

Creating your own Parish Legacy Leaflet

1. Introduction

Creating your own personalised parish legacy leaflet is a great way of communicating to your congregation and community that your parish welcomes gifts in wills. A leaflet with a genuinely local feel will have the greatest impact and doesn't have to cost the earth to produce.

We have created 2 Parish Legacy Leaflet Templates for you to use:

- Parish Leaflet Single Church TEMPLATE [click here to view](#)
- Parish Leaflet Multi Church TEMPLATE [click here to view](#)

We have produced the leaflet templates in word format, as this is the easiest and most accessible way for the majority of parishes to produce their own leaflet. In addition we have included further guidance below on images, content, as well as some technical top tips!

2. Word Count

It can help to count the words in each paragraph (**Tools > Word Count**) before you start drafting your own content. As long as your word count is under the existing word count, the template shouldn't change.

TOP TIP If you go over the word count, the template could suddenly change; immediately undo whatever command you just entered (**Edit > Undo Typing**)

3. Content

To create that local feel, you should focus on personalising:

- a) The Incumbent's introduction
- b) A Lasting Gift
- c) Contact Details
- d) Choosing the right Images

It is very important that nobody feels pressured into leaving a legacy; ‘exerting undue influence’ on a potential donor is against the law as well as clearly being unethical. If you wish to change all of the content within the leaflet, please do run it past the PCC or Diocesan Advisor to ensure the tone and content are appropriately sensitive.

Try to focus on outcomes and impacts when you write the wording for the leaflet. Be inspiring! The aim is to help readers see what an amazing difference a gift in their will could make to your church, their parish and everyone living in your community.

TOP TIP Try to focus on the difference gifts have made in the past, and could make in the future. Inspire the reader to imagine how **their** gift could make a difference too.

4. Images

Choosing the right images and ensuring you use high quality ones is very important. Also, don’t be tempted to squeeze in too much text. High quality photos of the church and community are much more likely to hold their attention!

- Ensure images are high quality, high resolution
- Avoid blurry photographs
- Try to aim for a good balance between people and buildings.
- Reflect a good mixture of age and gender as well as the demographics of the area.
- Don’t forget that you will need permission to use photographs, especially (from parents/guardians) of children.
- Try to avoid photographs of graveyards, epitaphs and funeral flowers. Like all of our Christian giving, leaving a gift in your will should be a joyful act.

TOP TIP If you can use the original image (i.e. sent to you from the person who took it on their own camera) this will be the best quality photograph available to use.

TECHNICAL TOP TIPS

1. Open the images in a separate word document to edit, before copying and pasting into the template.
2. Always save the images in the format of ‘square’ ([Click on Image](#) > [Format Picture](#) > [Wrap Text](#) > [Click Square](#))
3. Click outside the text box before copying and pasting into the template. This way you can drag the image to where you want to place it within the text box.

5. Final Touches

- Grey lines highlight the different text boxes, you can remove these by (Right Click > Format Shape... > Line > Colour > No Line > OK)
- Save as a PDF - the file will be smaller and easier to share. It also means no one can edit it.
- Print on your local printer (to ensure everything looks as it should).
- Ask for a quote and then send to a professional printer for printing.

6. Any Problems?

You can contact Eleanor Gill if you have any template issues (Eleanor.Gill@churchofenlgand.org)

Alternatively you can create a parish leaflet through a professional designer and printer, which Eleanor Gill will co-ordinate on your behalf. This is a charged service of £150.00 for 500 printed leaflets. Again contact Eleanor Gill for further information.