

Promoting Legacy Sunday For Your Region/Church/Ministry

On Legacy Sunday, we suggest that you plan a service of emphasis on generosity through planned giving. We also recommend you provide some informational resources about the American Baptist Foundation.

We have also created promotional resources that you can use to promote this special service. You can request items by contacting the ABF Marketing Team at 610-768-2035, emailing us at abfcommunications@abc-usa.org or by visiting the links below.

Promoting the Date

Resources available for download:

1. [Legacy Sunday Introduction Letter](#)
2. Sermon Outline [One](#) and [Two](#)
3. [Bulletin insert](#)
4. [Join Us Flyer](#)
5. [Facebook Banner](#)
6. Facebook Post [One](#) and [Two](#) and [Three](#)
7. About [American Baptist Foundation Two Sided Flyer](#)
8. [Estate Planning Guide Brochure](#)
9. [Planned Giving Gift Guide Brochure](#)
10. [American Baptist Foundation – Mission Video](#)

We suggest the following schedule for promoting a Legacy Sunday:

FOUR or THREE weeks prior:

1. Use the Save the Date Flyer in your bulletin and/or newsletter as well as social media if applicable.
2. Place the Flyers around the church on bulletin boards and in other high-traffic areas.

TWO weeks prior:

1. Send the “Legacy Sunday Introduction Letter” to your mailing list.

Email: Insert a link to the Guide to Giving or Planned Giving Gift Guide brochure

Letter: Insert a copy of the Planned Giving Gift Guide brochure. Contact us at 610-768-2035 or abfcommunications@abc-usa.org to request hardcopies (Limited amounts available, let us know ASAP if you are in need)

Web: Use Social Media Promo Pieces to promote Legacy Sunday

ONE week prior:

1. Place Insert in your bulletin.
2. Provide return envelopes (ABF Business return envelopes can be provided)
3. Use Social Media Promo Pieces to promote Legacy Sunday

The day of LEGACY SUNDAY:

1. Place Insert in your bulletin.
2. Insert copies of the Planned Giving Gift Guide brochure in your bulletin if desired.
3. Use Social Media Promo Pieces to promote Legacy Sunday