

# A step-by-step guide to creating your own parish-customised leaflet encouraging gifts in Wills to your church

You can now create your own parish leaflet through a professional designer and printer, guaranteeing you a high-quality, effective but personalised leaflet with a genuinely local feel.

Simply choose which of the attached templates you prefer and email us some personalised text and local photographs, as indicated in the guidance below (see also the checklist at the end). Our designer will incorporate your text and photos into the template and we will then send you a proof for you to approve. Once approved, we will arrange for your leaflet to be printed and sent to you. The cost for 500 copies including design, printing & p&p is £150 (tbc). If you have any queries, please contact your diocesan stewardship adviser or email [Rachel.lindley@churchofengland.org](mailto:Rachel.lindley@churchofengland.org).

	<p><b>Front page</b></p> <p>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.</p> <p>Please also specify the name(s) you would like to use on the front cover; this could be your parish, church, team, united benefice etc and send us your logo(s) if you like too.</p>
	<p><b>Inside left flap: Introduction from your parish priest.</b></p> <p>Please send us a 'mugshot' of your priest and ask him/her if s/he would like to amend or personalise the suggested wording in the template (125 words maximum).</p> <p>The verses from 1 Chronicles 29 at the bottom work well in the context of legacies but you may prefer instead a different quote (from Scripture, poetry, the BCP's exhortation about Will-making etc). See <a href="http://www.churchlegacy.org.uk">www.churchlegacy.org.uk</a> for some ideas. Alternatively, you could use more photos instead of a quote.</p>
	<p><b>Inside centre panel: 'Your Will matters.'</b></p> <p>This section sets out the reasons (practical and Christian) for making a Will. We suggest that you do not change the 'Your Will Matters' wording.</p> <p>We'll need another good local photo or two for the bottom of this section. You may like to ask a member of your church or community for a 'Could this be you?' quote so that it rings true, but make sure the quote is anonymous. Alternatively, you could omit the quote altogether and simply use more photos.</p>



### A few practical points:

- 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.
- 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. But beware that many people are reluctant to talk about death and money in the same sentence! Make sure the messages in your leaflet – and the way you use it – are sensitive.
- 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.
- If your PCC does not have a legacy policy explaining how it uses gifts in Wills, ask it to adopt one at its next meeting. You can download a model policy from [www.churchlegacy.org.uk](http://www.churchlegacy.org.uk). It may sound odd but many people don’t realise the Church welcomes legacies; we ask for regular giving (a share of someone’s income) much more readily than we ask for gifts in Wills (a share of someone’s estate). There may be people in your community who would gladly leave a gift to your church but have never thought of it because they have never been asked. A legacy policy reassures people that your church would spend a gift wisely and well.
- Try to focus on outcomes and impacts when you write the wording for the leaflet – the aim is to help readers see what a difference a gift in their Will to your church could make.
- 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!
- 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.

<b>CHECKLIST: HAVE YOU SENT US:</b>	✓
The name(s) and logo(s) of the church(es) for the front cover?	
Text for the priest’s introduction and mugshot 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)	