



## PJ Library Endowment Planning Guide\*

This document will serve as a guide to support you in creating and implementing your PJ Library Endowment Plan. You will find best practices on writing your case statement, team management, identifying target audiences and building prospect lists, marketing, stewardship, goals, and implementation checklist. We hope this will be a helpful tool to set you up for success.

### Case Statement

Your case statement is intended to remind donors of the impact PJ Library has on the lives of children and families in your community and make it clear that this is an initiative that is vital to your community's continued strength and vibrancy.

It is different from most things you are asked to write. It is not a recruitment tool to get families to sign up or participate in PJ Library, but rather a reminder of PJ Library's impact. It focuses on the future and not on your current needs.

In addition to being the introduction to your PJ Library Endowment Plan, it is intended to be used as a stand-alone piece to share with the individuals you will be having PJ Library endowment conversations with and to provide language for other marketing materials.

Please keep your case statement to one page, write in an **active tense**, and print in an easily readable font. We recommend that you include some photos to help tell your impact story.

Your case statement should motivate and inspire members of your community to make a PJ Library either a cash endowment gift or a legacy commitment to your local PJ Library program. It should be **positive, forward-looking, and confident**. It should articulate why your PJ Library must continue to flourish as an essential community resource now and for future generations.

Your case statement should describe the emotional connection donors and families have to PJ Library. It should invite donors to be part of your PJ Library endowment society and clearly articulate the impact PJ Library legacy and endowment gifts will have on those you serve (PJ Library families).

Before you begin writing, we suggest that your PJ Library Endowment team share with each other why you have chosen to give your time, energy, and financial resources in support of PJ Library and the important role it plays in your community. You may want to ask others involved with your PJ Library program these questions as well. These conversations will help you develop the appropriate language and feelings to convey in the case statement.

***The questions provided below are intended to serve as a guide to help you develop your PJ Library case statement.***

**Your case statement will have four parts:**

- 1) Who you are and the role you play in the community?
- 2) Your core values and how they are expressed
- 3) A statement that identifies who your PJ Library legacy and endowment donors are i.e.: Our PJ Library legacy and endowment donors are people just like you who believe/want....
- 4) Call to join/be part of this special group of people

**To draft your case statement, consider the following questions:**

- What impact has PJ Library had to date on you personally, and in the community.
- What are your organization's core values? How does PJ Library express these values?
- What is unique about what PJ Library provides/offers to your community?
- What are your future aspirations for PJ Library?
- What impact will PJ Library legacy and endowment gifts have on those you serve?

**When drafting your case statement make sure to:**

- Write in active voice. You do not 'seek to educate' or 'hope to engage', etc.
- Use descriptive words to talk about the impact PJ Library has on its constituents.
- Share your core values that PJ Library puts into action.
- Shares the 'story' of PJ Library in your community, why is your PJ Library program unique and needed in your community.
- Provoke the reader's emotions. Make them remember why PJ Library is special to them.
- Focus on what PJ Library has to offer future generations.

**What NOT to do in a case statement. Make sure you haven't:**

- Presented a detailed history of PJ Library
- Talked about current or future needs
- Focused on how great your current staff is. The reader already knows!
- Overused words or abbreviations
- Focused on statistics such as how many people you have reached, or list specific programs offered
- Written more than a page

We are happy to meet with you to review your case statement. We welcome the opportunity to offer suggestions to help make it as motivating a piece as it can be so donors are compelled to make an endowment commitment. As a reminder, we will ask you to submit a copy of your case statement in your first quarter reporting.

## **Management Strategy - Your PJ Library Endowment Team**

Putting the right PJ Library Endowment team together is critical to your success. Consider building a team that includes a lead development professional, committed and passionate lay leaders, grandparents, donors, and key connectors?

Your management strategy should describe who is responsible for the implementation of your PJ Library endowment effort. It should clearly delineate who will have which responsibilities.

To draft your management strategy, it is helpful to list each PJ Library endowment team member followed by their respective roles on the team.

- Which of your team members will be responsible for having conversations with donors? The more team members having conversations, the greater number of endowment commitments you will receive.
- Who will be the lead person responsible for implementing the plan and keeping the team on track?
- Who will be responsible for implementing your marketing plan?
- Who will be responsible for implementing your stewardship plan? Specifically, who will be responsible for sending out the thank you notes, making sure thank you phone calls are made, making sure PJ Library legacy and endowment events take place and that donor lists are printed?
- Who will be responsible for keeping your board of directors informed of your progress?
- Who will be responsible for keeping track of donor prospect meetings?
- Who will be responsible for tracking gifts, documents, and records?
- Who will be responsible for submitting PJ Library Endowment Quarterly reports?

