

LIFE &
LEGACY
FOR JCAMP 180



*As my ancestors planted for me,
so do I plant for those who come
after me.*

Talmud Taanit 23a

The Legacy Conversation

Harold Grinspoon Foundation – January 2021

Agenda

- ✓ **Before** the Conversation
- ✓ **The** Conversation
- ✓ **After** the Conversation
- ✓ **Resources** and **Tips**
- ✓ First look at **Marketing** and **Stewardship**



Motivational Values



Why are you here?

Belonging **Responsibility** **Tradition**

Obligation **Personal Growth** **Spiritual Growth**

Justice **Community** **Leadership**

Compassion **Recognition** **Helping**

Family **Pleasure** **Opportunity**
Integrity **Power**

What Motivates Legacy Giving?



- A **commitment** to being Jewish
- A desire to live up to the **values instilled** by parents and grandparents
- To give **back**
- To make a **difference**
- To be a part of something **larger** than ourselves
- To be **recognized**
- To feel **united** with others of similar commitment & **values**
- To **commemorate** loved ones
- To **share** their good fortune
- To **support** your camp and its mission

Motivation



#1 Reason people don't give?

They weren't
asked

% of donors who made a Legacy gift
because they were asked

70%

What is a Legacy Gift?



After Lifetime Gift placed into Permanent Endowment

- Gift of cash or assets (Will or Trust)
- Named beneficiary, Retirement Account
- Named beneficiary, Life Insurance Policy
- Another Estate Planning Vehicle (Lifetime income or income for heirs)

Current Gift into Permanent Endowment Fund

Legacy Giving Myth



The Legacy Conversation is focused the donor's death

NO!



The Legacy Conversation is **offering the donor an opportunity to do something significant during their lifetime**

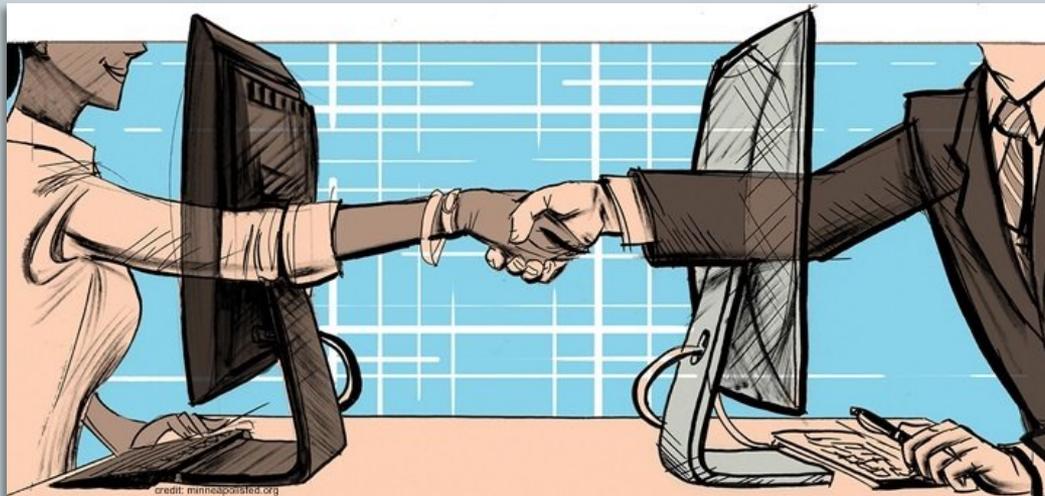
Since COVID19

- Mortality is top of mind
- Increase in making end-of-life plans
- Realignment of what's important in life
- Renewed appreciation for camp
- Need for endowment clear



Impact of Pandemic

- Legacy **conversations taking place over Zoom, Facetime, phone** if can't physically distance safely
- If hesitant to just pick up the phone – **email template** available to send out in advance of calling





How are you feeling
about having the
legacy conversation?

Before having the Conversation



The **right person**(s) asking for
The **right gift** at
The **right time**

The **conversation** must be focused on the **donor**

Your role is to **listen to the donor's** story
and use that information to encourage a legacy
commitment.

Identify Prospects

In your legacy plan, you identified prospective legacy donors...

- Those with **connections** to you
- Those with certain **giving patterns & history**
- Those with **personal characteristics** favoring legacy gifts
- Those who have been impacted by your camp

Begin by creating a list of donors
to reach out to after your board



Information

Gather information from team members, mutual friends, and camp records:

- About the donor's **relationship** with camp
- Donor's **interests**
- **Family** connections
- Affected by COVID?



