



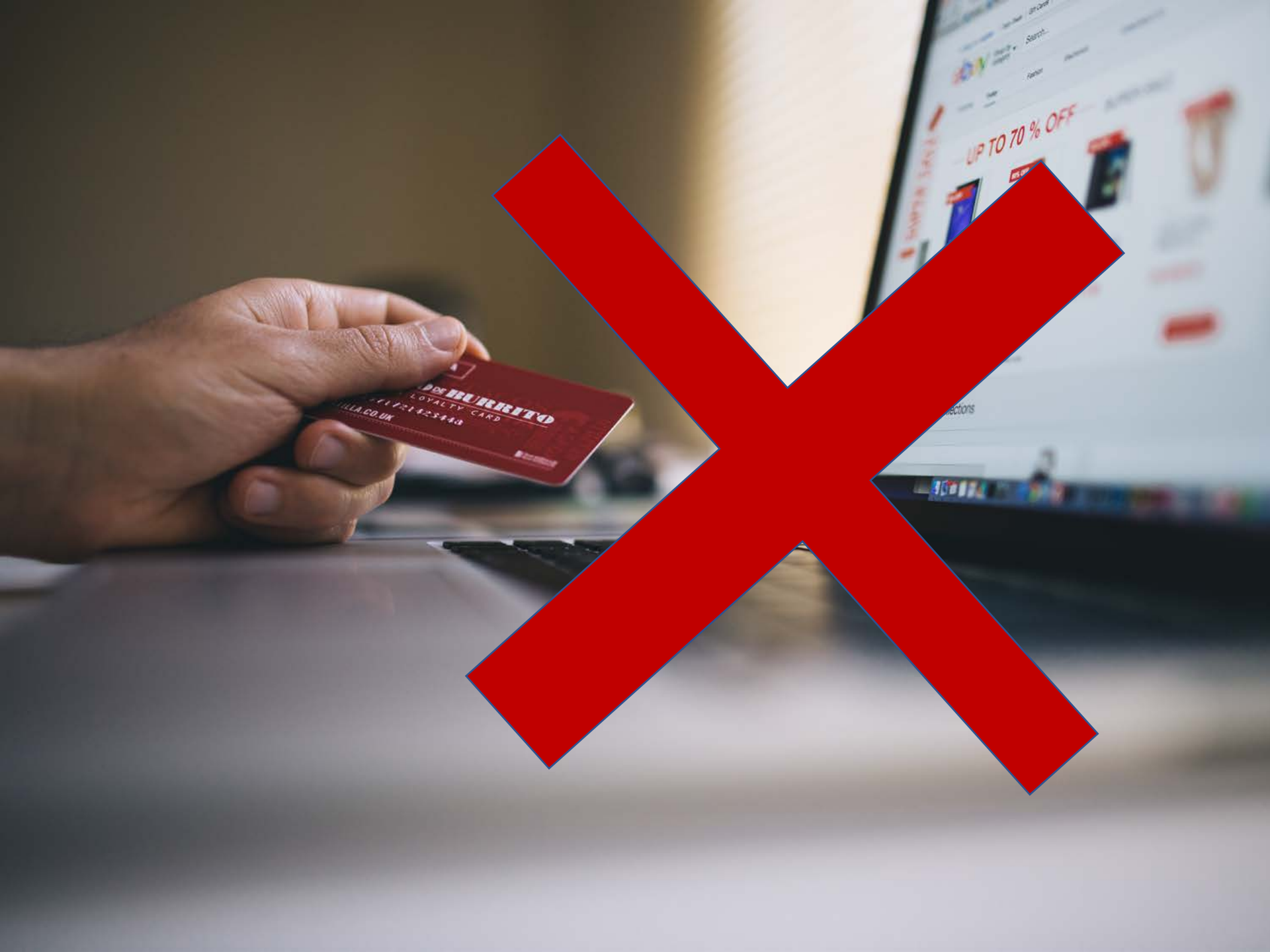
# Jcamp180™

From STRENGTH  
to STRENGTH ★

*A Program of the Harold Grinspoon Foundation*



The Art of the Legacy Conversation



# Belonging Purpose Identity



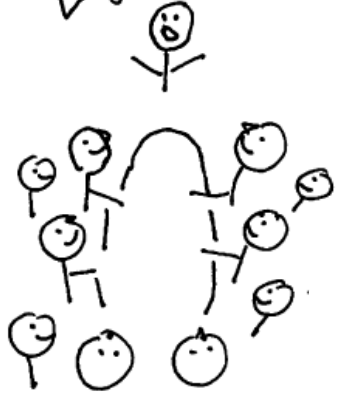
# We remember our own stories

- People remember their own ideas more than what they hear said
- People act on those things that are meaningful and important to them
- People who feel listened to feel they will be remembered
- People recall how you made them feel



