please contact **[contact person]** at **[phone]** or **[e-mail]**. Will you prayerfully consider a gift to the **[Doe Family Endowment Fund]**? May God bless you for your generosity!

In Christ,

**[Signature]**

**[Name, Title]**

*The endowment fund is being administered by WELS Foundation, which exists to help God's people support gospel ministry by providing full-service gift administration for WELS members and ministries. Learn more at [wels.net/foundation](http://wels.net/foundation).*



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# Sample bulletin wording

## TIPS FOR USE

- The three different endowment fund bulletin wording samples below can be customized and placed into your church's bulletin.

### Sample general wording:

Out of thankfulness for God's blessings, [John and Jane Doe and family] have set up the [Doe Family Endowment Fund] for the purpose of [providing tuition assistance to students at Martin Luther College, New Ulm, MN]. Since an endowment fund makes steady annual distributions to ministry as the fund grows, it supports gospel work for years to come. What a blessing!

It is the prayer of [the Doe family] that others would join them in growing the endowment fund. If you would like to know more about leaving a legacy of faith in this way, please contact [contact person] at [phone] or [e-mail].

### Sample wording that promotes tax-wise ways of giving:

Out of thankfulness for God's blessings, [John and Jane Doe and family] have set up the [Doe Family Endowment Fund] for the purpose of [providing tuition assistance to students at Martin Luther College, New Ulm, MN]. Since an endowment fund makes steady annual distributions to ministry as the fund grows, it supports gospel work for years to come. What a blessing!

It is the prayer of [the Doe family] that others would join them in growing the endowment fund. A great way to support the fund is through tax-wise ways of giving, like through gifts of appreciated stocks, bonds, mutual funds, or property. If you would like to know more about leaving a legacy of faith in this way, please contact [contact person] at [phone] or [e-mail].

### Sample wording that promotes end-of-life gifts:

Out of thankfulness for God's blessings, [John and Jane Doe and family] have set up the [Doe Family Endowment Fund] for the purpose of [providing tuition assistance to students at Martin Luther College, New Ulm, MN]. Since an endowment fund makes steady annual distributions to ministry as the fund grows, it supports gospel work for years to come. What a blessing!

It is the prayer of [the Doe family] that others would join them in growing the endowment fund. A great way to support the fund is through end-of-life gifts, like including the endowment fund in your estate plan. If you would like to know more about leaving a legacy of faith in this way, please contact [contact person] at [phone] or [e-mail].



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# Sample bulletin insert

## TIPS FOR USE

- Bulletin inserts can be printed and placed into worship service folders.
- Bulletin inserts can also be placed into church mailboxes.
- If you would like information regarding professional printing through WELS channels at a reduced cost, please contact [foundationmarketing@wels.net](mailto:foundationmarketing@wels.net).



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# Sample newsletter wording

## TIPS FOR USE

- The wording below can be customized and placed into your church's newsletter.
- Insert your own testimonial quote in place of the sample quote below.
- If you would like to include a link to WELS Foundation in the digital version of your newsletter, you can use [wels.net/foundation](https://wels.net/foundation).

Out of thankfulness for God's blessings, [John and Jane Doe and family] have set up the [Doe Family Endowment Fund] for the purpose of [providing tuition assistance to students at Martin Luther College, New Ulm, MN]. Since an endowment fund makes steady annual distributions to ministry as the fund grows, it supports gospel work for years to come. What a blessing!

It is the prayer of [the Doe family] that others would join them in growing the endowment fund. Here are the thoughts of someone who has been directly impacted by the endowment:

*["I want to thank the people at our church who care so much about my future as a Christian teacher that they have donated to the Doe Family Endowment Fund. A scholarship from the endowment will help cover the cost of my tuition for the first semester next year, which will be a huge blessing to me. I will be able to focus on my classes and preparing for my future teaching ministry instead of worrying about tuition costs. May God bless you for your generosity!" —Rachel A., sophomore at Martin Luther College in the Early Childhood Education program]*

There are various ways to support the [Doe Family Endowment Fund], including gifts of cash, appreciated stock or mutual funds, life insurance, or real estate. For those 70½ and older, you can make a tax-wise qualified charitable distribution from your IRA. Gifts can also be made through your will or by naming [ministry] as the beneficiary of a portion of your retirement accounts.