Pre-conversation Email



- Acknowledge unusual time we're in
- Establish shared connection with donor and camp
- As we are meeting today's needs, we are also planning for our future
- Others are participating in new initiative
- Will call next week to set time to talk



Setting the appointment

- **Smile**
- **Thank** them for their generosity to the camp
- **Tell** them what you're calling about
- **Arrange** a time to meet/zoom at their convenience





What might be some responses you
might expect to hear at this point?

How might you respond?

Appointment Objections

“No time” or “just tell me now”

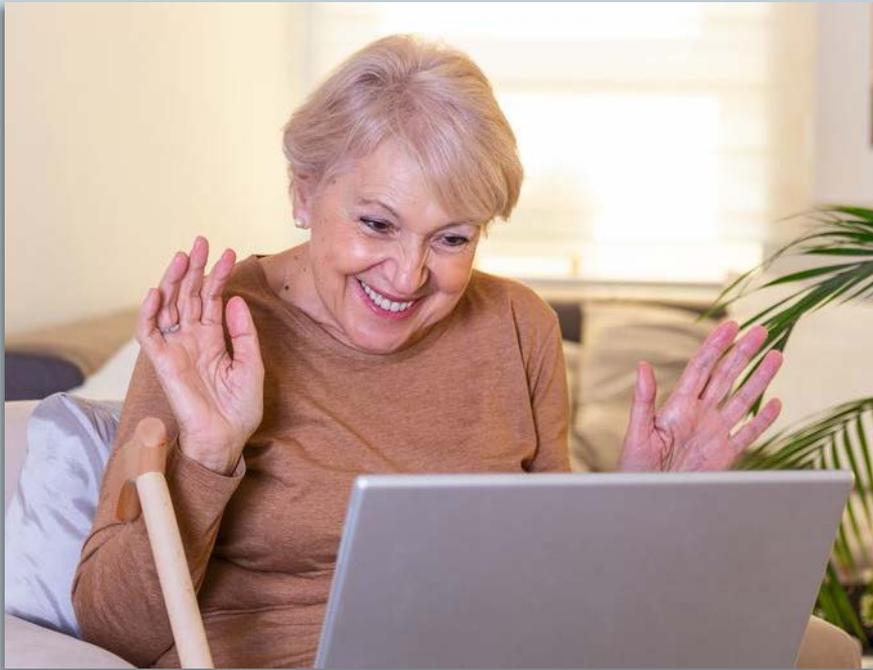
This is an important conversation about the future of camp, and it deserves a more in-depth conversation than we can have right now, do you have time next week?

“No money”

I am not going to ask you to spend any money now or in the near future. I’m calling you because I really think this is something you would want to be a part of; can we schedule a time to talk?

