



Finance
with a
mission

Promotion in Lutheran Schools

About us

The LLL (Lutheran Laypeople’s League) is a Religious Charitable Development Fund. We exist to serve the Lutheran Church of Australia (LCA) in business and financial matters, and have been doing so since 1921. The LLL is NOT a Bank. For an explanation of how the LLL operates, please refer to the ‘LLL Notice to Depositors’, on the LLL website.

The purpose of this handbook is to inform the reader about the LLL and the services offered to Lutheran Schools. In particular, this handbook also contains strategies for Principals, Business Managers, Bursars and your school’s promotion staff to use to promote the LLL, and to encourage the school community and other supporters to deposit funds nominated as Matching Deposits for the school into the LLL.

Administration Services

LCA Administration

- Treasury
- Payroll

Regular Electronic Giving

Business Services

Lutheran Subscriptions

Financial Benefits

Savings and Loan facility

Permanent Funds
5% annual grant

Sponsorship (National Synods & Conferences)

Board Allocations

Mission Outreach

Lutheran Tract Mission

Partnerships with LCA Departments

Core Business Activities

Loans from the LLL

Lutheran Schools are able to borrow funds, for approved projects, from the LLL at the low interest rate of 5% per annum with no application fees or ongoing costs. When compared to commercial lending rates you can see the benefit to the school of LLL low-interest loans.

LLL loans enable Lutheran Schools to develop at a faster rate and do less fundraising.

The loans are provided subject to the school having the necessary **Matching Deposits** to support these loans.

LLL Savings Accounts

All LLL Savings Accounts, whether personal, joint, child/guardian, business or organisation accounts, have the same features:

- Attractive interest (check website for current interest rate)
- No fees or charges
- No minimum deposit or balance required
- All funds available ‘at call’
- Periodical payments
- Direct crediting and debiting
- LLL branch number (BSB) 704-942
- LLL@Home internet access.

Matching Deposits

What is a Matching Deposit?

Matching deposits are unique to the LLL. They are an optional way to ensure that an LLL Savings Account helps support a particular project of the LCA, like your School.

How Matching Deposits work

One

Open an LLL Savings Account

Two

Nominate your Savings Account to be a Matching Deposit to any LCA project by:

Completing the Matching Deposit instructions on the account opening form to advise us which LCA project you wish to support. It could be:

- a Lutheran school
- a Lutheran congregation
- any LCA project.

Three

Matching Deposit accounts support low-interest loans

When approved, your nominated project is able to borrow funds from the LLL at the low interest rate of 5% with no fees or charges.

LLL loans are normally much lower than commercial lending rates, so the project enjoys significant savings for the duration of the loan.

LLL school banking

The LLL offers, to all Lutheran schools and colleges, a school banking system similar to those offered by commercial financial institutions. LLL school banking can encourage students to develop regular saving habits which can be maintained throughout life.

- LLL School Banking is a good way of **introducing** the LLL to parents of the school community, so that they can become familiar with the LLL.
- It is important for the school to ensure the account being opened is nominated as a **Matching Deposit** account to benefit the school.
- When a child opens their first LLL Savings Account, the LLL pays a **child subsidy** into the account. **Some schools** also add a gift to new student accounts.
- The LLL pays an annual **‘school banking subsidy’** to help cover costs incurred by the school to operate the LLL school banking system.

The LLL encourages all Lutheran Schools to offer this service.

Non interest – bearing accounts

Account holders can provide additional support to a particular project, department or school of the LCA by nominating their LLL Savings Account to be non interest-bearing. As a result, the LLL is able to provide an **additional benefit** to projects, based on 5% of total non interest-bearing deposits held for each project.

Those who wish to provide this support to a particular project like a school, simply complete the non interest-bearing **special instructions** on the account application form.

LLL School Building Fund

Although many Lutheran Schools have and use their own Tax Deductible Building Funds, an LLL School Building Fund is automatically opened for every Lutheran School in Australia. Donations to this fund can be used for building projects for Lutheran Primary or Secondary Schools and Colleges, and Kindergartens. School building projects include:

- Construction or purchase of buildings
- Extensions to existing buildings
- Maintenance and repair of buildings
- Repayment of building loans.

