



**LIFE &
LEGACY**
FOR JCAMP 180



Invitation to join LIFE & LEGACY for JCamp 180 for camps who have yet to participate in JCamp 180's legacy giving programs

A four-year, \$30,000 incentive, training program for Jewish Camp Legacy fundraising efforts.

JCamp 180® is delighted to now offer Jewish overnight camps the Harold Grinspoon Foundation's LIFE & LEGACY® training and support. Known throughout the Jewish Community in North America, LIFE & LEGACY has helped over 680 Jewish organizations raise more than a billion dollars in future gifts, assuring Jewish tomorrows.

Through LIFE & LEGACY for JCamp 180, Jewish camps will have access to high quality training, best practices in legacy fundraising and outstanding resources currently available to Jewish communities across North America. Thanks to generous incentive grants available to Jewish Camps, together with consistent professional coaching and training, there has never been a better time to embark on legacy fundraising.

LIFE & LEGACY for JCamp 180 will offer camps the opportunity to participate in a supported, four-year training curriculum to launch their legacy fundraising efforts. Successful camps will be eligible for up to \$30,000 in incentive grant funding, with active participation, and achievement of annual goals.



REQUIREMENTS

- The deadline for receiving applications is **September 15th, 2020**. Applications are available through the Harold Grinspoon Foundation on-line portal.
- The announcement of accepted camps will be made no later than October 5th.
- A signed program agreement is required.
- Placement in the program will be based on an application and interview to assess readiness and eligibility.
- To qualify, camps must assemble **a team of a minimum of 4 people willing to commit to this initiative**, including at least one staff member and three volunteers. One person on the committee will be designated as the legacy coordinator, responsible for overseeing the legacy effort and holding other team members accountable.
- Team members are expected to make a four-year commitment and attend all trainings.
- All JCamp 180 affiliated camps, who have yet to participate in a JCamp 180 legacy program are eligible to apply.
- In order to receive the full incentive grant, your Camp must secure a minimum of 18 new legacy commitments in Years 1 and 2 with a stretch goal of 25 per year. In Years 3 and 4, goals will be set for new legacy commitments, formalization of those secured in Years 1 and 2, the integration of strong stewardship practices into camp culture and establishing procedures for sustainability.

BENEFITS

If selected for LIFE & LEGACY for JCamp 180, your camp should be receive the following benefits to support the full integration of legacy giving into your Camp's philanthropic culture in a sustainable way:

- Four years of training in best practices, provided free of charge
- Access to LIFE & LEGACY curricula and resources, including jewishlifelegacy.org on-line resources
- Customized coaching as well as monthly conference calls to support your Camp's implementation of the program
- Camp legacy coordinators/Camp fundraising staff provided on-going professional development provided through monthly LIFE & LEGACY for JCamp 180 conference calls, and best practices emails
- Access to legacy marketing and stewardship resources, including bulk purchasing of quality donor stewardship gifts
- Up to \$30,000 in incentive grants for achieving annual legacy program goals
- **Millions of dollars placed into your endowment** from after-lifetime gifts from your Camp's Alumni, Friends, and supporter.
- Increased financial stability for your camp allowing you to impact future generations.

The full four-year curriculum is as follows:

YEAR I CURRICULUM

The first year of the program focuses on providing legacy team members with the tools they need to begin securing legacy commitments, marketing their effort and stewarding donors. The year has three in-person trainings, check-in meetings, and a goal to enroll a minimum of 18 legacy donors to your camp. Please note the training schedule as follows:

VIRTUAL TRAINING #1

October 18, 2020, 1:00 pm – 5:00 pm
at the JCamp 180 Conference, Springfield, MA

Topic: Why Legacy? Why Now?

Providing an overview of Harold Grinspoon's decision to start both the JCAMP and LIFE & LEGACY programs and their success to date, this workshop focuses on why now is the right time to ask donors for legacy gifts as a way to build a strong, permanent endowment that will sustain each camp far into the future. The presentation also includes an overview of the curriculum and expectations of all legacy teams. It is intended to get legacy teams excited about being part of a successful national initiative.

Topic: Writing Your Legacy Plan

A thoughtful, well written plan will ensure that each camp legacy team is working together toward a common goal with expectations and accountability clear from the start. Components include: a case statement, responsibilities of each member of the team, target prospects, marketing plan, stewardship plan, incentive grant goals and, an implementation strategy.

Required: November 25, 2020 is the deadline to submit your Camp's Draft Legacy Plan to LIFE & LEGACY for JCamp180. Plans should be uploaded to BBMG.

TRAINING #2

January 2021 TBA
(1-2 day in-person training at location to be determined)

Topic: The Legacy Conversation

Securing a legacy commitment differs in many ways from transactional annual campaign conversations. This workshop focuses on the art of guiding a donor conversation to uncover the emotional connection that a legacy prospect has for your camp and then asking the prospect to join in ensuring the camp's future. This workshop includes role-plays and other strategies, so participants leave with the confidence they need to begin having legacy conversations.

Topic: Individual Camp Legacy team meetings

In person time to review Draft Legacy Plans with LIFE & LEGACY and JCamp 180 consultants for feedback. Camps will have a month to finalize their plans and submit to LIFE & LEGACY for JCamp 180.

Now is the time to begin having legacy conversations with a goal of securing a minimum of 18 commitments or a stretch goal of 25, by December 2021 to receive \$7,500 incentive grant.

Assigned LIFE & LEGACY and JCamp 180 consultants will schedule time throughout the year to meet via zoom to review and assess progress on implementing your legacy plan and meeting goals. Camps will be **required to submit quarterly reports** to BBMG so LIFE & LEGACY for JCamp 180 consultants can track progress over the full four-years of the curriculum.

