

# Inspiring GENEROSITY

**Sustainability through Planned Giving  
and Strategies for Marketing Communications**

Faithfulgive'25  
OCTOBER 19-21

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## Presenters



**Bernie Bostwick,**  
CAP®, ChFC®, CKA®  
*Principal,  
Financial Advisor,  
Chartered Advisor  
in Philanthropy  
Faithward Advisors*



**Beth Bostwick,**  
*President,  
Masterpiece Marketing*

## Monday, November 3

Join us at the Faithward Advisors office at **275 Hess Boulevard** for a dynamic workshop that offers fresh inspiration for planned giving strategies, whether you're launching a new program or enhancing an existing one. Plus, gain expert insights into marketing and communications strategies for fundraising, planned giving, donor acquisition, and more!

### GOALS FOR WORKSHOP

1. Help YOU grow your organization's financial assets and create sustainability
2. Reinvigorate or launch YOUR nonprofit planned giving programs and build impact
3. Inspire YOU with stories of creative donor giving
4. Learn how YOU can connect donor hearts with your unique organization
5. Engage with marketing strategies that will inspire YOUR donors to take action

### TOPICS COVERED

#### PLANNED GIVING | *Strategies For Nonprofits*

1. Learn the true definition of planned giving and how it can impact your organization for the future.
2. Receive ideas on how to add legacy giving into your cash fundraising messaging.
3. Learn how to give donors vision for sustainability – why their giving doesn't have to stop upon their passing.
4. Learn the true definition of planned giving and how it can impact your organization for the future.
5. Learn how to have a different conversation with donors about stewarding God's resources.
6. Hear real-life planned giving donor stories.
7. Become equipped with an eye-opening illustration so you can discuss with your donors about how they can do more for your ministry and not disinherit their children.
8. Receive ideas for how donors can lessen taxes and receive an income for life via a Charitable Gift Annuity.
9. What is Biblically Responsible Investing and how should it align with our Investment Policy Statement?

FAITH-BASED NONPROFIT WORKSHOP

# Inspiring GENEROSITY

## Sustainability through Planned Giving and Strategies for Marketing Communications



**FAITHWARD**  
ADVISORS

FaithwardAdvisors.com



masterpiece  
marketing

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### TOPICS COVERED

#### MARKETING APPROACHES | *Strategies For Nonprofits*

1. Learn how to elevate your planned giving messaging campaigns.
2. Hear fresh giving campaign strategy ideas for social, email, annual reports, newsletters, appeals, SEO and more.
3. Evaluate your giving response devices.
4. Discover the importance of expressing true gratitude to your supporters
5. How to launch a trustworthy planned giving program.
6. Strategies to infuse planned giving messaging into your organization's materials.
7. Craft concepts to convene key stakeholders for vision events where planned giving can be introduced.
8. Learn the Five M's of giving to engage your donors.
9. Express unity among your donors through "Why I Give" messages.

**Register today for Monday, November 3!**

Questions: [Beth@masterpiecemarketing.com](mailto:Beth@masterpiecemarketing.com)

Registration: [FaithfulGive.org/events](https://FaithfulGive.org/events)

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The **Faithward Advisors** team of experienced wealth managers and legacy professionals brings a well-balanced, stewardship-centered approach to financial planning through biblically responsible investing. **Masterpiece Marketing** serves a diverse range of clients, bringing experience, insight, and creativity to help clients meet and exceed their marketing objectives. Together, the Bostwicks have over 20 years of experience serving over 60 nonprofit partners. Their passion is to expand the kingdom by empowering nonprofit sustainability.

CONTINUED



## OTHER TOPICS WE CAN DISCUSS WITH YOUR ORGANIZATION:

1. Learn how to elevate your planned giving messaging campaigns.
2. Discover if a donor acquisition project is right for your organization.
3. Engage with the keys to build a dynamic case for support brochure.
4. Be a good steward of your \$10,000 Google grant dollars.
5. Ensure that your website is optimized for giving.
6. Discover how to be authentic and trustworthy in your fundraising appeal messaging.
7. See creative ideas for legacy giving circles.



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