



**“Every individual is a pillar on which  
the future of Judaism rests.”**

*-Abraham Joshua Heschel*

## **Crafting Your Legacy Story**

Tamra L. Dollin – May, 2017  
Harold Grinspoon Foundation

# What is a Legacy Story?

A personal reflection describing your values and what inspired **you** to make a legacy commitment.



# Why Share Your Story?



- **Clarify** and **reflect** on your personal values
- **Connect** with others on a personal level
- **Inspire** others to make a legacy commitment
- **Encourage** others to share their stories
- Help **secure** the Jewish future of your community

# Listening to a Good Story



- We are **transported** to another time and place
- We **connect** to the storyteller
- We are inspired, motivated, **emotionally moved** by the power of the human condition
- We identify with some aspect of the story that makes us **look inward and reflect** on our own lives
- We find an even **deeper belief** in ourselves
  - ‘If he did this, I can do this too’



# Getting to YOUR Story



➤ **PAST**

What or Who influenced you to make a legacy gift?

➤ **VALUES**

What values are important for you to pass on?

➤ **PRESENT**

How do those values influence you today?

➤ **FUTURE**

What impact do you want your legacy gift to have in the future?

# Legacy Story



## *Giving Life to the Future* *Dena Morris Kaufman*

I can't see the future, can't imagine the changes that await. How will Judaism be relevant to the new generation? Where will they find value and beauty?

My parents gave me the treasured gifts of Jewish summer camp and an extended trip to Israel. This is where all that I had learned about Judaism came to life and I discovered that Jewish songs reached deep into my soul, Israeli dancing made my spirit soar, and the Jewish people lived in my heart.

With my legacy gift, I want future generations to be able to find their own spirit and love for Judaism; I hope each person will be nourished by a strong and vibrant Jewish community that cares for the vulnerable, honors our shared values, and cherishes our rich traditions.

# PAST: Particular Person



# PAST: Event Witnessed





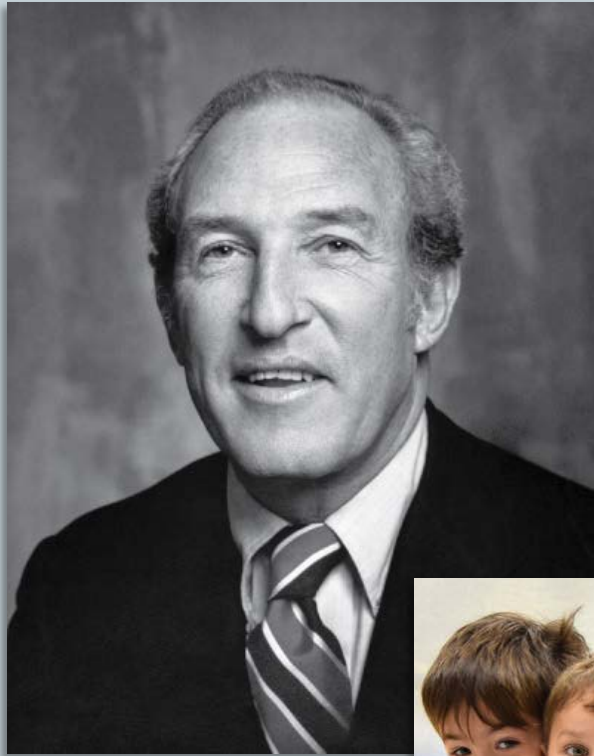
# VALUES



# PRESENT



# FUTURE



What **impact** do you want your legacy gift to have in the future?

