



Church Extension Fund

**PROVEN • DEDICATED • FOCUSED**

**Rep Manual**



Thanks for volunteering to join our team! Our Reps have helped make CEF an integral ministry partner of churches, schools, and other ministries throughout the Michigan District.

Without our Reps, we would not be able to provide the low interest rate loans, grants, services, and competitive investment products that we do. Your help matters!

We want to make sure that you are well prepared and feel comfortable with Church Extension Fund as you begin serving as a Rep. Included in this packet is some information about us, some suggestions about how to promote CEF to your church, as well as some FAQ's that may come up. You can access additional information on the CEF website or call Rodney at 586-337-5070.

We would also like to invite you to attend our Annual CEF Fall Conference that typically takes place the last weekend in September. This is a free weekend conference with exciting and thought-provoking speakers, great entertainment, and excellent food and fellowship. Please come, learn, and meet Reps from other congregations across Michigan!

Would there be a time to have lunch together soon so we can get to know you a little better? Please let us know if this can be arranged. We appreciate your willingness to serve God by helping serve His church!

God's blessings to you!

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## **MISSION STATEMENT**

**Church Extension Fund serves as trusted and innovative stewards of financial resources by providing investment and lending products to help Lutheran ministries and church members build God's Kingdom.**

**WHO WE ARE:** CHURCH EXTENSION FUND SERVES AS TRUSTED AND INNOVATIVE STEWARDS OF FINANCIAL RESOURCES

**HOW WE SERVE:** BY PROVIDING INVESTMENT AND LENDING PRODUCTS

**WHY WE SERVE:** TO HELP LUTHERAN MINISTRIES AND CHURCH MEMBERS BUILD GOD'S KINGDOM.

With a legacy of well over a century in mission-driven service, only CEF has the **proven** experience, strength and flexibility to meet the unique financial needs of the Michigan District's ministries and its members.

As a ministry itself, CEF is **dedicated** to help carry forward the Great Commission. Those who entrust their investments to CEF can be sure they will be used to build churches, schools, and other vital ministries.

Church Extension Fund is **focused** on serving Lutheran ministries and church members in the Michigan District with innovative investment and lending products, actionable grants, and valued congregational services.

**Church Extension Fund...Building the Future in Him**

## **CHURCH EXTENSION REP POSITION DESCRIPTION**

**CEF MISSION STATEMENT:** Church Extension Fund serves as trusted and innovative stewards of financial resources by providing investment and lending products to help Lutheran ministries and church members build God's Kingdom.

**TITLE:** Church Extension Representative

**POSITION PURPOSE:** Understand and talk about the ministry of Church Extension Fund in your church. Promote CEF by using available materials and describing new products or services. Be the eyes and ears of CEF at your church – let us know if any funding or investing needs arise at your church and share with the church and its members the benefits of working with CEF!

### **SUGGESTED QUALIFICATIONS:**

1. Active member of their church
2. A person willing to learn about the mission of CEF
3. A person who likes to help their church and serve its members
4. A current (or future!) investor at CEF

### **DUTIES:**

1. Learn about Church Extension Fund. Some CEF programs include *Excel In Giving*, *Investment Rebate Program*, and congregational grant programs.
2. Become familiar with how to invest with CEF and display current brochures, Offering Circular, monthly interest rate sheets, and other promotional items in a visible area of the church.
3. Increase congregational awareness of CEF's ministry by informing the following about CEF:
  - Your Pastor(s)
  - The Church Council or Board of Directors
  - Your Church Friends & Members like you
  - Various Church Organizations
4. Keep your congregation informed of the role Church Extension Fund plays in the ministry of your church and the benefits of investing by using the provided materials in the monthly CER email. This includes tips, interest rates, and bulletin paragraphs.
5. Attend the Annual CEF Fall Conference and have fun learning about CEF!

