

Welcome to the
new economy of giving

BeyondtheCheckSM
solutions for ministries

 THE NATIONAL CHRISTIAN FOUNDATION®



Beyond the constant
battle for funding,
there is a place where
ministries thrive.

This is the land of giving beyond the check...and this is where your friends at The National Christian Foundation (NCF) want to take you today.

For over a quarter century, we've come alongside ministry leaders with innovative solutions for high-capacity givers that move beyond one-way checkbook philanthropy to lifetime giving guidance. And just when charities need it most, NCF has launched a new route to take ministries into the future of giving...**Beyond the Check.**SM

There are three primary uses for money: give to charity, spend it on lifestyle, pay taxes



before Launch
(cash-based giving)

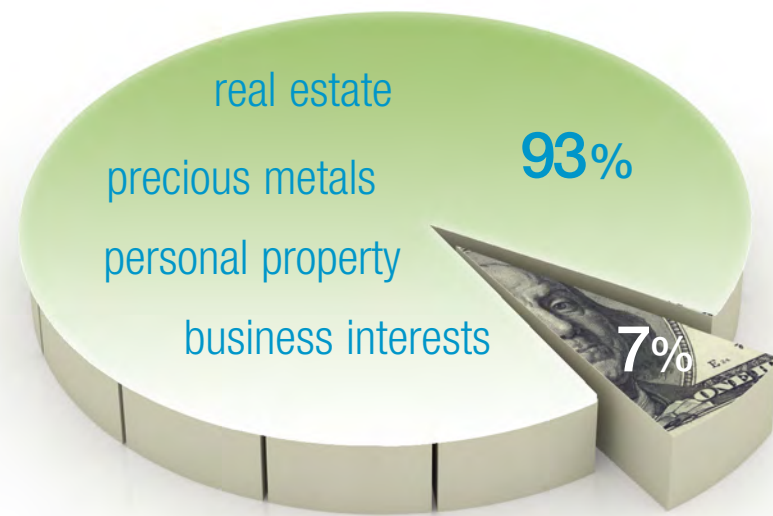


after Launch
(asset-based giving)

So normally, if a giver wants to increase the amount they give, they only have one option: to cut into their lifestyle expenses (left). But now you can offer them a way to increase their giving by reducing their taxes (right). This is wiser stewardship, and it's possible by simply changing what they give, rather than how much they give.

Asset-based giving: a smart alternative to cash

The average American's wealth is comprised of only 7% cash. The other 93% percent is in stocks and non-cash assets such as real estate, business interests, precious metals, and personal property. But most giving is done by cash and check – the smallest portion of a giver's net worth! Now you can enable your supporters to start giving non-cash assets and help them discover a powerful double-blessing: **a much greater charitable tax deduction and the ability to avoid paying capital gains taxes.**



The Launch Plan

1 Evaluate

Your journey begins as we come alongside your team with our MinistryMap™ assessment to review the activities that are currently driving giving to your ministry.

2 Recommend

We recommend a strategy that leverages your ministry's strengths to guide you to greater giving beyond the check.

3 Take Off

Your personal NCF Ministry Flight Crew collaborates with your team to develop an action plan to put your new strategy in motion.

Your NCF Ministry Flight Crew

Gain a key alliance with the most sought-after team in Christian giving for more than a quarter century. Our nationwide team integrates with your organization at all levels.

Senior Leadership

Our Senior Leadership connects with your Senior Leadership to ensure value alignment and celebrate success throughout the process.

Gift Navigator

Our Gift Navigator connects with your Vice President of Development to coach and serve the development team in strategic planning and implementation.

Field Team

Our Field Team of highly trained personnel in 30 cities across the nation works alongside to train your Development Officer and entire development staff.

“Over the last five years our annual gift planning production has doubled, with millions more dollars headed to our ministry. We could not have done this without your help! With The National Christian Foundation as a partner, we are confident in our ability to serve some of the wealthiest and most financially savvy givers in the world.”



Jeff Rudder
Executive Director,
Young Life Foundation



With
NCF,
you
will:

Turn planned gifts into current gifts

Through our expert estate plan review and gift plan design we'll help you find current gifts hiding in testamentary plans.

Launch a training program and expand your capacity

We'll disciple your development staff and teach them how to embrace the new economy of giving. You can leverage our team in your community to help guide your high-capacity givers to greater generosity.

Communicate the principles of Christian giving

Reach out to your givers through Launch, our customizable marketing program that promotes asset-based giving with a distinctively biblical worldview.

Beyond the check includes:

Communications

- > **Launch Communications Toolbox**
including customizable brochures, postcards, ads, receipt stuffers, and newsletter articles, as well as access to powerful generosity books and resources
- > **Customized Web Content with Gifts Calculator**
and application system for your website

Training

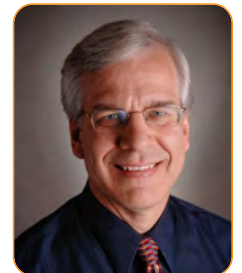
- > **Generosity Coaching**
to teach your development teams how to see beyond the check and how to utilize the most innovative, tax-wise solutions for Christian givers today

Solutions

- > **Gift Planning and Estate Review Services**
through our staff in your community, on-site training for your Gift Planner, or personalized on-site service from our team of Gift Planners
- > **Charitable Gift Annuity Services**
to manage your CGA program and evaluate your existing CGA services
- > **Legacy Giving Services**
provide for the distribution of funds over time to your ministry with professional fund management

“Even as large as we are, we don’t have all the tools necessary to help people give in every way possible. So it’s great to have NCF as a like-minded resource that we can trust. They are full of integrity, and work according to God’s leading. It’s clear to me that NCF is not there to build their own institution, but to help build the Kingdom of God. We have the same goal – to find the most effective way to get people connected to what God is calling them to do with the resources entrusted to them.”

Steve Nickel, JD
Sr. Gift Planning Counsel
Samaritan's Purse





Ready to take your giving program to new heights? Call **800.681.6223** or visit www.nationalchristian.com/beyondthecheck.

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