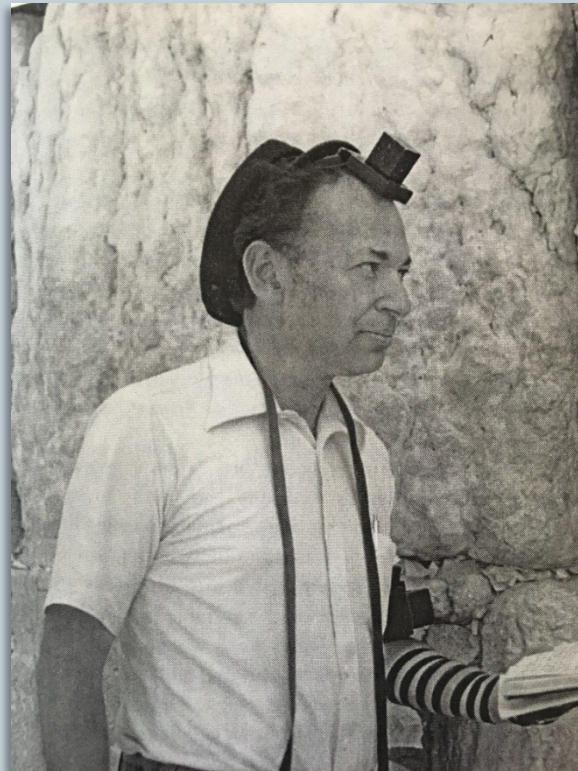


# Images Tell Stories



# Images

- What image comes to mind when you think of your legacy story?



# Use Story in an Ad



## What will your Jewish legacy be?

*"Our children and grandchildren have benefited greatly from Yeshiva Elementary School's quality education. As proud parents and grandparents, the YES Legacy Program allows us to show our appreciation while ensuring the same quality education for future generations."*

HARRY AND DEBBY RUBIN, Grandparents of the Year, YES Banquet 2015



For more information about Create a Jewish Legacy, contact the Jewish Community Foundation: (414) 390-5725 or [JaneC@MilwaukeeJewish.org](mailto:JaneC@MilwaukeeJewish.org).

Jody Kaufman Loewenstein, Program Chair ■ Jane Chernof, Program Coordinator

Create a Jewish Legacy is a program of the Jewish Community Foundation of the Milwaukee Jewish Federation and is funded in part by the Harold Grinspoon Foundation and by four generous local funders. [MilwaukeeJewish.org/Legacy](http://MilwaukeeJewish.org/Legacy)



## What will your Jewish legacy be?

*"We created a Jewish legacy because meeting the needs of our children and our family have limited our immediate giving. But a promise for the future is a good way for us to give back and to help ensure the future of organizations that have given so much to our family."*

JULIE & TEDD LOOKATCH, Congregation Sinai and Wisconsin Region BBYO



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# Use Story as Testimonial

## Development

### Donor Spotlight: Amy and Jason Torf

By LIA LEHRER  
Membership and Communications Director  
lia@templejeremiah.org

*Amy and Jason Torf have been active members and volunteers at Temple Jeremiah for a long time, but they have always thought it was important to make financial contributions, even small ones, in addition to their volunteer time. We sat down with Amy and Jason to learn more about why they choose to donate to Jeremiah.*

**How long have you been at Jeremiah?**

**Amy:** I've been here almost my whole life.  
**Jason:** As a couple, we've been here since we got married 16 1/2 years ago.

**What was it like growing up here?**

**A:** The building is totally different - we didn't have a chapel, we had purple couches in the lounge. But there's a lot that's the same, too. It's nice to have a place that stays the same but also changes with the times. I grew up with Anne Lidsky as the director of the school. Cantor Amy wasn't here yet when I started. There have been a handful of rabbis, and I think the ones we have now are here.

**When did you begin volunteering?**

**A:** Before the Membership Committee became what it is now, Julie Ford and I tried a few different committees, like the Family Connections committee, to help bring families together. Then I was volunteering and helping Julie with membership and other family-centered committees.

**J:** I was on the search committee for Rabbi Greenberg. They wanted me to interview for the board, but I said that I had a better candidate

for them — Amy!  
**A:** I think I was the youngest person on the board — I was 22 at the time. I had also volunteered here as a kid. Volunteering was a simple choice when I came back as an adult — I was always part of that sort of thing. When you belong to a synagogue, you volunteer — that's just what you do!  
**What were your most significant volunteer positions?**  
**A:** I don't know how I got wrangled into being the chair of the fundraiser committee — I had zero experience fundraising or asking people for money, but I do love event planning, so that may have been the reasoning behind it. The goal was to take the fundraiser and add a community-building aspect. In addition to the fundraiser for four years, my two absolute favorite ways to help the temple are with youth and membership. Youth is because as a mom and an educator,

that's just such a large part of my life, it makes sense to work with youth as part of my volunteer life. Membership was a surprise to me. I never really thought of myself as very outgoing, but as the membership chair, your job is to walk around the oneg and schmooze with everyone. When you feel strongly about something — like I do about Temple Jeremiah — it's easy to talk about it.  
**J:** Probably the search committee. Having young kids at the time, it was particularly important to me to bring in a junior rabbi who works well with children. The process was very interesting — I saw diverse views from various committee members about what makes an ideal candidate to them. Rabbi Cohen was very fair and very open to listening to the views of every member of the search committee.