For more information on the donation process and fund access, please contact the LLL by phone 1800 556 457 or email admin@lll.org.au.

LLL promotion



An LLL Culture

The LLL actively encourages and assists the development and promotion of an 'LLL Culture' within all Lutheran School and College communities. It is the responsibility of each school to promote LLL Matching Deposits as a way of assisting the school to provide superior educational facilities for their students. The LLL is NOT a Bank but is a Religious Charitable Development Fund, and parents and supporters need to understand that the LLL exists solely to support the Lutheran Church (LCA), including schools of the Church.

Why an LLL Culture?

Lutheran Schools are able to borrow funds for approved projects from the LLL at the low interest rate of 5% per annum with no ongoing costs. **A school should have an ongoing LLL promotion strategy so when the need for loan funds arises the necessary Matching Deposits may already be available.** Developing a successful 'LLL Culture' is a multi-level strategy, from the School Council to the classroom, to parents and the wider school community. Promotion of LLL Matching Deposits, and tax deductible donations through the LLL School Building Fund, should be elements of the School's strategic plan, marketing plan and financial reporting.

Strategies for developing LLL Culture

- Develop a strategy for promoting Matching Deposits and donations.
- Have a policy to ensure documentation distributed to parents and the general school community contains references to the LLL:
 - School newsletters
 - Tuition fees handbook/prospectus
 - Annual reports
 - Payment plan options
 - Fee policy documents.
- Develop systems to monitor:
 - Matching Deposits
 - Student numbers versus Matching Deposits.
- Regularly review policies at School Council and management level to ensure current targets are being met and future needs for Matching Deposits are being included in the strategic planning process.
- Ensure all levels of staff, parents and school community are aware of these targets and the progress towards achieving the desired outcomes.

A school that has a successful LLL Culture will automatically think of Matching Deposits when considering future borrowing requirements and forward planning for building developments.

School Council

Many parents, and other supporters of the school, are not associated with the Lutheran Church, so assumed knowledge of the LLL cannot be relied upon. Members of the School Governing Council need to be informed of the work of the LLL, how the school benefits from LLL low-interest loans, how Matching Deposits work, and the importance of parents and the school community supporting the LLL.

LLL resources

- Power point show and script
- LLL brochures (LLL Children's Savings Account, LLL Personal Savings Account and LLL Business Savings Account)
- Loans saving ready reckoner (Microsoft excel)
- Promotional media package (in development)
- LLL Website.

Communication method or process

- Presentation on the LLL to new Council Members as part of the orientation process
- Explain Matching Deposits process
- Provide Council with regular updates on Matching Deposits – through graphs or spreadsheet
- Encourage Council Members to have an LLL Savings Account
- Council Members to be positive ambassadors for the LLL, encouraging parents and wider school community to support the LLL.

Desired outcomes

- Each member of the School Council understands:
- That the LLL is a Religious Charitable Development Fund, NOT a Bank
 - The LLL and how the school benefits from its assistance
 - How Matching Deposits work and their importance for the school
 - The importance of being a positive ambassador for the LLL within the school community.

School Staff

As a part of developing an LLL culture within the school, all school staff should have a clear understanding about the LLL. Many staff are not associated with the Lutheran Church so knowledge about the LLL cannot be assumed. All staff need to be informed of the work of the LLL, how the school benefits from low interest LLL loans, how Matching Deposits work, and how important it is for parents and the school community to support the LLL.

LLL resources

- Power point show and script
- LLL brochures (LLL Children's Savings Account, LLL Personal Savings Account and LLL Business Savings Account)
- Promotional media package (in development)
- FAQs
- LLL calendars
- DL promotional flyer
- LLL Website.

Communication method or process

- Staff orientation or professional development sessions
- Encourage staff to open an LLL account
- Staff to be positive ambassadors for the LLL, encouraging parents and the wider school community to support the LLL.

Desired outcomes

- Each member of the School Staff understands:
- The LLL and how the school benefits from its assistance
 - How Matching Deposits work and their importance for the school
 - How LLL school banking operates, including when it is 'school banking day', if applicable
 - The importance of school banking to educate students about money and how to save money
 - How the LLL differs from a Bank
 - The importance of being a positive ambassador for the LLL within the school community.