# MISSION STATEMENT

Church Extension Fund serves as trusted and innovative stewards of financial resources by providing investment and lending products to help Lutheran ministries and church members build God's Kingdom



## CEF PILLARS



Lutheran churches and people like you invest in CEF products

1



CEF uses the money to make loans to churches and schools

2



Those churches help build the Kingdom and repay their loans

3



That money is used to pay you interest and make grants to churches and schools

4

## HOW CEF WORKS

## INDIVIDUAL INVESTMENT OPPORTUNITIES

1.     ExtensionPlus:
  - Allows immediate access to your money.
  - Write checks or use the optional debit card.
  - \$100 minimum investment and \$100 minimum balance required.
  - Interest rate based on account balance.
  - Additions may be made electronically through CEF Direct.
2.     Fixed Rate Notes:
  - \$500 minimum investment; terms of 3 – 60 months.
3.     Demand Savings Certificates:
  - Make additions and redemptions at any time.
  - \$5 minimum investment. No minimum balance requirement.
  - Interest rate based on account balance.
  - Additions may be made electronically through CEF Direct.
4.     Special Fixed Rate Notes:
  - 2+2 Note; 17-Month term, \$2500 minimum, make up to 2 additions and 2 redemptions over the term of note.
  - Jumbo Note; 5-Year term, \$100,000 minimum. Premium rate available.
5.     Variable Rate Notes:
  - \$500 minimum investment; terms of 1, 2 1/2 or 5-years.
  - Interest rate adjusts monthly.
  - \$100 minimum addition any time while maintaining the same maturity date.
  - Additions may be made electronically through CEF Direct.

### *INVESTMENT REBATE PROGRAM*

The CEF Investment Rebate Program provides an annual cash rebate to Michigan District congregations, schools, and other ministries. **All the investment options above qualify for the Investment Rebate.** This program encourages investing with CEF!

This rebate is based on the amount of your CEF loan and the amount of church and member funds that are invested with CEF.

- If 50% of the loan is supported by investments, you can receive a .50% cash rebate.
- If 75% of the loan is supported with investments, you can receive a .75% cash rebate.
- If 100% of the loan is supported with investments, you can receive a 1% cash rebate.

For example, if you have a \$1,000,000 loan balance and 75% invested (\$750,000) with CEF, you will earn a \$7,500 annual cash rebate.

## **CONGREGATION & ORGANIZATION INVESTMENT OPPORTUNITIES**

1.     ExtensionPlus:
  - Allows immediate access to your money.
  - Write checks or use the optional debit card.
  - \$100 minimum investment and \$100 minimum balance required.
  - Interest rate based on account balance.
  - Additions may be made electronically through CEF Direct.
2.     Fixed Rate Notes:
  - \$500 minimum investment; terms of 1, 2, or 5 years.
3.     Demand Savings Certificates:
  - Make additions and redemptions at any time.
  - \$500 minimum investment and \$500 minimum balance required.
  - Interest rate based on account balance.
  - Additions may be made electronically through CEF Direct.
4.     Special Fixed Rate Notes:
  - 2+2 Note; 17-Month term, \$2500 minimum, make up to 2 additions and 2 redemptions over the term of the note.
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## **10 FREQUENTLY ASKED QUESTIONS**

### **1) Why Should I Invest at Church Extension Fund?**

When an individual or congregation invest at CEF, they are helping to build churches and schools across Michigan. The invested money is used to make construction or renovation loans, and the interest paid back on those loans helps pay the interest on investments. Your investment at CEF will build a church, school, or other ministry. When you invest at a bank, you will build another bank building. Your investment at CEF runs into eternity! It's a win-win for everyone!

### **2) Are My Investments Secure at CEF?**

Your investments are very safe. Even though investments are not insured by the FDIC as they are not deposits, CEF investments are backed by CEF's assets. CEF maintains a capital fund (surplus) to absorb losses should any occur. CEF assets are primarily invested in: (i) loans to Michigan District congregations, schools, and other ministries. These loans are primarily secured by mortgages on the property; or (ii) an investment account comprised of bonds, fixed income and equities that are managed pursuant to investment policy established by the CEF Board of Trustees.