If you would like to know more about leaving a legacy of faith in this way, please contact [contact person] at [phone] or [e-mail].

*The endowment fund is being administered by WELS Foundation, which exists to help God's people support gospel ministry by providing full-service gift administration for WELS members and ministries. Learn more at [wels.net/foundation](https://wels.net/foundation).*



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# Tips for using the WELS Foundation logo

## TIPS FOR USE

- Use the WELS Foundation logo on your promotional materials to further explain your mission and the connection with WELS' mission and ministry.
- Use the logo on your website or in printed materials.
- If you would like to include a link to WELS Foundation in the digital version of your materials, you can use [wels.net/foundation](https://wels.net/foundation).



To download WELS Foundation logo files to include in your promotions, visit [foundation.welsrc.net](https://foundation.welsrc.net) or contact [foundationmarketing@wels.net](mailto:foundationmarketing@wels.net).

# Sample e-mail wording

## TIPS FOR USE

- The e-mail below can be customized and sent to key members or donors.
- If possible, sending a personalized e-mail is ideal (Dear Larry and Sue).
- If you would like to place a link to WELS Foundation in your e-mail, you can use [wels.net/foundation](https://wels.net/foundation).

Dear **[Name]**,

Out of thankfulness for God's blessings, **[John and Jane Doe and family]** have set up the **[Doe Family Endowment Fund]** for the purpose of **[providing tuition assistance to students at Martin Luther College, New Ulm, MN]**. Since an endowment fund makes steady annual distributions to ministry as the fund grows, it supports gospel work for years to come. What a blessing!

There are various ways to support the **[Doe Family Endowment Fund]**, including gifts of cash, appreciated stock or mutual funds, life insurance, or real estate. For those 70½ and older, you can make a tax-wise qualified charitable distribution from your IRA. Gifts can also be made through your will or by naming **[ministry]** as the beneficiary of a portion of your retirement accounts.

It is the prayer of **[the Doe family]** that others would join them in growing the endowment fund. If you would like to know more about leaving a legacy of faith in this way, please contact **[contact person]** at **[phone]** or **[e-mail]**.

In Christ,

**[Signature]**

**[Name, Title]**

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# Sample flyer

## TIPS FOR USE

- Flyers can be used in mailings to members or donors.
- Flyers can also be printed and placed in church mailboxes or hung on bulletin boards.
- If you would like information regarding professional printing through WELS channels at a reduced fee, please contact [foundationmarketing@wels.net](mailto:foundationmarketing@wels.net).



Sample quote



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# Sample digital display graphic

## TIPS FOR USE

- This digital display graphic can be used on display screens at worship (before worship or during the announcements), on display screens at events, or in a PowerPoint presentation.
- This graphic is formatted for a wide-screen display (16:9).
- The graphic below shows sample wording that can be included.



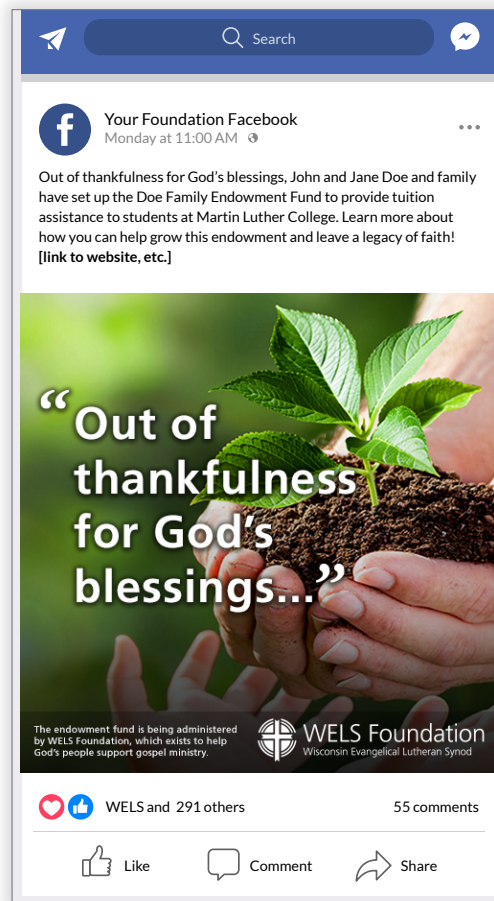
To download a PowerPoint version of this graphic that you can customize for your needs, visit [foundation.welsrc.net](http://foundation.welsrc.net) or contact [foundationmarketing@wels.net](mailto:foundationmarketing@wels.net).