Parents new to a Lutheran School

It is important to introduce the LLL to parents new to the school, so they have an understanding of how the school is assisted by the LLL. Explain how Matching Deposits support the school, how low interest LLL loans save the school money, and provide the parents with information about how to open an LLL account.

LLL resources

- Library bag pack (prep/reception children only)
- LLL school banking
- Monetary gift (\$5.00) deposit from LLL for first Children's Savings Account opened
- Power point show and script
- LLL brochures (LLL Children's Savings Account, LLL Personal Savings Account and LLL Business Savings Account)
- Newsletter advertisements
- Promotional poster/s
- Promotional media package (in development)
- DL promotional flyer
- LLL Website.

Communication method or process

- Distribute brochures at orientation sessions and meetings with parents, and provide them with an overview of the LLL
- Provide new parent with LLL introduction pack
- Encourage LLL school banking
- Encourage Matching Deposit accounts
- Place link on school website to the LLL website.

Desired outcomes

- The new parent understands how:
- The LLL supports the school
 - The school benefits from low-interest loans
 - Matching Deposits assist the school
 - They can open an LLL account
 - The LLL differs from a Bank
 - To access the LLL Savings Account (i.e. via internet etc).

may God continue to bless all our efforts and give us wisdom

General ongoing promotion in Schools

Key school staff should regularly seek opportunities (at least annually) to promote the LLL. This reminds the school community how the LLL is valued by the school. It also maintains awareness of the LLL which can lead to increases in parental trust and an investment with the LLL.

LLL resources

- Power point show and script
- LLL brochures (LLL Children's Savings Account, LLL Personal Savings Account and LLL Business Savings Account)
- Individual school or project campaign brochure
- Newsletter advertisements
- Promotional posters
- Promotional media package (in development)
- LLL Calendars for staff and students
- DL promotional flyer
- Matching Deposit flyer
- Matching Deposit interactive form
- LLL Website.

Communication method or process

- Matching Deposit campaigns – new building projects
- P & F meetings
- Year level dinners
- Grandparents days
- Parents who have businesses, or suppliers/ business partners of the school
- Encourage LLL school banking
- Encourage Matching Deposit accounts
- Make personal 'one to one' visits, encouraging individuals to place funds with the LLL as a Matching Deposit
- Place link on school website to the LLL website.

Desired outcomes

- The parent and other stakeholders in the school community understand how:
- The LLL supports the school
 - The school benefits from low interest loans
 - Matching Deposits assist the school
 - They can open an LLL account
 - The LLL differs from a Bank.

Congregation supporting the School

If the Lutheran School is supported by a congregation, it is worthwhile to promote LLL Matching Deposits within the congregation to assist school building programs or campaigns.

LLL resources

- LLL brochures (LLL Children's Savings Account, LLL Personal Savings Account and LLL Business Savings Account)
- Matching Deposit flyer
- LLL Website.

Communication method or process

- Key staff member/s visit the congregation and speak at Sunday services
- Refer to the current project, the benefits to the school, and how their assistance through Matching Deposits will benefit the project
- Detail how many Matching Deposits are required
- Mention and encourage tax deductible gifts
- Speak to the ladies' and men's groups
- Speak to the Congregation Management committee/ Board/Elders.

Desired outcomes

The Congregation and its members understand how:

- The school is undertaking its project
- The school benefits from LLL low-interest loans
- Matching Deposits assist the school
- They can open an LLL account
- They can nominate their account as a Matching Deposit account for the school (if applicable).

LLL promotional guidelines

To comply with legal obligations, it is imperative that any person promoting the LLL, must not provide Financial Product Advice. Any material, information or presentations prepared by the LLL, or any organisation affiliated with the LLL, must contain only general information and must not have regard to any person's particular circumstances, financial situation, needs or objectives.

It is important that you pay strict attention to not providing financial product advice and imperative that your audience does not believe that you have.

DOs

Provide the Facts!

