

Jcamp180™

From STRENGTH
to STRENGTH

A Program of the Harold Grinspoon Foundation





Essential Fundraising Plan



Essential Fundraising Plan

Agenda

- Big Ideas
- 3 building blocks of a plan
- Who does the work? – staff vs volunteers
- Your Questions



TODAY

Cultivate gifts that go to work right away, through campaigns that encourage sustained ongoing support and build donor loyalty.

ANNUAL FUNDRAISING



TOMORROW

Activate campaigns that accomplish big and lasting projects and inspire larger gifts and grow the total number of donors.

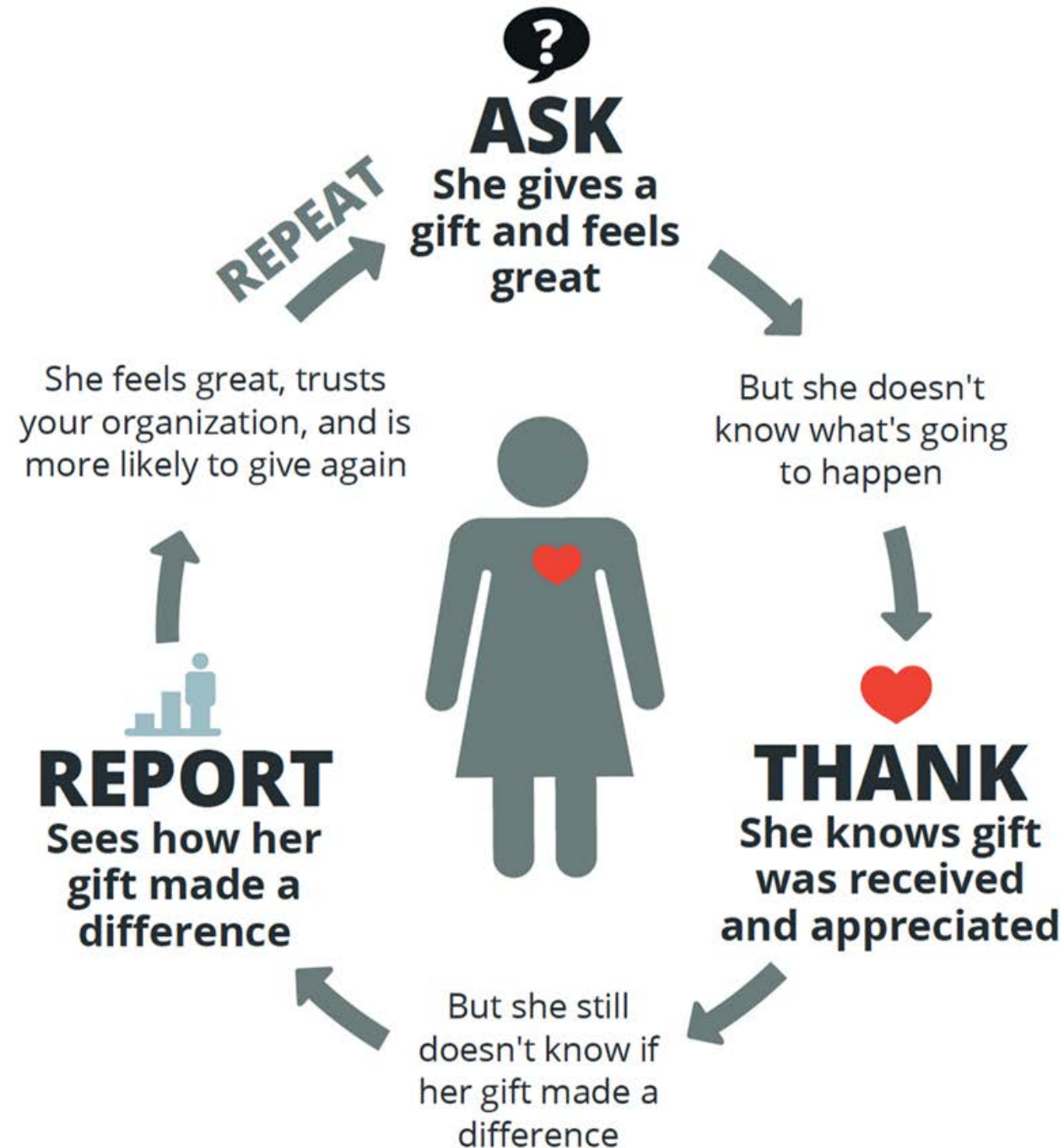
CAPITAL CAMPAIGNS



FOREVER

Grow an endowment in a campaign for outright gifts and pledged after-life gifts to ensure the organization is enduring.