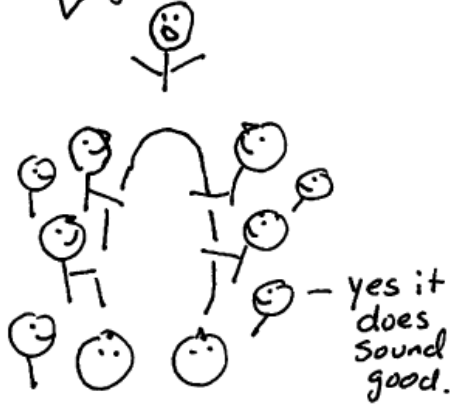
# The Art of the Legacy Conversation

"Legacy is good"

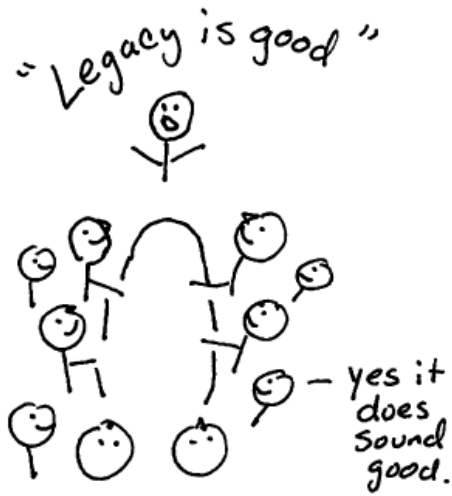


# The Art of the Legacy Conversation

"Legacy is good"



# The Art of the Legacy Conversation

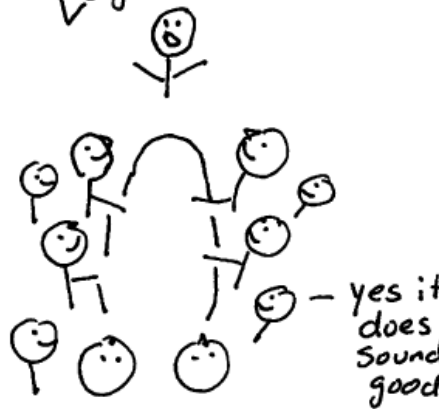


**Raise  
Awareness**



# The Art of the Legacy Conversation

"Legacy is good"

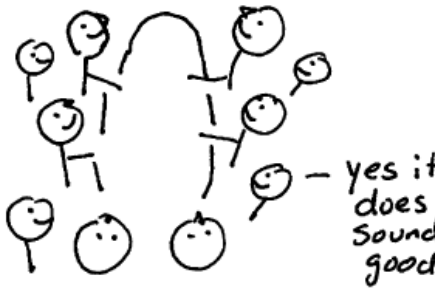


would you like to  
talk?



# The Art of the Legacy Conversation

"Legacy is good"



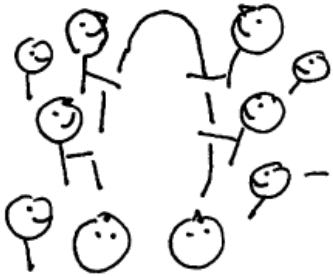
would you like to  
go for a walk?  
talk?



over coffee?  
go for a walk?

# The Art of the Legacy Conversation

"Legacy is good"



- yes it  
does  
sound  
good.

Tell me your story...



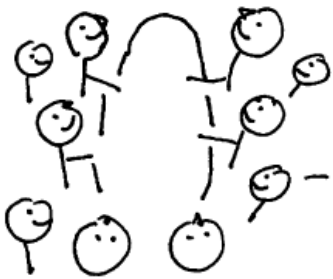
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Tell me your story...



Well...



would you like to  
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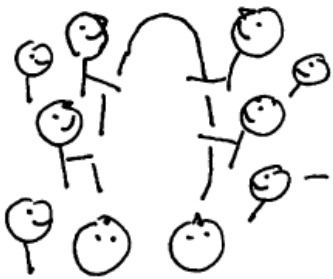


over coffee?

go for a walk?

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"Legacy is good"

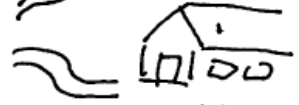


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does  
sound  
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Tell me your story...



