



FreeWill.com + Catholic Community Foundation - Archdiocese of New Orleans

What is the Lifetime of Generosity Digital Legacy Seminar and Free Will-Writing Tool?

The Catholic Community Foundation (CCF) has designed an interactive planned giving seminar for you to share with your faith communities. In total, the digital seminar takes about 30 minutes to complete and is primarily composed of videos and reflection opportunities via workbook prompts. The goal of the seminar is to explore the meaning of Catholic legacy and suggest ways to give smarter now and for the benefit of future generations. CCF is also offering participants the opportunity to use a free will-writing tool, which is included as part of the seminar.

Who are your Parish's supporters?

First, consider with whom you would like to share the seminar and will-writing resources. You can invite all of your parishioners or specific target groups, like your Men's Club or Rosary Guild, to take part in the seminar. Broadly, your supporters likely fall into the following categories:

1. Pastors
2. Parishioners
3. Parish/Finance Council members
4. Men's Club, Rosary Guild, Altar Society, and more
5. Lay volunteers
6. *Add your own!*

Is promoting these free resources right for your Parish?

Once you determine the audiences with whom you might engage, consider the following questions before you begin pushing out the digital legacy seminar and free will-writing resource:

1. What ongoing campaigns is our parish already engaged in?
 - a. How is this free resource different or new?
2. How will pushing out this resource help our mission?
 - a. In what tangible ways does it support our good work?
3. Who are we trying to reach?
 - a. Which supporters would this resource appeal to the most?



4. In what tangible ways could they benefit from this free resource?
 - a. How can we relate the importance of legacy and sustainability to our story?
5. Since there are toolkits available, how much time and effort will this *really* require?
 - a. If this is too much of a commitment now, when might this be an option for us?
6. What are our goals?
 - a. How many people do we hope to reach, do we want to engage with new audiences, etc.?

Remember: Even if you do no promotions of your own, your parish's name will still be listed as an option for donors to choose when designating a gift in their wills through the Catholic Community Foundation's relationship with FreeWill.com.