Providing people with accurate facts and information is appropriate and should be the goal of LLL promotional material. With this approach you are not expressing an opinion or recommendation. Please feel free to provide any facts contained in our brochures or on our website to individuals or to a group. Contact the LLL Promotions Manager (promotions@lll.org.au) if you need help with a presentation.

Examples of providing appropriate factual information:

- The LLL has a Savings Account
- The LLL Savings Account interest rate is currently X.XX%
- You can choose internet access to your LLL Savings Account
- LLL Savings Accounts are fee free
- You can pay a bill through LLL@Home using the Bpay facility
- Payroll and creditor batches can be uploaded through LLL@Home.

DON'Ts

Don't provide financial product advice in relation to the LLL.

Financial Product Advice includes recommendations or statements of opinion designed to influence a person or persons in making a decision about investing in LLL Savings Accounts or using LLL@Home internet access, and should be avoided. It is also very important to avoid using statements that suggest an LLL account is the best account to meet the customer's personal objectives.

Examples of statements that should NOT be made by anyone promoting the LLL's Savings Accounts or LLL@Home internet access:

- There is no better deposit account than an LLL account, so open one today
- Let's look at your requirements and we can see what would suit you
- Provide us with your details and we will work out what will best meet your requirements.

Don't produce your own printed material, promotion & advertising of the LLL

The LLL recommends that you do not produce your own presentations to ensure that you don't inadvertently provide financial product advice. Standard Powerpoint presentations are available from the LLL which may be downloaded from the LLL website (www.lll.org.au/promotion) or by contacting the LLL Promotions Manager.

If you wish to produce your own presentation to meet your local needs, please contact the LLL (admin@lll.org.au) to clarify what disclaimers will need to be included in your presentation.

As a minimum, the LLL recommends using the following statement in presentations and advertisements:

The information contained in this presentation/document is not intended to constitute financial product advice. You should obtain and read the LLL Notice to Depositors before making a decision to deposit funds with the LLL. You should obtain and read the Product Disclosure Statement (PDS) and consider it before making any decision about whether to use LLL@Home.

This will ensure that there are no grounds whereby you could be mistaken for giving Financial Product Advice and ensures that the LLL terms and conditions are always brought to the attention of potential depositors.

The LLL is a Religious Charitable Development Fund and should not be referred to as a Bank, Credit Union or Authorised Deposit-Taking Institution (ADI).

LLL promotional resources for Lutheran Schools

LLL Website

www.lll.org.au

LLL Brochures

Designed for:

- Parents (purple) – ‘Support your child’s school and get rewarded for it’
- Student/guardian accounts (red) – ‘Isn’t it better to teach them how to save before they learn how to spend?’
- Businesses (blue) – ‘Give your business a community focus and it will soon become the focus of our community’.

Contact promotions@lll.org.au to order brochure stocks

Power Point Presentation and Script

Downloadable from the LLL website - Resources/Promotional Tools/For Schools.

Newsletter Advertisements

Downloadable from the LLL website – Resources/Promotional Tools/For Schools.

LLL Introduction Packs

Offered annually for students:

- who start primary school – library bag pack
- who start after Year 1 – LLL Starter Pack
- whose first Lutheran school is secondary – Secondary Starter Pack.

DL Promotional Flyer

‘Have you considered an LLL Personal Savings Account?’

This flyer promotes the key features of, and how to access, an LLL Savings Account.

School Campaign Brochure

Custom brochure can be produced for a school campaign to build Matching Deposits for a new project.

Contact LLL Promotions phone 1800 556 457 or email promotions@lll.org.au

FAQs

Answer sheet for common questions that school staff might be asked about the LLL.

Refer the LLL website – About/FAQs Schools.

Matching Deposit Flyer

This DL flyer explains Matching Deposits and includes an instruction form.

Matching Deposit Interactive Form

This form can be completed online and then sent to the LLL. It can be embedded as a link in a school e-newsletter, etc.

Refer the LLL website – Resources/Forms and Downloads/Matching Deposit Instructions Form – fill out and print.

LLL calendars

Annually provide large LLL calendars for all staff and pocket-sized calendars for staff and students.

Loans savings ready reckoner

Can be obtained by email promotions@lll.org.au

Promotional Media Package

In development

Promotional Posters

In development

