



Endowment-Building: Strategies for Today and Tomorrow to Secure Your Camp's Forever

JCamp 180 recommends that every Camp explore the opportunities that endowment-building offers for engaging your community and securing your financial future whether through legacy fundraising, current gift fundraising, or a combination. The Life & Legacy for JCamp 180 training program can be an excellent option for many Camps, and we will share more information when the next cohort is scheduled.

Here are some things that your camp can do right now:

	Engage Leadership	Raise Awareness	Engage Donors
<p><u>If you have an active Legacy program that is building your Endowment:</u></p>	<p>Schedule a conversation for your board and professional leadership to review the progress of your endowment-building goals through legacy. Review annual legacy action plan, goals, and timelines. JCamp 180 consultants are available to help facilitate your conversations.</p>	<p>Review your website, email signatures, and other marketing materials to ensure you have clear, inspiring messaging about why and how donors should contribute to your endowment by making a legacy commitment. See Surprise Lake Camp’s website for an example: surpriselake.org/ways-to-give/1902-legacy-society.</p>	<p>Continue to deepen your relationship with and steward your current legacy donors. You are aiming to build a lifetime relationship, and every interaction with camp has the potential to increase their ultimate gift (as well as ongoing giving!)</p> <p>Work with donors who have signed Letters of Intent (LOIs) to formalize their plans. A member of our team can work with you on how to do this.</p>
<p><u>If you want to start or reignite your Legacy program to build your Endowment:</u></p>	<p>Schedule a conversation with your board and professional leadership about the benefits of building endowment through legacy. Discuss what’s needed to begin or reignite a legacy program at camp. Decide on actions to be taken, goals, and a</p>	<p>Include a message like this in email signature lines of your camp’s lay and professional leadership: <i>“Be remembered forever by (name of camp) with a gift from your will, life insurance, or retirement account.”</i></p>	<p>If you previously collected Letters of Intent (LOIs), dust them off! If you participated in a previous cohort of Life & Legacy for JCamp 180, we can help you find those old LOIs.</p> <p>Reach out to your donors who</p>

Access resources at jcamp180.org/knowledge-center and connect with our team through Dalia Krusner at dkrusner@hgf.org.



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	<p>timeline. Invite a JCamp 180 Consultant to help facilitate your conversations.</p>	<p>Review/update your website’s page about legacy giving. See Surprise Lake Camp’s example: surpriselake.org/ways-to-give/1902-legacy-society.</p> <p>Have a Letter of Intent (LOI) at hand that you can share with anyone who expresses an interest in including your camp in their estate plans. You can find a template here or on JCamp 180’s Knowledge Center.</p>	<p>previously signed LOIs to update them about camp and let them know you appreciate them, and get permission to list them as members of your legacy society on your website.</p>
<p><u>If you want to grow your Endowment today with current fundraising:</u></p>	<p>Schedule a conversation for your development and finance committees, as well as the full board, about the benefits of building your endowment fund through current gifts right now. You can invite a member of our team to join you for this conversation.</p>	<p>Update your website, email signature, and other marketing materials to promote the option of current giving to your endowment fund.</p> <p>Include stories of endowment’s positive impact on camp, campers, staff, and the camper experience. Highlight an endowment fund donor to speak about why their giving is so important.</p>	<p>Report to existing endowment donors and their families so they know how the fund is performing and the impact endowment income is having at camp.</p> <p>Identify a handful of donors who may be interested in giving to endowment. Invite them to a conversation about supporting camp’s “Forever” vision by contributing to your endowment fund today.</p>