



Camp Legacy Sustainability Plan Outline

Set specific goals and activities

- Be specific about the target number of new Legacy Society Members, and measure your progress towards that goal.
- Set your goals based on the number of people you can identify to ask.
- Establish a month-to-month calendar to keep on task.

Re-energize the Legacy Team

- Review the job description, and keep notes of what you've done to share with future members.
- Recruit members of different ages and friendship-circles at camp.
- Limit committee service to a few years, so no one person burns out or runs out of contacts.
- Have current members mentor newer members on the committee.
- Build a culture on the committee that makes it a pleasure to serve on it: "recognition and gratitude."

Management

- Who is responsible for the Legacy program? Revisit staff and lay leader roles in support of the continuation.
- Reporting, data management, donor communication.
- Share management tasks among volunteers:
 - writing up a Legacy donor's story,
 - hosting a family up at camp,
 - opening up your home for a parlor meeting,
 - posting information on Facebook,
 - researching addresses of past staff members.

Prospect Identification

- Create a numeric goal for the number of new prospects.
- Tap team members and board members to help you identify new names of prospects.
- Develop categories of prospects that your committee has not reached out to yet, such as: former staff, former board members, consistent long-term donors, younger alumni, different geographies, certain age groups, certain program participants.
- Cultivate: set up opportunities for new Legacy prospects to visit camp.

Marketing

- Continue outreach efforts (newsletter articles, special mailings, website updates).
- Use donor testimonials to encourage others.
- Use group presentations (alumni events, committee meetings, parent visiting day, etc.).



Steward!!

- **Ongoing appreciation and recognition**
 - List names on recognition wall and newsletter/website.
 - Plan an annual Legacy event.
 - Send thank you letters each year with program updates.
 - Involve board members to personally talk to Legacy donors at least once a year.

- **Further conversations**
 - Meet periodically with Legacy donors to connect with them and the camp.
 - Ask Legacy donors what is important to them and how they envision their future gift being used.
 - Ask about possibly increasing or making additional gifts.
 - Ask each donor for names of other prospective Legacy donors.
 - Use your database to record conversations.

- **After the donor's lifetime**
 - Remember the donor once a year in a meaningful way.
 - Involve family members by updating them on how gift was used and how the camp's mission continues in their loved one's name.

Other Ideas:

Find a Donor to reward an active team

- Identify a donor who will pledge current year gifts in response to every signed Legacy letter of intent or for a target number of signed letters, thus replacing the JCamp 180 incentive grant.

Personalized Training

- Contact your JCamp 180 mentor to provide training to the new team members and support the returning members of the committee.
- Refer to the JCamp 180 Knowledge Center on our website for ideas and material.