YEAR 1 CURRICULUM *continued*

TRAINING #3

May 2021, at the LIFE & LEGACY / Create a Jewish Legacy Leadership Gathering, Springfield, MA.

Topic: Marketing Your Legacy Program

Marketing is a necessary component of any legacy effort for both creating general awareness of a camp's legacy initiative and for securing legacy commitments. This workshop begins with each camp examining how they already communicate with their camp families/donors and provides examples as to ways to integrate legacy marketing into existing marketing efforts. Marketing templates and marketing examples from other communities/camps are shared. Additionally, information is provided as to how camps can create their own legacy marketing that is effective, and donor centered.

Topic: Effective Stewardship

Keeping legacy donors connected and showing our appreciation and gratitude over the course of their lifetime is key to keeping legacy commitments intact. This workshop stresses the importance of stewarding donors and shares best practices in the area of donor recognition and on-going stewardship.

Required: Continue to implement your legacy plan as you work towards your Year 1 goals.

YEAR 2 CURRICULUM

The second year of training focuses on gaining expertise and embracing legacy giving within the culture of each camp.

TRAINING #4

*October 2021, 1:00 pm – 5:00 pm
at the JCamp 180 Conference, Springfield, MA*

Topic: Best Practices/The Integrated Ask

Now that legacy teams have taken the initial steps to integrate legacy giving into their camp culture, this workshop digs deeper by celebrating Year 1 successes and discussing challenges as well as reviewing marketing and stewardship best practices in order to take your legacy initiative to the next levels. Additionally, it focuses on integrating legacy conversations into all components of a camp's development efforts.

Topic: Being Donor Centric

Recognizing that donors are critical to the success of a camp's development efforts, this workshop focuses on what it truly means to be donor-centric in our thinking and our actions and how we can incorporate new practices into our existing culture that allow donors to fully be appreciated for all they make possible.

Required: Continue to hold zoom meetings with LIFE & LEGACY and JCamp 180 consultants throughout the year. Between October 2021 and September 30, 2022, Camps are expected to secure minimum of 18 commitments in the first year and stretch for 25 in order to receive \$7,500 incentive grant. Camps will continue to submit quarterly reports to BBGM.

TRAINING #5

May 23-25, 2021, at the LIFE & LEGACY/ Create a Jewish Legacy Leadership Gathering, Springfield, MA.

Topic: From Letter of Intent to Formalized Commitment

Moving a donor from intent to a formalized legacy commitment is the next step in ensuring a commitment comes to fruition. This workshop provides guidance on how to have a follow-up conversation with a committed legacy donor and guide them to action that includes the legal paperwork to formalize their gift. This session includes role-plays and other strategies, so participants become comfortable having these follow-up conversations.

Topic: Individual Camp Legacy Team Meetings

In person time to check in with LIFE & LEGACY and JCamp 180 consultants to celebrate success, brainstorm around challenges and take steps to further integrate legacy giving into camp culture.

Required: Legacy teams will begin working on the formalization process while working to secure new commitments. Camp legacy teams will continue to hold zoom meetings with LIFE & LEGACY and JCamp 180 consultants throughout the year. Camp will report progress towards reaching their Year 2 goals through BBGM.

YEAR 3 CURRICULUM

Focuses on the formalization of Year 1 and 2 legacy commitments, implementing strong stewardship practices and further integration of legacy giving into the culture of your camp. Team meetings are also held in Year 3 to address the individual successes and challenges of each camp.

TRAINING #6

October 2022, at the JCamp 180 Conference, Springfield, MA

Topic: Stories, Stewardship and Formalization

Setting legacy teams up for continued success, this workshop stresses the importance of using stories, both legacy donor and camp, to steward donors, encourage additional legacy commitments and show current legacy donors that they have made a good investment as well as reviewing the components of the Year 3 and 4 Stewardship plan and the formalization process.

Required: Legacy teams be required to obtain 6 new legacy commitments, formalize 50% of the

commitments they secured in Years 1 and 2 and write and implement a stewardship plan in order to receive an incentive grant of \$7,500. Teams will continue to hold zoom meetings with LIFE & LEGACY and JCamp 180 consultants throughout the year and continue to submit quarterly reports through BBGM.

Topic: Individual Camp Legacy team meetings

In person time to check in with LIFE & LEGACY and JCamp 180 consultants to celebrate success, brainstorm around challenges, discuss formalization process and begin thinking about sustainability.

YEAR 4 CURRICULUM

Focuses on the formalization of additional legacy commitments, implementing strong stewardship practices and ensuring that legacy giving is now part of your camp's culture. Team meetings are also held in Year 4 to address the individual successes and challenges of each camp.

TRAINING #7

October 2023, at the JCamp 180 Conference, Springfield, MA

Topic: Sustaining Your Legacy Program

This workshop focuses on ways to make sure your legacy initiative is fully integrated into your camp's culture. Using the LIFE & LEGACY Sustainability Workbook each camp will plan how they will continue to secure and formalize legacy commitments, market their legacy initiative, steward their donors and transition from a fundraising culture to a culture of philanthropy.

Required: Legacy Teams will be required to obtain 6 new legacy commitments, formalize 75% of the

commitments they secured in Years 1 and 2 and finalize their sustainability plan in order to receive an \$7,500 incentive grant. Legacy Teams will continue to hold zoom meetings with LIFE & LEGACY and JCamp 180 consultants throughout the year to review and assess progress on preparing their sustainability plan with the goal of honor the camps for their legacy achievements at the 2024 JCamp conference.

Topic: Individual Camp Legacy team meetings

In person time to check in with LIFE & LEGACY and JCamp 180 consultants to begin working on sustainability plan



*October 2024, at the JCamp 180 Conference,
Springfield, MA*