

Integrating Legacy Asks with Annual & Capital Campaigns

- Know Your Donor!
 - Don't ask for all gifts if you think it will confuse the issues, but DO ask if it is the kind of donor who wants to "hear it all at once"



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- Only approach those donors who have made the capital pledge already.



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- Point out the programs and facilities at camp that would not exist were it not for the past legacy gifts of donors from previous generations