Others

The Conversation



All About the Donor

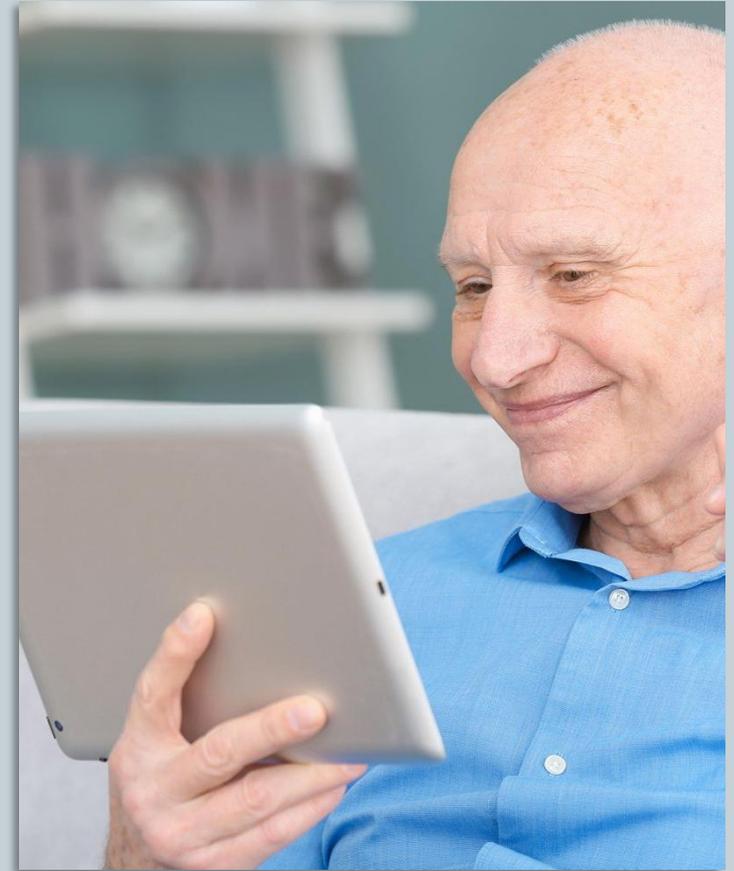


- A **script doesn't work** for a legacy conversation
- **Individualized conversation** based on the donor's interests, values and the difference they want to make
- Use conversation to **understand what is important** to the donor
- Look for ways to **acknowledge, affirm and agree** with what they are saying...**avoid saying “no” or “but”**



Tips for Great Conversations

- **Body language** and **eye contact** that communicates attention
- **Active listening** that communicates respect and caring
- Genuine **curiosity** that demonstrates interest



Tom Ahern and Simone Joyaux, *Keep Your Donors*

Conversation Steps



- **Open** the conversation
- **Uncover** their story and connection to camp
- **Invite** them to join you
- **Respond**



Open the Conversation



- Create a space of warmth, easy conversation, honesty...be real!



Uncover Their Story



Ask Questions and LISTEN:



- What led you to make your first gift to camp and why?
- What moves you to be such a loyal donor?
- What is the most meaningful experience you have through your association with camp?
- What is it that we do that you would like to see continue long into the future?

Listen, Listen, Listen



- **Accept** whatever you hear – use to navigate through the rest of the conversation
- **Focus on their connection** to camp, not what your camp needs
- Only ask about a legacy commitment when **the donor seems ready** to hear it



Share Your Story

Share:

- Why legacy support is important
- Your emotional connection to the camp
- Why YOU decided to make a legacy commitment
- Short, heartfelt, compelling, and true

If you think it will be motivating to the donor, explain the incentive grant opportunity



Invitation

Will you join me in making a legacy commitment to (Camp name)?

Be quiet and wait...





A model conversation



Respond

**Be prepared to respond
whatever the donor's response**



Donor says Yes! or “It’s already done”

Thank You!

LOI

Send
personal
note

Donor says “I’ll think about it”

Offer additional
information

Schedule a time
to follow up

Thank You
Send personal
note
Follow up

Donor says “No”



Ask if they will
share their
reason.
Acknowledge &
Accept

Depending on
reason ask if OK
to follow up with
them in 6 months
or a year

Thank for
meeting and send
personal note



What might be some objections
you might hear?

How might you respond?



Common Objections

**No
Money**

A legacy gift doesn't require any money now. The legacy promise you make today will be funded after your lifetime.

Common Objections

**Leaving
it to my
children**

- **An estate plan that includes your children and organizations you care about can ensure that your children receive an inheritance at the same time as your personal charitable values are honored**
- **Absolutely. You can set aside what you want for your children and we will take the leftovers!
(residual beneficiary)**

Common Objections

**This is
only for
the
wealthy**

- **A legacy gift can be made by anyone and can be for any amount or percentage.**
- **A legacy gift is not about what is in your wallet. It is a demonstration of what is in your heart – a way to perpetuate your values.**

Common Objections

**I don't
have a
will**

- **You don't need a will to make a legacy commitment. Two other options are to leave a percentage of a retirement fund or a life insurance policy.**

BREAK OUT!



AFTER the Conversation

- Handwritten **thank you note**
- Jot down **notes** for further cultivation or stewardship
- **Report back** to your Legacy Team
- **Follow up** as agreed



From Letter of Intent to Formalization

Securing a legacy commitment is a **two-step process**.



Letter of Intent

By creating my Jewish legacy, I/we confirm my commitment to the Jewish organization(s) that have been important to me in my life and that I want them to endure and thrive for future generations.

I/We intend to leave a legacy gift and will formalize my/our gift within ___ months.

I/We have already made my/our legacy plan gift but have not yet shared this information.

It is my/our desire that the following partner organization(s) benefit from my/our legacy gift:

PRINT NAME(S) _____

BIRTHDATE(S) _____

ADDRESS _____

CITY, STATE, ZIP _____

HOME PHONE _____ MOBILE PHONE _____

EMAIL _____

SIGN _____ DATE _____

SIGN _____ DATE _____

To encourage others to make commitments to the future, I/we permit my/our name to be listed with other donors. Name as it is to be printed in listing _____

I/We prefer to remain anonymous at this time.