# Sample social media graphic and wording

## IDEAS FOR SOCIAL MEDIA PROMOTION

- Recognize endowment donors (only with their permission and if they don't wish to remain anonymous), including pictures, if possible.
- Share brief stories of how the endowment has been a blessing to particular individuals or a ministry, including pictures, if possible.
- Encourage others to support your endowment.
- Share any endowment updates, including financial blessings to the endowment.



To download a .jpg file of this graphic for your social media platforms, visit [foundation.welsrc.net](http://foundation.welsrc.net) or contact [foundationmarketing@wels.net](mailto:foundationmarketing@wels.net).

# Sample talking points for church or event announcements

## TIPS FOR USE

- Use these talking points at worship or during events on at least a quarterly basis to call attention to your endowment.
- These talking points can also be used in meetings with members or donors.
- Personal conversations are a great way to encourage support for your endowment. Helping members or donors to see how their gift directly impacts ministry is key.

I'd like to share with you a wonderful new opportunity that we have to support ministry for years to come. Because they are so thankful for God's blessings on their life, **[John and Jane Doe and family]** have set up the **[Doe Family Endowment Fund]** for the purpose of **[providing tuition assistance to students at Martin Luther College, New Ulm, MN]**.

For those of us who may be unfamiliar with endowment funds, an endowment fund makes steady annual distributions to ministry as the fund grows, so it supports gospel work for years to come. It is a tremendous blessing!

It is the prayer of **[the Doe family]** that others would join them in growing the endowment fund. The larger the fund becomes, the more it benefits ministry. If you would like to know more about ways you can contribute to the fund to leave a legacy of faith in this way, please contact **[contact person]** at **[phone]** or **[e-mail]**.



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# Other opportunities to promote your endowment

Once you have initially promoted your endowment in a variety of ways, the list below contains other opportunities for promotion that you may consider:

- An **article** that highlights the family or individual who established the endowment (unless they choose to be anonymous)
- A **written interview with a donor** who chose to support the endowment and why they chose to do so
- A **brief video interview with the family or individual** who established the endowment (this would be ideal for your website and social media channels, and it could also be shown during the announcements at worship or at an event)
- A **brief video interview with a donor** who chose to support the endowment and why they chose to do so (this would be ideal for your website and social media channels, and it could also be shown during the announcements at worship or at an event)
- A **success story** of someone who has been blessed through the endowment and how it has impacted them (including a picture, if possible)
- A **thank you note** from someone who has been blessed through the endowment, highlighting how the endowment has blessed their life
- A **picture** of the family or individual who established the endowment with someone who has been blessed through the endowment
- An **announcement of gifts** to the endowment, particularly if there is a significant gift
- A **blog article** on your website that highlights information about the endowment and its impact on ministry
- **Specific details** of how the endowment has benefited or will benefit the recipients or ministry (for example: number of students impacted by tuition assistance, ministry event that was underwritten by the endowment, amount from the endowment that supported the operating budget, etc.)





N16W23377 Stone Ridge Drive · Waukesha, WI 53188-1108  
WELSFoundation@wels.net · 800-752-8940  
Tax Identification Number: 39-6084446

[wels.net/foundation](https://wels.net/foundation)

Find your local Christian giving counselor at [wels.net/givingcounselors](https://wels.net/givingcounselors).

