

How to Order a Professionally Produced Parish Legacy Leaflet

Why customise a Leaflet?

1. You can create your own parish communication on legacy giving
2. We'll produce a high-quality, effective leaflet and do all the leg work for you
3. The leaflet will be personalised to your parish and have a genuinely local feel

How do I customise a leaflet?

Simply send us your personalised text, church branding and logo and choose your local photographs (please send high quality (large files) and in JPEG format).

How much will it cost?

Our standard package includes 500 leaflets at a one off cost of £165.00. The cost for 500 copies includes design, printing and delivery. If you would like to order a larger quantity of leaflets, please contact us for a quote.

How long does the process take?

We would advise from initial contact to delivery date the process takes a maximum of one month. Naturally if the process is efficient, this time scale is reduced.

Who do I contact?

You will need to contact the National Advisor for Legacies and Funding Helen Simpkins, who will liaise with a professional designer to incorporate your text and photos into the template. Helen will send you 3 proofs to approve and - once approved, arrange for them to be printed and delivered.

If you have any questions or queries regarding the process, would like example materials or to place an order; please contact Helen Simpkins at helen.simpkins@churchofengland.org or 020 7989 1564.

FRONT PAGE

We'll need a good quality local photo(s) for the front cover, a local baptism or other event may be better than a picture of your church building; photos of people communicate the outreach of the church more immediately. However, in rural areas where a beautiful building is part of the community's identity, including a photo of the building may be appropriate.

We'll need the name(s) you wish to use on the front cover This could be your parish, church, team, united benefice etc. Send us your logo(s) if you would like to include this also.

INSIDE LEFT FLAP: 'An Introduction'

We'll need your priest to provide a foreword

Please include any amendments he/she would like to the wording in the template. (85 words)

We'll need a 'mug shot' of your priest

Please send us his/her 'mug shot' preferably smiling!

Biblical Passage

The verses from 1 Chronicles 29 at the bottom work well in the context of legacies but you may prefer a different quote (from Scripture, poetry, the BCP's exhortation about Will-making etc.)

INSIDE CENTRE PANEL: 'Your Church, Your Gift'

The wording for this section is quite general and shouldn't need too much editing. However you may wish to use this space to outline the importance of Will Writing. (110 words)

Good Local Photograph

We'll need a good local photo or two for the bottom of this section. You may like to ask a member of your church or community.

INSIDE RIGHT FLAP: 'Our Legacy Policy'

Your PCC's Legacy Policy

Include your PCC's Legacy Policy for this page. See 'A Few Practical Points' if you need help writing a policy. (86 words)

Will Clause: Parish & Diocese Name, Registered Charity Number

At the bottom is a suggested Will clause. We need to know the correct name of your parish, including its registered charity number if you have one, and the name of your diocese. Beyond this, we strongly recommend that you do not alter the Will clause.

INSIDE BACK FLAP: 'A Lasting Gift'

Two examples of previous Legacies received

We'll need 2 examples of exciting projects that your parish has funded through legacies. Please send us a few words describing each project. (80 words)

If your parish has not received a legacy recently, describe a project that you would like to fund through gifts in Wills. However, be careful to use wording like 'A legacy of £2,000 would fund the parish's work with children for a whole year.'

Photographs of projects funded by legacies

We'll need some great photos of the project, ideally featuring people. The idea is to encourage others to leave gifts in their Wills so use inspiring examples!

BACK PAGE: '3 Steps...'

This panel is the call to action. We advise that you don't change the 3 steps in the template.

Contact Details

At the bottom, there is space for the name and contact details of your local giving officer, treasurer, legacy officer etc. Alternatively, if you wish you can include Eleanor Gill's details.

Final Photograph

Finally, we'll need another good local photo to end with.

CHECKLIST: Have you sent us the following?	
The name(s) and logo(s) of the church(es) for the front cover?	✓
Text for the priest's introduction and mug shot of him/her?	
An example or two of exciting projects funded by legacies?	
A copy of your PCC's legacy policy?	
The proper name of the parish (and charity number if you have one), for the Will clause	
Contact details of a local contact person for legacies, if you wish	
Plenty of good local photographs (make sure you have permission to use any of children)	

A Few Practical Points

Exerting undue Influence:

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.

Don't Provide Legal Advice:

It is also very important that you (or anyone else working for your church, whether as a volunteer or not) do not give legal or financial advice. Always encourage people to consult a Solicitor and where appropriate, a specialist tax or financial adviser too.

Will-writing need not be complicated or expensive but even the simplest Wills can 'fail' if not worded or witnessed correctly, meaning that it may not be possible to carry out the person's wishes and a court has to decide how the estate is divided up, causing needless upset and expense.

Legacies and Stewardship:

This leaflet aims to put Will-making in the context of stewardship and giving. Making a Will and considering how to divide your estate is an important part of Christian stewardship.

Be Inspiring:

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 that community.

Quality over Quantity:

Don't be tempted to squeeze in too much text; too many words or text that is too small will put off your readers. High quality local photos are much more likely to hold their attention!

Using Photographs:

Make sure the photos are high quality, high-resolution real local images. Blurry photographs will spoil the look of the leaflet. Try to aim for a good balance between photos of people at church events and photos of your church building, and make sure photos of people reflect a good mixture of ages as well as the demographics of the area. Don't forget that you need permission to use photographs, especially (from parents/guardians) of children.

Finally, avoid photographs of graveyards, epitaphs, sombre scenes etc. Like all of our Christian giving, leaving a gift to the church through your Will should be a joyful act.