I/we understand this Letter of Intent is not a legally binding agreement and I/we may amend or modify it at any time.

Please return this form to the community partner organization named above, mail to the Jewish Community of Louisville, 3600 Dutchmans Lane, Louisville, KY 40205, to the attention of Jennifer Tuvin, or email the completed form to jtuvin@jewishlouisville.org.



Jewish Community of Louisville
Together in Life, Learning & Leadership

Step 1 Letter of Intent

I/We intend to create a Jewish Legacy and will formalize my/our gift within (12) months.



Legacy Gift Confirmation

Thank you for your promise to provide for future generations and assure the continuity of services and programs in the Louisville Jewish community. We are asking all of our donors to confirm the formalization of their legacy gifts by completing this form.

I/We _____ of _____ CITY _____ STATE _____

confirm that I/we have provided for my/our promise to LIFE & LEGACY for the benefit of the following organization(s):

<input type="checkbox"/> Adath Jeshurun	<input type="checkbox"/> Jewish Federation of Louisville	<input type="checkbox"/> LBSY
<input type="checkbox"/> Jewish Community Center	<input type="checkbox"/> Jewish Learning Center - Chabad	<input type="checkbox"/> Temple Shalom
<input type="checkbox"/> Jewish Family & Career Services	<input type="checkbox"/> Keneseth Israel	<input type="checkbox"/> The Temple

The approximate value of my/our promise will be \$ _____ or _____ % of my/our life insurance, retirement or estate.

I/We confirm that I/we have made appropriate formal arrangements to assure that my/our legacy gift will be accomplished according to my/our wishes. My/Our commitment is acknowledged within the following document(s):*

Bequest in Will or Trust

Beneficiary of Retirement Plan Assets (IRA)

Beneficiary of Life Insurance Policy

* Please provide a copy of the pertinent pages to make sure that your wishes are met.

Other (describe): _____

DONOR SIGNATURE _____

DONOR SIGNATURE _____

OPTIONAL:
My/Our estate planning attorney is: _____
My/Our financial planner is: _____
Other (family member): _____

**Step 2
Legacy Gift Confirmation**

I/We have made legal arrangements for my legacy gift.



Contact us at 502-469-0460.










Letter of Intent

Make sure that all information is readable



Donor(s) signature



Encourage them to consider leaving a legacy to other organizations they value



Insert your logo here

Letter of Intent


ALUMNI OF THE WISSE FOUNDATION
OFFICE OF HEBREW EDUCATION

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.

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

I/We have already committed to a legacy gift and it is legally documented
 Today I/We make a/our commitment & will legally formalize it within the next _____ months (12 or less)

Donor Signature(s): _____ Date: _____

Organization

Legacy gifts will be placed into a permanent endowment fund.

_____ Camp Name Here

I/We am/are also exploring making legacy commitments to the following other organizations:

Gift Information — *Optional*

_____ Gift in Will or Trust
_____ Beneficiary of Retirement Plan
_____ Beneficiary of Life Insurance Policy
_____ Cash
_____ Other: _____

The value of my gift will be \$ _____ or _____%

Permission to List

This commitment does not create a legal obligation and may be modified by the donor(s) at any time.

Contact Information

Formalize gift within 12 months



Permission to print name



Legacy Gift Confirmation



Make sure that all information is readable



Insert your logo here

Legacy Gift Confirmation



Assuring JEWISH TOMORROWS
A program of the HANDEL GENEPOUN FOUNDATION

To benefit future generations, I/we affirm that I/we have made the following legal arrangements for my/our gift.