## **Target Audiences and Developing Your Prospect List**

Your target audiences and prospects list outline the categories of individuals you are planning to have PJ Library endowment conversations with during the two-year pilot. **It is helpful to list these groups in priority order, starting with your PJ Library Endowment Team.**

To develop your target audience and prospect list, consider the following questions:

- Who is currently well informed about, well connected and shown a commitment to PJ Library (i.e., boardmembers, long-time PJ Library donors, major donors in your community)?
- Who are your long-time loyal and steady PJ Library donors? (I.e., former PJ Library committee members, those who have given to PJ Library for many years, PJ Library grandparents, longtime PJ Library volunteers; we define loyalty as having given or volunteered for 5 or more years)?
- Others who have warm feelings for PJ Library (PJ alumni families, PJ Library Parent Ambassadors/Connectors, Young Adult Division alumni, Women's Philanthropy)?

When it comes to legacy prospects which of your constituents are of an age where they are thinking about wills and estate planning (generally 40's and older)? It is helpful to identify groups to whom you can make a presentation to/plan a parlor meeting for and then follow-up with individual conversations?

- Your organization's board
- PJ Grandparents
- PJ Alumni Families/ Young Adult Division
- Other Major donor groups where donors have indicated PJ Library interest

## **Marketing**

As part of your PJ Library Endowment Plan, we want you to begin thinking of ways you can “get the message out,” given your current organizational infrastructure.

To draft your marketing plan, consider the following questions:

- Which communication vehicles are currently in place and could be used for marketing your PJ Library Endowment program?
  - Newsletter – articles/ads
  - Weekly announcements at meetings/via email
  - Website
  - Posters / video board / flyers
  - Events
  - Direct mail
  - Blast emails
  - Social media
- How can each of them be used to spread the PJ Library Endowment message --- and how often?
- Is there a visible physical location to post information about leaving a PJ Library Legacy or making a cash endowment gift and a way to honor those who do?
- Is there someone in your organization who can interview PJ Library endowment donors and either write up or tape video testimonials to be shared with others in your community?
- Is it feasible to add some PJ Library endowment information, at no additional cost, to one or more already scheduled mailings? *Creates awareness but doesn't result in significant number of commitments.*
- Do you want to create a PJ Library Endowment focused brochure or incorporate a PJ Library Endowment message into an existing informational piece? (HGF will provide a printed endowment brochure with you community's logo and contact information on the back. There will be an optional community-specific one pager offered that can be used alongside the brochure along with your case statement.)
- Are there annual gatherings or other events into which a PJ Library endowment message

can be incorporated?

- Can you easily incorporate PJ Library endowment information into your existing website?
- If you use social media, can you intersperse a few PJ Library endowment themed messages into your usual postings?

## **Stewardship**

Stewardship is key to the success of any endowment program as it is the way we show appreciation to, and stay connected with, those who have made a PJ Library endowment commitment. In the fall, we will offer an in-depth training on effective stewardship. As part of your PJ Library Endowment Plan, we want you to begin to think about methods you can easily implement to acknowledge PJ Library endowment commitments.

To draft your stewardship plan, consider the following questions:

- What types of stewardship activities is your organization currently engaged in?
- Is it possible to include your PJ Library endowment donors in these existing stewardship activities?
- What types of stewardship activities, if any, will you undertake specifically for PJ Library endowment donors?
- Will you make a personal phone call immediately upon receipt of a letter of Intent/cash endowment gift?
- Will you send a personal note thanking the donor for their legacy commitment/cash endowment gift within two days of receipt?
- Will you create a PJ Library endowment/legacy society or incorporate PJ Library endowment donors into an existing endowment society?
- Will you list PJ Library endowment society members in a newsletter or acknowledge commitments somewhere in your building?
- Will you send cards at birthdays, Rosh Hashanah, Hanukkah, and/or Passover?
- Will you send a card on the anniversary of your donor's endowment commitment?
- Will you send an organizational update specifically for PJ Library endowment donors at least once a year?

## **Goals**

Based on your PJ Library endowment goal, consider which donors you plan to approach first for a cash gift. Determine how many donors at what gift amount you need to meet your cash endowment goals. Next, build your legacy prospect list. After the first year, you can see if you need to alter your strategy based on the success of the first year.

**As a reminder, to secure the \$10,000 legacy bonus, you need to secure 36 Letters of Intent with at least 12 gifts legally put in place by the end of the two- year fundraising period.**

**Implementation Checklist:**

This final section of your PJ Library Endowment Plan is a checklist of tasks to be accomplished during the first two years. The more specific you can be, the better as this list will assist you in staying on track and reaching your goal. All activities mentioned under management, target audiences, and prospects, marketing, and stewardship, can be written as either a bulleted set of to-do-items that can be checked off or a calendar highlighting when you are going to undertake each activity. Be sure to include when you expect each team member to have conversations. To assure greater accountability also list the individual responsible for accomplishing the task.

We look forward to reviewing your plan with you!

*\*This document is based on the Harold Grinspoon Foundation's Legacy Plan Guide produced for the LIFE & LEGACY® program*