**Camp Legacy Program – 2018 - 2021**

Since 2008 JCamp 180 has sponsored the Camp Legacy Program to encourage camps to take advantage of long-term philanthropic opportunities from their alumni, parents, and other friends of camp.

Based on a highly successful model conceived by Gail Littman (*z”l*) at the San Diego Jewish Community Foundation, Camp Legacy is a three-year program providing training, guidance, and financial incentives to inspire camps to plan and launch a program to actively seek bequests and other after-life gift commitments to benefit camps’ endowments.

To date, 57 camps have participated in JCamp 180’s Camp Legacy Program. 41 have achieved their three-year Legacy goals and incentives while six more are actively pursuing their goals. Approximately 3,580 individuals and families have made legacy pledges to camps representing an estimated $76.5 million in future commitments to their favorite camps.  Harold Grinspoon and JCamp 180 are very proud of these achievements!

**Features of the 2018-2021 Camp Legacy program**

* On-site orientation, training and ongoing coaching for lay and staff Legacy teams by JCamp 180 Mentors
* Assistance with goal setting and creating a Legacy Action Plan including marketing and donor stewardship
* Continuing education and support through JCamp 180 sponsored webinars, newsletters, and online resources
* Financial incentives totaling as much as $25,000 over three years as well as travel stipends for Legacy team members to attend JCamp 180 trainings and conferences

**Expectations of Participating Camps**

* Assemble a team of lay and staff (4-6) members to serve as the Legacy leadership team
* Commit to Legacy team attendance and participation at orientation, training, webinars and other Legacy education events
* Abide by terms of JCamp 180 Camp Legacy agreement
* Meet all deadlines for submission of Legacy plans, marketing/outreach and stewardship activity reports , and documentation of Legacy Letters of Intent
* Communicate with Camp Legacy managers and Mentors at JCamp 180 to report problems, concerns and suggestions for improvement to the program

**Expectations of Legacy Team Members**

* Make your own legacy gift
* Have passion for camp and comfort sharing that enthusiasm with others
* Reflect a diversity of camp constituent groups, ages, giving levels and experience
* Be willing to learn the basics of after-life giving programs (No prior knowledge or experience required)
* Be willing to approach others to talk about their potential legacy gift
* Attend and actively participate in trainings and other JCamp sponsored education offerings
* Take on and complete assignments and communicate outcomes to staff in a timely fashion
* Offer clear input to professional staff, other team members and the JCamp 180 Legacy managers and Mentors
* Assist in stewardship and communication efforts
* Respect confidentiality

**Anticipated Time Commitment**

* Travel to two-day conference in Springfield, MA, November 2018 and October 2019
* 6-8 hours/twice/year for trainings = 12-16/year
* 1-2 hours/month for meetings (in person or by teleconference) = 12-24/year
* 1-2 hours/month for email, occasional workshops, preparation = 12-24/year
* 2-3 hours/month for personal meetings with prospective donors = 24-36/year
* **Total = 60-100 hours/year (averages 5-7 hours/month) plus travel**

**Key Dates for Camp Legacy 2018-2021**

|  |  |
| --- | --- |
| August 10, 2018 | Applications available to apply to Camp Legacy 2018-2021 |
| October 1, 2018  | Applications Due |
| October 15, 2018  | Camps notified of acceptance |
| November 4-6, 2018  | In-person training at the JCamp 180 Conference |
| December 3, 2018  | Legacy Action Plans due |
| October 2019  | JCamp 180 Legacy Conference Sessions  |
| January 2019- December 2021 | Periodic Webinars & Training Sessions  |

**What is a legacy gift?**

A legacy gift (a.k.a. planned gift, bequest, deferred or estate gift) is an after-life gift left by a donor to a charitable organization such as a Jewish camp. Legacy gifts may be given through a simple will as a specific dollar amount or a percentage of a donor’s estate. Donors may also easily designate a charitable beneficiary of their life insurance policies or retirement accounts. Additional giving options are available through more complex estate planning and tax-saving vehicles. The national average value of a legacy gift is $50,000-$75,000. Donors at nearly all income levels have the capacity to make a significant Legacy pledge to the camp of their choice.

**Why should camps get involved in legacy giving?**

The largest transfer of wealth in history is occurring as we speak. Legacy giving is the largest source of individual and family charitable donations. Non-profit organizations doing the work to actively seek Legacy gifts are helping to secure their long-term financial viability.

**What “counts” towards the camp’s measurable goals?**

In the Legacy program, camps have typically targeted an annual goal of 35 conversations with prospective donors in order to secure 25 Legacy pledges. Conversations are in-person discussions with individuals, couples or families. Camps also make large and small group presentations to market the Legacy program to constituents who share an interest in the camp’s future success (alumni, parents/grandparents, current/former staff, Jewish communal leaders). Legacy pledges must be documented with a signed letter of intent from each donor.

**For More Information, contact:**

**Mitch Kupperman**

**413-276-0766**

**mitch@hgf.org**