



**Legacy/Major/Mid-level Donor Stewardship  
Plan FY20\***

<b>Month/Date</b>	<b>Focus Area</b>	<b>Donor Segment</b>
July 5-7 (CIL Camp Comm Weekend)	Committee TY calls & postcards	CIL B'nai He-Atid donors under \$150
July (wk of 7/22)	Ozo Thankathon calls	CIL B'nai He-Atid donors \$150 and up
July (wk of July 22)	Invite to "Coffee with Camp Dir"	CIL Legacy Circle and B'nai He-Atid
August 2	Shabbat Shalom call from campers with reminder to watch FB Live Havdalah	CIL Legacy Circle
August 7	"Coffee with the Camp Director"	CIL Legacy Circle and B'nai He-Atid
September 4	Mandy Patinkin exclusive presale	Leg/Leg Cir/Majors/Tapestry Majors
September 15	Thank you notes on Film Festival Opening Night Patron Seats	Film Festival Patrons
September (wk of 9/23)	Send small honey out wishing a sweet year, branded label	Legacy/Legacy Circle/select majors Discussion re: omitting those who don't want gifts...
September (wk of 9/23)	New Years card	All majors
October 18	Invite to Gan Ami Simchat Torah unscrolling; serve light refreshments before or after (depending on timing)	JCC Legacy and EC majors
November (wk of 11/28 or 25)	"Thankful for you" notes in Health Center lockers	JCC Legacy/HC Majors [ALL HC?]
December TBD	Recognition (screen/sign) at Health Center Hanukkah Dinner	JCC Leg/Leg Circle
December (wk of 12/2)	Thank you video email (CIL and JCC versions) - Personalized in video?	Leg/Leg Cir/Majors
December 25	Recognition (screen/sign) at Membership Pancake Breakfast	JCC Leg/Leg Circle
December 28	CIL FB Live Havdalah at Silver Spring candle lighting; invite	CIL Leg Circle/CIL majors/alums
January Friday TBD	Shabbat Shalom "video call" from Gan Ami with Wendy Cohen	JCC Legacy
January (wk of 1/20)	The Art of Me Invitation	Legacy, Tapestry Majors, Special Needs Majors (all majors?)

February Friday TBD	Shabbat Shalom "video call" from campers at "Shabbat Club" oneg	CIL Leg Circle
March 7	Notes on "Latin Purim" donor seats [COULD MOVE TO MAY SIG EVENT AS TY FOR SEASON]	Legacy/Tapestry Majors
April (by April 6)	Passover something (suggestion of video link like last year's fitness link)	Leg/Leg Cir/Majors
May (wk of May 11)	Invite to JCC Annual meeting reception	Leg/Leg Cir/Majors
June TBD	Recognition (screen/sign) at JCC Annual Meeting	JCC Legacy/Legacy Circle
DATES TBD; ONGOING	CIL "Happy Hours," Shabbat dinners and/or meet-ups in select cities: Chicago, Madison, Milwaukee, Others?	Legacy Circle/CIL Majors/alums?
DATE TBD	Mark Shapiro breakfast briefing on Pantry (at JCC), followed by optional Pantry tour (bus takes donors there); timing TBD based on Pantry status, but to happen in off hours.	JCC Legacy/Majors
DATE TBD Summer 2020	Tour of Richard Edelman home studio	JCC Legacy/Tapestry Majors
OTHER IDEA ONLY PROPOSED, NOT YET EXPLORED	Commission Amy Gelfman CIL artwork; give as Leg Circle Anniversary gift (10 yrs?) and/or sell.	Legacy Circle, etc.
<p><i>* please note: Not included here, but happening on a regular basis: personal touches for donors; e.g., birthday cards, anniversary cards, phone calls, lunches, etc. This is also separated out from KidShare stewardship and Rainbow capital stewardship.</i></p>		