**When did you become donors?**

**A:** It started with little things like giving tzedakah. I think we've always done the little things, like \$18 or \$36 donations for various causes.

**J:** For the Partnership of Promise campaign, we knew we wouldn't be in the category of large donors, but to think that a small donation wouldn't be meaningful would be the wrong point of view. We made a donation that was meaningful for us at that time — if enough people do that, it becomes significant to the temple.

**Do you earmark your donations at Jeremiah?**

**J:** We trust the clergy and staff to do whatever is most appropriate with the funds. One year there might be something more important than the next — Israel, Feed the Homeless, another year it might be youth activities. We choose not to designate what our funds should be used for.

**When did you find out about Temple Jeremiah's Leave a Jewish Legacy program?**

**A:** I knew about it from the board —  
**J:** And I heard about it in Ben Lore's speech at the High Holy Days. It's a program by a large Jewish organization where if the temple could get commitments from a minimum number of congregants to make a bequest to the temple as part of their estate plan, Temple Jeremiah would receive a special donation. To us, it was a non-issue. **A:** We actually already had a bequest in our will.



***"I was inspired to make my LIFE & LEGACY commitment because the Omaha Jewish community of the past was thriving and generous, the community we enjoy today is thriving and generous, and I wanted to ensure the same for our children and grandchildren."***

***~ Debbie Denenberg ~***

*continued on page 17*

# Testimonial in Annual Report



*“Legacy can mean lots of things, but for me, Legacy for Hillel UW means the programs that are so important to young people at the University can continue. I don’t have to be there to know that...I just have to help it happen.”*

*Michele Hasson  
Hillel UW Board of Directors,  
Hillel UW LIFE & LEGACY member*



# Use Story in eMail



Dear (Insert First Name),

Six years ago, Dede and I attended the groundbreaking ceremony that would forever change our lives. Our dream of building a first-class Holocaust Museum in the Midwest came true. Each year, the Illinois Holocaust Museum & Education Center welcomes visitors from across the country including 50,000 students and educators from more than 500 schools on field trips. It is truly an inspiring sight to see yellow school buses line up each day during the school year as over 600 students tour the Museum and have the rare opportunity to hear first-hand testimonies from Holocaust survivors and genocide eyewitnesses.

Building the Museum was the vision and hope of survivors and a community who rallied around the promise to "Never Forget." While significant fundraising contributed to the construction of the Museum, **it is now time to secure the Museum's future.** Dede and I have joined the newly created Legacy Society at the Museum. This new group will help provide the funding which will safeguard our precious artifacts and guarantee the continuation of our educational programs designed to combat rising prejudice, hate and indifference that fuel antisemitism and other violence being experienced around the world today.


We each plan our future in different ways. Some people make an outright gift; others must plan for later years. Whether you are creating a will for the first time or revisiting your estate provisions, we hope you will join us in the Legacy Society and include the Illinois Holocaust Museum and Education Center in your philanthropic plans.

*Legacy Society* members will be listed in a prominent place in the Museum's lobby, acknowledged in the Museum's annual report and receive invitations to special events. We invite you to join this special group whose impact will be felt generations into the future.

There is no minimum to join. All gifts to the Legacy Society are appreciated.

# Post Story to Social Media



 **Jewish Federation of Cincinnati** ✓ with Sally Rose.  
May 2, 2016 · 🌐

Like Page

"The Mayerson JCC has helped keep me connected with **Jewish** life. Its history, and its services to our community, are so very important, and we must keep it going forward."

Thank you, Ron Rose, for your legacy gift and the example you set for all of us. To learn more about how to create your **Jewish** legacy, visit [www.createyourjewishlegacy.org](http://www.createyourjewishlegacy.org).

👍❤️ 29

7 Comments 2 Shares

Like Comment Share



# Record Story



# Tips

## DO:

- Keep it simple
- Identify your central message
- Have a point
- Be concise and impactful
- Elicit emotion
- Use enough detail to make story interesting
- Include image
- Include Call to Action for others

## DON'T:

- Use too much detail
- Go on too long



# Your Story



What is your story?



**"I found a fruitful world, because my  
ancestors planted it for me. Likewise,  
I am planting for future generations."**

*-Talmud, Taanit 23a*

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