

NJ Y CAMPS BUILDING A JEWISH FUTURE, ONE CAMPER AT A TIME

Camp Legacy Sustainability Plan Outline

I. Specific Goals and Activities

- a. In year four sign another 100 legacy gifts from our alumni data base
- b. By 2015 have over 500 legacy members
- c. Design our first Legacy Webpage
- d. Hold our first Legacy Event at camp
- e. Form a Legacy Committee of alumni

II. Legacy Team Goals

- a. By creating a Legacy Alumni Committee we will bring new energetic people onto the legacy team from different age groups and circles of camp friends
- b. We do not plan on limited committee service, every 2 years we will invite NEW committee members to serve

III. Management

- a. All elements of the Legacy Campaign will be managed and coordinated by Kari Schifman, Alumni Relations Director in conjunction with the Endowment committee and Chairperson. Kari Schifman reports directly to Len Robinson, Executive Director.
- b. All records and gifts will be entered into Raiser's Edge and kept strictly confidential. Potential prospects and interactions with them will also be tracked. The Jewish Community Foundation (JCF) of MetroWest under the advisement of NJ Y Endowment and Development committees will handle management and investment of Endowment funds. JCF staff will provide planned giving expertise to any interested donor, and advice and guidance on general campaign strategies and communications, as needed

IV. Marketing

- a. The aforementioned groups are target markets for NJ Y Camps Legacy campaign.
- b. Marketing tools to be utilized include:
 - Case for giving statement
 - Legacy Brochure
 - NJ Y website
 - Link to Jewish Community Foundation of MetroWest Legacy website
 - NJ Y Newsletters
 - NJ Y Annual Report
 - Letter Appeal

c. Communication Vehicles

- Updates and presentations to prospects
- Targeted mailings to potential Legacy donors
- One on One conversation with potential donors.
- Incorporate case for giving statement into various marketing materials.
- Recognize and highlight individuals who have made contributions in newsletters by sharing their personal journey and their reason for giving.
- Branding of Legacy Campaign on various NJ Y printed materials.
- Utilize website to promote the legacy campaign.
- Ongoing conversations and written communication with existing Legacy donors.

V. Stewardship

- A thank you/ welcome letter is mailed to donor within 48 hours of receiving their written or verbal agreement to make a bequest, endowment, or planned gift to NJ Y Camps.
- Highlight Legacy donors in written materials as appropriate.
- Names of all Legacy donors will be recorded on appropriate endowment signage.
- Create a Legacy group and have a special reception to recognize all Legacy donors.
- Personal invitation to Legacy donors to visit respective camp programs.
- Legacy donors will be recognized in the annual report and at the annual meeting.
- Ongoing communication with donors through conversations, letters, etc.
- MetroWest will recognize all donors of \$100,000 or more who commit funds to NJ Y Camps Fund of the Jewish Community Foundation of MetroWest. JCF is working on details of signage and/or annual report recognition.
- After a donor passes, sending meaningful updates to the family about the legacy society and the mission of their loved ones