LEGACY FUNDRAISING







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Our Recommendation: **TODAY**

ASK: Spring Appeal

THANK: Thank you letter that is warm and prompt

REPORT: Post Camp Impact Report / Newsletter

REPEAT: Fall Appeal letters + Year-End



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Major
Donors

90% of funds come from
10% of the donors

Mid-level
donors

Many small
donations



Ask
Thank
Report
Repeat

Our Recommendation: Tomorrow

Make calendar plan for each major donor

Schedule 3 one-on-one meetings in 2022

1. **THANK:** You are a hero to us.

2. **REPORT:** Your donation worked.
Let me share with you a story.

3. **ASK:** Please give again



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LEGACY FUNDRAISING




I. Marketing

*“Be remembered forever by CAMP NAME
with a gift through your will, trust, retirement
plan or life insurance policy”*

2. Collateral at the ready

Update
or create a
Legacy Gift

"Letter of Intent"

Insert your logo here	Letter of Intent	 <small>Assuring JEWISH TOMORROWS A program of the HANUKKAH EDUCATION FOUNDATION</small>
<p>The Talmud says, "As my ancestors planted for me, so do I plant for those who will come after me". Accordingly, I/We declare my/our commitment to help sustain a vibrant Jewish community for generations to come</p>		
Donor Information		
Name(s): _____ Birthdate: _____		
Address: _____ City: _____ State: _____ Zip: _____		
Email: _____ Phone: _____		
I/We prefer to be contacted: (circle one) Email Phone Text Postal mail		
Commitment		
<input type="checkbox"/> I/We have already committed to a legacy gift and it is legally documented		
<input type="checkbox"/> Today I/We make a/our commitment & will legally formalize it within the next _____ months (12 or less)		
Donor Signature(s): _____ Date: _____		
Organization	Gift Information — Optional	
Legacy gifts will be placed into a permanent endowment fund.	_____ Gift in Will or Trust	
_____ Camp Name Here	_____ Beneficiary of Retirement Plan	
I/We am/are also exploring making legacy commitments to the following other organizations:	_____ Beneficiary of Life Insurance Policy	
_____	_____ Cash	
_____	_____ Other: _____	
_____	The value of my gift will be \$ _____ or _____ %	
_____	Permission to List	
_____	To encourage others to make commitments to the future, I/we permit my/our name to be listed as follows:	
_____	_____ I/We wish to remain anonymous at this time.	
<small>This commitment does not create a legal obligation and may be modified by the donor(s) at any time.</small>		
Contact Information		
PLEASE COMPLETE AND RETURN THIS FORM TO: (name, phone, and email of contact person)		

3. Steward Your Legacy Members

1. Public listing of Legacy members
2. Thank each member with a card
3. At all public events include a **shout-out of thanks** to all your Legacy members.



“As our parents planted for us before we were born, so do we plant for those who come after us.” – Talmud

The Etz Chaim Legacy Society honors and recognizes individuals who are committed to the future and sustainability of B'nai B'rith Camp. Etz Chaim Legacy Society members demonstrate their commitment and generosity through a bequest or planned gift to BB Camp.

For more information about the Etz Chaim Society, please contact Michelle Koplan, Executive Director at 503-452-3444 or send her a note at mkoplan@bbcamp.org

To download your Letter of Intent, please click here: [BB Camp Etz Chaim Society Letter of Intent](#)

We would like to thank our dedicated members of the BB Camp Etz Chaim Legacy Society:

David Abel Susie Ail Ronald & Judy Appelbaum John & Carol Arnsberg Francine & Benjamin Arron Les Bick Gerry & Donna Birnbach Amy & Doug Blauer Stan & Judy Blauer	Column Jamie Hogland Marje Jacobson Lou & Kathy Jaffe Joan & Gary Kahn Steve* & Elaine Kantor Lisa Katon & Noah Kressel Allison & Jason Kaufman Michelle & Loren Koplan	Gayle Romain Felicia & Todd Rosenthal Irving Rotenberg* Kyle & Becky Rotenberg Spencer Rotenberg Stan & Pam Rotenberg Gary* & Jaimie Rubenstein Marvin Rubenstein* Steve & Sheryl Rudolph
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4. Invite

The Art of the Legacy Conversation





	Today	Tomorrow	Forever
	All others	Major Donor	Legacy
January	Plan		
February		Engage	
March			
April	Ask		
May		Engage	
June			
July			
August			
September	Report	Report	Report
October			
November	Ask	Ask	Ask
December			



Who does What?

February:

How's Your Plan?

Send your plan by 2/17 to JCamp180@hgf.org

March:

Spring Appeals

Send your draft spring appeals

April:

Donor Cultivation for Camp Season

May:

Donor Stewardship Summer and After

June:

Summer Check-in

August:

End of Year Planning

September:

Impact Report

Send your draft Impact Reports

October:

Legacy Month

November:

Major Donor Asks

December:

The Final Push



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