*Use the sample talking points below 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].