**JCamp 180**

**Turning a Letter of Intent to a Formalized Gift**

*(Photocopy this worksheet and staple it to the inside cover of each donor’s file folder or to the back of each Letter of Intent so that you can track the follow up process with each donor. You may also choose to set this up as an excel spreadsheet and track in that format as well)*

***Mazel Tov! You have received a signed Letter of Intent (LOI). What happens next?***

**Donor Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Date LOI Signed: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**If the LOI was received a while ago, more than a month:**

* Send a letter sharing the success you have achieved in securing LOI’s, thanking the donor for their commitment and noting that now it’s time to focus on formalizing gifts.
* Follow-up two weeks later with a personal phone call:
  + Thank the donor for his/her legacy commitment.
  + Ask if they have formalized the commitment to date - see scenarios under 3 Months
* Continue to steward the donor.

**If the LOI was recently received:**

* **Within 48 hours** - Write a personalized handwritten thank you note to donor.  
  Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Initials of the signer\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* **1 Week Later** – Make a personal follow up phone call to the donor to thank them. Let them know you will be sending out a letter outlining next steps to formalize their commitment.

Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Initials of the caller\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Notes\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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* **Within 1.5 Weeks – Send out follow-up letter**

Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Initials of signer\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* **In 3 Months or 2 weeks after the time frame noted on the Letter of Intent** – Contact the donor again via telephone and either have a telephone conversation or set up a time to meet to discuss formalization of the gift.
  + Thank them for their legacy commitment and ask them if they have formalized their gift.  
    - If the donor says YES, they have formalized their gift
      * Thank them and congratulate them!
      * Ask if they would be comfortable sharing the amount and type of gift with you.
      * Ask if they are willing to send you confirmation of the formalization, either a copy of the portion of the document that relates to the gift or a letter from their financial advisor or attorney confirming the formalization is complete or a verification form you can send them.
    - If the donor responds NOT YET
      * Thank them for their making the commitment
      * Ask them if they have an anticipated time frame in which they expect to formalize the gift.
      * Jot down the time frame in your notes so you will know when to contact them again.
      * Contact them 2-3 weeks after they say they anticipate having it done.
      * Reiterate the importance of formalizing the gift in terms of fulfilling their philanthropic desires and the impact it will have on your camp.
    - If the donor says NO
      * Thank them for their commitment
      * Ask them if you can be of any assistance in helping them take the next steps.
      * Reiterate the importance of formalizing the gift in terms of fulfilling their philanthropic desires and the impact it will have on your camp
      * Ask if it’s OK for you to check back with them in 3, 6, 9, 12months.

**Documentation**

* You do want to have a copy of their documented gift in your file if the donor is willing to provide.
* If not, a letter from their advisor or attorney is the second best way to document a gift.
* For those donors who are uncomfortable giving you this level of detail, ask them if it’s ok to send them a form that just states that they have formalized the gift for your records.

**Stewardship**

* On-going stewardship is key to securing a legacy commitment
* Stewardship begins at the time a Letter of Intent is signed and continues through the donor’s lifetime.
* Stewardship should take many forms
  + *Public recognition* – on a wall, in newspaper or annual report, at annual meeting or other organizational events, in testimonials either print or video that are shared with the community.
  + *Personal recognition* – thank you phone calls, thank you notes, holiday cards, letters highlighting your current success and thanking them for the part they will play in sustaining your organization in the future
  + *Small gifts* – a pin, paperweight, plaque, photograph, endowment book of life page
  + *Attendance at events* specifically for legacy donors