

# Strengthening Your Financial Future

Custom Planned Giving Solutions  
for Ministry & Mission



Vision.  
Communication.  
Celebration.

Connecting People Who Care to Ministries That Matter

# VISION

The vision of *Strengthening Your Financial Future (SYFF)* is to break down barriers that inhibit stewardship. The program begins with a conversation between ABF and key leaders of your ministry. The ultimate goal is the development of a customized planning giving program that is tailored to your ministry.

## *Our focus is on you:*

- What are your ministry priorities?
- What are your areas of success?
- Where and Why do you desire greater financial support?

## *Meeting your needs:*

ABF recognizes that each ministry has unique objectives, needs, and capabilities. For this purpose, *SYFF* is designed as a customized and scalable process to meet your needs.

## *Together we will discuss how to:*

- Structure your program
- Communicate effectively
- Create policies and procedures
- Say “Thank you!” to your members and supporters

As an advisor, ABF will supply guidance, education and other resources to assist in transforming your vision into a powerful stewardship resource. As a custodian, ABF will provide professional investment and record-keeping services to grow and protect your assets.

# COMMUNICATION

## *Delivering your stewardship message:*

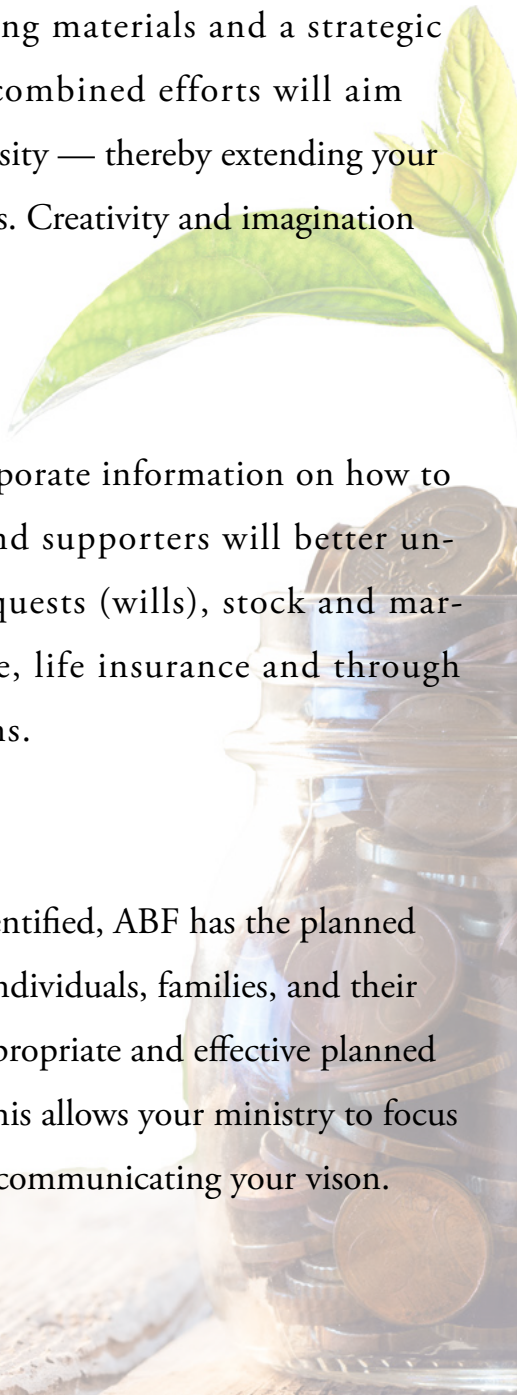
Clear and concise messaging is critical to realizing success from the *SYFF* program. As such, ABF will assist in the development of marketing materials and a strategic communication plan. Our combined efforts will aim to promote a culture of generosity — thereby extending your ministry's reach and capabilities. Creativity and imagination will be helpful!

## *Planned Giving Education:*

Your strategic plan will incorporate information on how to give creatively. Members and supporters will better understand how to give by bequests (wills), stock and marketable securities, real estate, life insurance and through other planned giving options.

## *Gift Cultivation:*

As interested supporters are identified, ABF has the planned giving expertise to work with individuals, families, and their advisors to help ensure that appropriate and effective planned giving options are explored. This allows your ministry to focus on what is most important — communicating your vision.



# CELEBRATION

*“Each one must give as he has decided in his heart,  
not reluctantly or under compulsion,  
for God loves a cheerful giver.”*

--2 Corinthians 9:7 (ESV)

## ***Celebrate your successes:***

As gifts are established, share each story! Stewardship testimonies inspire others to do the same. Through experience, ABF can provide creative ways to celebrate and encourage your members and supporters.

Successful programs will increase ministry awareness and provide greater assurance that your organization will be fruitful for generations to come.

## ***Our invitation:***

As we venture to witness what God can do in the life of your ministry, ABF invites you to partner with us in this transformational process. This allows us to live out our purpose of **“Connecting People Who Care to Ministries that Matter.”**



**VISION. COMMUNICATION. CELEBRATION.**

*To our American Baptist Family:*

The financial support needed to sustain and grow ministry has become an area of high priority within our American Baptist Family.

*American Baptist Foundation's (ABF's) premiere program, **Strengthening Your Financial Future (SYFF)**, was created to bolster the long-term financial prosperity of our American Baptist family, one ministry at a time.*

A desire to see your ministry thrive and commitment to the process is what is needed. ABF will provide the resources and practical support to guide you.

Partner with us!

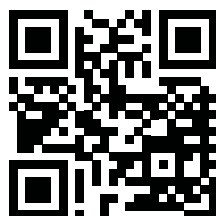
Yours in Christ,



*Perkin*

Rev. Perkin Simpson  
Executive Director

Since 1985, the mission of the American Baptist Foundation is to support and strengthen the Christian witness fulfilled by our partners in ministry and mission, which include *Multi-Region Corporation (MRC)*—a majority of American Baptist Regions, *American Baptist Home Mission Societies (ABHMS)*, and *American Baptist International Ministries (IM)*. We encourage you to support their work as they make it possible for us to be a resource to you.



**American Baptist**  
**FOUNDATION**  
[www.abcofgiving.org](http://www.abcofgiving.org)

420 W. Germantown Pike, East Norriton, PA 19403  
**Phone:** 610.768.2035 **Email:** [abfadmin@abc-usa.org](mailto:abfadmin@abc-usa.org)