### **3) Who Can Invest at Church Extension Fund?**

Anyone who (i) is a member of, contributor to, or participant in the Lutheran Church-Missouri Synod or any congregation of the Michigan District, and (ii) is a resident of one of the following states: Michigan, Alaska, Arizona, Colorado, Connecticut, Florida, Georgia, Hawaii, Illinois, Indiana, Iowa, Kentucky, Maine, Massachusetts, Minnesota, Mississippi, Missouri, New Hampshire, New Mexico, North Carolina, Ohio, Rhode Island, South Carolina (Term Notes Only), Texas, Tennessee, Washington (Existing Customers Only) and Wisconsin may invest in the Fund. Congregations, schools, or organizations may invest its funds or savings. Parents are encouraged to invest the savings of their children in CEF to model biblical stewardship through investing in CEF.

### **4) Who Can Borrow from CEF?**

While not exclusive, borrowers are primarily (i) the Michigan District, (ii) congregations of the Michigan District, (iii) LCMS schools and colleges, (iv) entities and associations qualifying as LCMS recognized service organizations (a "RSO"), and (v) entities owned and/or operated by member congregations. Congregations are encouraged to support the loan through investments of their members and congregational accounts.

## **5) Why Borrow from CEF Instead of a Bank or Credit Union?**

In most cases, CEF interest rates are better than or equal to what you would find at a bank or credit union. Additionally, when you borrow from CEF, your loan qualifies for the Investment Rebate Program

## **6) What Is the Investment Rebate Program?**

This program pays borrowing congregations back because of the investments from members of your congregation! Churches are eligible for a rebate check if at least 50% of the loan is supported through member investments with CEF. Additional rebate amounts are given for having at least 75% or 100% of the loan supported through member investments with CEF.

## **7) Can I Access my CEF Accounts online?**

Through CEF Direct, you can view your accounts, move money from outside financial institutions into your CEF investments, and purchase new investment products. You can even perform transactions and create automatic payments.

Visit [www.mi-cef.org/cef\\_direct](http://www.mi-cef.org/cef_direct) to learn more.

## **8) How is Interest Paid?**

Interest on all Term Notes is paid at the investor's choice - either monthly, quarterly, semi-annually, annually, or it can be accrued within the note. It can be paid by a check or through direct deposit. Interest on demand accounts accrues in the account monthly.

## **9) Can A Term Note Be Redeemed at Any Time?**

Yes. However, Term Notes that are submitted for redemption prior to their initial maturity will be charged a penalty for early withdrawal as disclosed under the "Terms & Conditions" listed on the CEF Note.

## **10) What is the Savings Stamps Program?**

Savings Stamps are a great way to teach children the value of saving money and putting it to work for the church. A Stamp Rep will sell stamps to children in a Lutheran Day School or Sunday School. Stamps come in \$1, \$5 & \$10 denominations. These stamps can then be sent to CEF to open an account for the child in their name.

## **PROMOTING CHURCH EXTENSION FUND**

Being a Church Extension Rep is vital to the ministry of CEF and will be a blessing to you, your church, and the Kingdom of God!

When you are promoting CEF to your congregation here are some tips and tools to help make your job as a CER easier and more effective.

- Let leadership at your church know that you have volunteered to be the Church Extension Rep.
- Continually remind the congregation of your position as CEF Rep in the bulletin, newsletter, or in an article about CEF throughout the year. Coordinate this with the pastor and the church secretary.
- Display CEF materials in a highly visible area in the narthex, lobby, or fellowship area. Be nearby the display during coffee hour and before or after services.
- Use available and updated CEF materials. If you run out, we can send you more. There is also a lot of information on the CEF website in the Rep site.
  - Username: CEF                      Password: reps
- Be creative! Tell the CEF story!
- If you don't know the answer to a question, don't be afraid to say "I don't know". Offer to find out and tell them next week.
- Use the provided paragraphs in bulletins and newsletters regularly. Coordinate this with the church secretary.
- Offer to talk to groups in the church such as Lutheran Laymen's League, Lutheran Women's Missionary League, bible studies, youth, seniors, etc. They are all potential investors.
- Set goals to identify potential investors and make personal contacts.
- Conduct a "CEF Sunday" in coordination with the CEF Office.
- Remember serving as a CEF Rep is a ministry position! Your work goes a long way to building the Kingdom at your church and throughout Michigan!

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## **MINUTE TALKS**

### **Minute Talks #1: Making a Difference**

When you find something that makes a difference in your life, you want to share it with everyone you care about. And that's why I'm here this morning. My name is \_\_\_\_\_ and I have found something that is making a difference in many lives.