Donor Information

Name(s): _____ Birthdate: _____
Address: _____ City: _____ State: _____ Zip: _____
Donor Signature: _____ Date: _____
Donor Signature: _____ Date: _____

I/We intend for the following organization to benefit from my/our Legacy gift:

_____ **Camp Name Here**

My/Our commitment is acknowledged within the following document: (please list amount or percentage)

_____ Gift in Will or Trust (can be percentage, residual, or specific amount)
_____ Beneficiary of Retirement Plan, Administered by: _____
_____ Beneficiary of Life Insurance Policy, Insurance Company: _____
_____ Donor Advised Fund
_____ Cash Endowment Gift
_____ Real estate, Personal property, Securities, Specialty asset, Business Interest
_____ Other: _____

Estate Planning Attorney, Financial Planner/Advisor, Family member, Executor, Trustee for my/our gift is:

Name: _____ Phone or Email: _____
Name: _____ Phone or Email: _____
Name: _____ Phone or Email: _____

PLEASE COMPLETE AND RETURN THIS FORM TO:

name, phone, and email of contact person

Information below this line is all optional



3 Main Giving Vehicles

- **Gift in Will (Bequest)**
- **Percentage of Retirement Account (401K, IRA, RRSP)**
- **Percentage of Life Insurance Policy**



Update
Beneficiary
Designations

To learn more, contact a professional advisor (attorney, CPA, financial planner, etc.) or one of the Jewish Community Foundations in your region of the country

Start with Board



Tips for Board Presentation

- **Share** your personal legacy story
- **Explain** legacy initiative
- **Answer** any questions
- **Assign** team to follow up with each board member individually
- **Follow Up** within two weeks to make appointment



After the Board

- Each **legacy team member assigned 1-2 donors** at a time.
- Commit to having at least **one legacy conversation a month** and to report back to the team.
- **Meet monthly** as a team.
- This pace is **sustainable** and allows you to truly **integrate legacy giving** as part of the fund-raising practices of your camp.



Initial Marketing

- **Announce** legacy initiative
- **Create** a Legacy Society
- **Use** Tag Line:

*Be remembered forever by
[camp] with a gift in your
will, trust, retirement account
or life insurance policy*



THIS PASSOVER, AS WE RECALL
THE STORY OF OUR ANCESTORS . . .

Let's also write the next chapter.
HOW WILL YOU ASSURE
JEWISH TOMORROWS?

Organization
Logo 1

Organization
Logo 2

LIFE &
LEGACY
Assuring JEWISH TOMORROWS
אנו מסייעים לך להבטיח את העתיד היהודי שלך

To create your Jewish legacy contact: Jane Doe, Director of Giving
jane@giving.org • 555.555.5555 • www.website.org

Initial Stewardship

- **Promptly thank** donor with a call and personal note
- **Reconnect** with existing legacy donors
- **Begin listing** Legacy Society members



TEMPLE COVENANT OF PEACE
Chai Society
ASSURING JEWISH TOMORROWS IN EASTON

A huge thank you to our Temple members who have chosen to support us in their wills, trusts, retirement accounts or life insurance policies.

DR. JOHN & INGELISE BROWN	ALAN KARES
ELIZABETH CARTINE	SCOTT LEIBER
HARVEY CARTINE	JIM & SHELAH MUETH
EDWIN DAVIS	JEFF MURDOCH
RABBI MELODY DAVIS	PATRICIA PRICE
BRION & NANCY EBERT	EILEEN B. SEGAL
CHARITY HYDE	ANONYMOUS (8)
GWEN JACOBS	

Temple Covenant of Peace's Legacy Team is delighted to answer any questions you may have about this program. Please call our team leader Scott Leiber at (484) 866-0848 for further information.

 Temple Covenant of Peace
WARM FOLKS, COOL SHIL

 LIFE &
LEGACY
Assuring Jewish Tomorrows

 LEHIGH VALLEY
JEWISH FOUNDATION
Assuring Jewish Tomorrows
Jewish Education of the Lehigh Valley

Resources

www.JewishLifeLegacy.org

Resources Tab

Username: **resources**

Password: **hgflegacy**



Upcoming Workshops

Please join us for the following workshops

- **January 14, 7:30 pm EST** – *Top 10 Legacy Fundraising Strategies from Science Research* with Dr. Russell James
- **February 9, 7:30 pm EST** – *Writing Impactful Thank You Notes* with Karen Martin
- **March 3, 7:30 pm EST** – *The Arc of the Legacy Ask* with Brian Saber



Next Steps

- Start having **conversations**
- Year I begins **January 1, 2021**
- Report Training will on **January 20 at 3:30 pm EST**
- First quarter ends **March 31, 2021**
- Next workshop on **Marketing & Stewardship**

Conduct poll to select next date



LIFE &
LEGACY
FOR JCAMP 180



LIFE &
LEGACY[®]
FOR JCAMP 180



*As my ancestors planted for me,
so do I plant for those who come
after me.*

Talmud Taanit 23a

The Legacy Conversation

Harold Grinspoon Foundation – January 2021