Mapal Legacy Society  
Sustainability Plan  
(February 2011)

Goals: Minimum 36 conversations and 18 new legacy gifts (with signed declarations of intent)

Legacy Team
- Expand legacy team to formally include:
  - development committee chair
  - additional development committee member
  - board president
- Informally provide training to board members at a board meeting and invite David Sharken to provide powerpoint presentation entitled Legacy Myths
- Future plans to include an alumni representative on the legacy team
- Development Director to remain with lead role in support of the continuation of the program

Target Groups
- Board members (individual conversations with 5 new board members)
- Past board members (10 individual conversations)
- Donors (individual conversations with 8 donors who have annually given donations to Ramah Darom)
- Mayer Mitchell Legacy Fund (4 personal conversations with people who were friends of Mayer Mitchell’s)
- Camper parents (4 group presentations – include discussion at community parlour meetings, parent kallot and grandparent kallot during summer at camp)
- Camper grandparents (5 personal conversations with grandparents who have consistently given donations to Ramah Darom)
- Staff (individual meeting with 4 summer staff members)
- Alumni (6 individual conversations)
- PR: Annual Report and Newsletters will continue to contain information about Mapal Legacy Society
- All pledge cards include box to check off if interested in a discuss about legacy donation
- Web being updated – will include information about Mapal Legacy Society, Legacy Donor’s story, picture

Calendar of Activities (2011)

February- March
- Complete conversations with current and honorary board members
- Recognition: Listing published in Annual Report with article about importance of Mapal Legacy Society
• Develop committee to discuss format for recognition of all Mapal Legacy Society members.

March
• Presentation at Board Meeting
• Continue to meet with donors
• Personal letters written to Legacy members with invitation to camp during summer

April
• Targeted discussions with participants Passover retreat
• Individual meetings with potential donors in Atlanta

May
• Article in newsletter
• Targeted discussions with senior camp staff

June-July
• Presentation at various parent, grandparent Kallot
• Targeted discussion with rabbinic visitors to camp
• Thank you cards written to Legacy members from campers

August
• Thank you to current legacy members and article in newsletter

September - December
• Continue to meet with potential Legacy donors to meet goals set