Church Extension Fund provides a way for us to invest in the building of new Lutheran schools and churches in Michigan. While CEF helps congregations with affordable construction and renovation loans, they also earn an attractive return for investors.

If you have been looking for a way to invest that truly makes a difference, I encourage you to consider Church Extension Fund. To learn more, please see me after the service today. I would be delighted to provide you with investment information or to share my own investment experiences with you. Thank you!

### **Minute Talks #2: A Minute for Education**

Good Morning! I am \_\_\_\_\_ and I am pleased to be here today as your volunteer representative for Church Extension Fund or "CEF".

Another school year has begun and, by now, all the pencil, crayon, and sneaker shopping has been completed. But what about shopping for a college savings plan? Whether you are a parent, grandparent or student, there are four very good reasons to consider one of the many saving options available through Church Extension Fund:

#1 CEF has been helping investors and churches since 1901-- that's longer than a lot of banks.

#2 Your savings will earn a competitive rate of return.

#3 Your investment helps Church Extension Fund make affordable construction loans to Lutheran churches, schools and other ministries in Michigan.

And

#4, You make it possible for churches and schools to spread the Good News of Jesus Christ in their community just by saving for college!

To learn more, or to open an account, pick up a brochure from our literature rack. Or see me after the service. Thanks so much for your time and may God bless you today!

### **Minute Talks #3: Saving Thoughts**

On behalf of Church Extension Fund, good morning to you! My name is \_\_\_\_\_ and I believe so strongly in the work of Church Extension Fund that I serve as one of their volunteer representatives.

If you have an IRA, a college savings fund, a money market account or even a savings account, I have good news for you. By transferring these accounts to Church Extension Fund, you can do more than earn an attractive rate of return: you can put your money to work building Lutheran churches and schools across Michigan. In addition, you can take advantage of features such as CEF Direct, Automatic transfers, deposits and withdrawals. In terms of service, you won't find a friendlier or more helpful group of people than the folks at Church Extension Fund. I know. I've been saving with CEF for \_\_\_\_ years.

To learn more about CEF, check out our literature rack located \_\_\_\_\_. Or find me after the service. I would be delighted to talk with you and answer any questions you may have.

Thanks so much for your time!

### **Minute Talks #4: Do you know where your investments are?**

Good Morning! Do you know where your money is? I'm \_\_\_\_\_ and I'd like one minute of your time to talk about the rewards of investing in Church Extension Fund.

Have you ever wondered what a bank or mutual fund does with your money? Frankly, once it goes in, most of us have no idea where it goes or what kinds of companies it's building. Unfortunately, it may be going into products, services or ventures you wouldn't dream of supporting.

With Church Extension Fund, all monies are invested into the construction of Lutheran churches, schools and other ministries; the purchase or renovation of church properties; or affordable mortgages for church workers. CEF has been there for Michigan Lutherans since 1901 and during that time, it has weathered World Wars, Depressions, and Pandemics.

If you want to know where YOUR money is going, I urge you to research Church Extension Fund. Today, after the service, you will find an information table in the \_\_\_\_\_. Please stop by and pick up a brochure or a copy of CEF's annual report.

Thank you and may God bless you abundantly.

# An Investment That Runs Into Eternity!

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## Contact [CEF Representative]

Church Extension Fund is a long-trusted ministry partner of churches and schools in the Michigan District since 1901.

Investing a portion of your savings with CEF helps build Lutheran churches and ministries, plus you earn a competitive rate of interest!

A Win/Win for everyone!



**Church Extension Fund**

Building The Future...In Him!



## Church Extension Fund

### Church Extension Representative Website Log-In

[www.mi-cef.org](http://www.mi-cef.org)

Upper Right Corner of Home Page



1. Click on LOGIN
2. LOGIN NAME: **CEF**
3. PASSWORD: **reps**  
(both are case-sensitive)

On the Rep Page, you will find:

- Monthly Rate Sheets
- How CEF Works Circle Chart and 90 Second Video
- Rep Resources
- CEF Logos
- Current Bulletin Insert Paragraph
- Promotional Items Order Form

## **CHURCH EXTENSION FUND STAFF**

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## **NOTES**



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