



# Grateful Faithful

BEQUESTS & PLANNED GIVING

**"Plans fail for lack of counsel, but with many advisers they succeed"**

**Proverbs 15:22  
NIV**

## **Church: 7 Steps to Start Your Planned Giving Program Today**

**START A PLANNED GIVING PROGRAM  
AT YOUR CHURCH**



**BUILD  
LEGACIES**



**EMPOWER  
GENEROSITY**



**SUSTAIN  
MINISTRIES**

Grateful Faithful from  Johnson Betts

[www.gratefulfaithful.com](http://www.gratefulfaithful.com)



Build Legacies  
Empower Generosity  
Sustain Ministries

# Grateful Faithful

## Bequests & Planned Giving Guide



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Build Legacies  
Empower Generosity  
Sustain Ministries



Meet the Founder  
**Aquanetta Betts, J.D.**

Dear Pastor and Church Leader,

This letter is written to you from a place of deep personal connection—one rooted in Sunday mornings, First Sunday in August homecomings, Bible Study, Revival, Vacation Bible School, Gospel Choirs, and a lifetime of witnessing **the transformative power of faithful giving** in churches just like yours.

Growing up, the church was the heartbeat of my family's life and community. I watched as small rural churches, thriving mid-sized congregations, and dynamic urban ministries did remarkable Kingdom work with the resources their members entrusted to them (mostly tithes and offerings). But I also watched many of these same churches operate in crisis mode—struggling to sustain their vision because the pathways for **legacy giving** weren't clear or accessible.

This is what drives me today. After more than a decade as an estate planning attorney, and years serving as a director of planned giving for both a large public research university and a global Christian humanitarian organization, I've learned something vital: **churches that thrive are churches that plan**. They aren't merely surviving; they are sustaining and expanding their Kingdom impact for generations.

As a gift, I have enclosed a complimentary copy of the **“Church: 7 Steps to Start Your Planned Giving Program Today” Checklist**. Contact us to set up a discovery call to help your church get started building legacies, empowering generosity, and sustaining ministries—call **(888) 832-1424**, or email us at [info@gratefulfaithful.com](mailto:info@gratefulfaithful.com). Your church matters. Your community needs the church. And your members are ready to ensure that the church is here, thriving and serving, for generations to come. **Our consultants can help.**

Yours in Christ,

*Aquanetta Betts*

Aquanetta Betts, J.D., CAP®, AEP®, CFRE  
Founder and Consultant  
Grateful Faithful from Johnson Betts, LLC

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# Grateful Faithful Insights

## Your Members Want to Give and They Need Guidance

The members of your congregation have blessings to steward. Many want to leave a legacy through their church but don't know how. They wonder: Can I make a gift through my will? What about my retirement account? How does this work for our church's mission? These aren't complicated questions—they just need clear answers.

## A Vibrant Future Is Possible

We envision churches that approach the future with confidence and clarity. Churches where planned giving isn't an afterthought but a natural expression of faith.

- Churches where members of all means can leave an inheritance of Kingdom impact—ensuring that your ministry, your community presence, and your witness continue for generations to come.
- A vibrant future for your church isn't a dream. It's achievable through faithfulness, information, accessible resources, and intentional partnership.

## Grateful Faithful Is Here to Help

That's why we created Grateful Faithful: Planned Giving Proverbs 15:22, a program built specifically for churches like yours. We exist to serve faith communities that are often overlooked in planned giving conversations, providing the tools, training, and partnerships you need to help your members give generously and wisely.



# Church **7 Steps: Start Your Planned Giving Program Today**

## Build Legacies. Empower Generosity. Sustain Ministries

- Step 1:** Make sure church is in compliance: consult legal, tax, and financial advisors

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- Step 2:** Form a planned giving team: a group to focus on planned giving

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- Step 3:** Establish a Bequest/Gift Acceptance Policy: what gifts will church accept

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- Step 4:** Inform and educate congregation on the importance of financial wellness, estate planning, and legacy giving

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- Step 5:** Promote wills and bequests: emphasize stewardship of assets, and the impact legacy giving will have on missions for generations

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- Step 6:** Recognize and thank donors who make planned gifts; foster a culture of generosity; create a Legacy Society

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- Step 7:** Start today – revisit steps 1-6 above 



**Aquanetta Betts, J.D.**  
Founder  
Grateful Faithful

*We Can Help!*

**Contact Us:**

**Email:** [info@GratefulFaithful.com](mailto:info@GratefulFaithful.com)  
**Visit:** [GratefulFaithful.com](http://GratefulFaithful.com)  
**Call:** (888) 832-1424

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**Call Us Today!**  
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# ***Get Started Now!***

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