Well...



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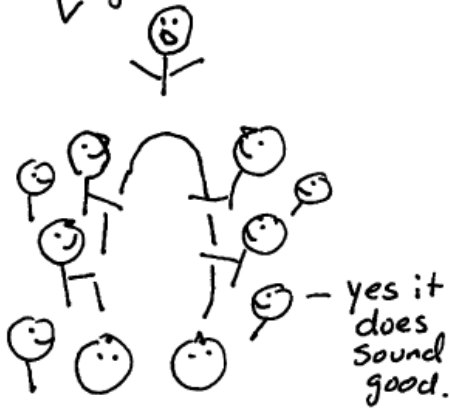


over coffee?

go for a walk?

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"Legacy is good"



Tell me your story...

Well...



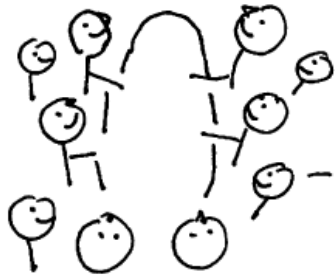
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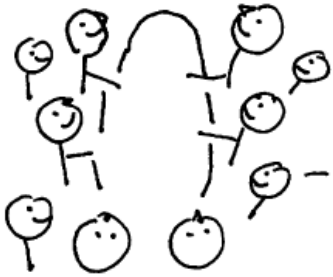
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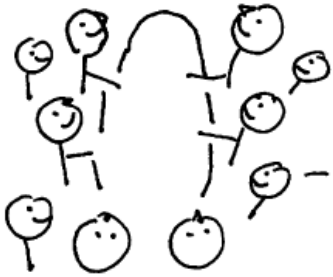
Well...





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Tell me your story...

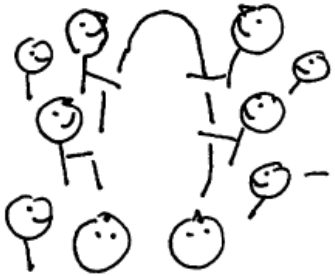


Well...



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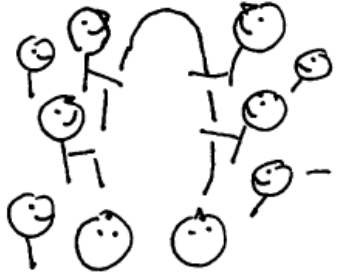


Well...



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Tell me your story...



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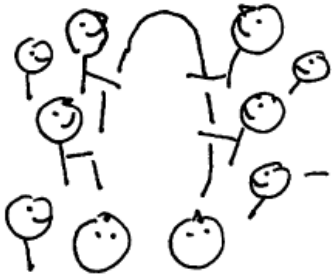
Have you thought about...



Legacy?

# The Art of the Legacy Conversation

"Legacy is good"



- yes it does sound good.

would you like to talk?



over coffee?  
go for a walk?

Tell me your story...



Well...



Have you thought about...



Legacy?

Here is what I'm doing and why.  
you might want to join too.

# Invitation without Conversation



would you like to  
talk?



over coffee?  
go for a walk?

Have you thought  
about...



Legacy?

Here is what I'm doing and why.  
you might want to join too.

# Empty

would you like to  
talk?



over coffee?  
go for a walk?

Have you thought  
about...



Legacy?

Here is what I'm doing and why.  
you might want to join too.

# The Art of the Legacy Conversation



Would you like to talk?



Over coffee?  
Go for a walk?

Have you thought about...



Legacy?

Here is what I'm doing and why.  
You might want to join too.



# Three Questions to Ask

Three  
Questions  
to Ask

What?

Three  
Questions  
to Ask

What?

So  
What?

Three  
Questions  
to Ask

What?



```
graph TD; A[What?] --> B[So What?]; B --> C[Now What?];
```

So  
What?

Now  
What?

1. What is  
your  
connection to  
Camp?

What is your  
story?

What?



```
graph TD; A[What?] --> B[So What?]; B --> C[Now What?];
```

So  
What?

Now  
What?

# The Art of the Legacy Conversation

**“What?”**



2. **So What** do you think you learned from Camp?

So what difference does a Camp experience make?

Why do you think it is so important?



What?

So  
What?

Now  
What?

# The Art of the Legacy Conversation

Tell me your story...

Well...

**“So What?”**





# The Art of the Legacy Conversation

Tell me your story...

Well...

**“So What?”**



# The Art of the Legacy Conversation

Tell me your story...

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**“So What?”**

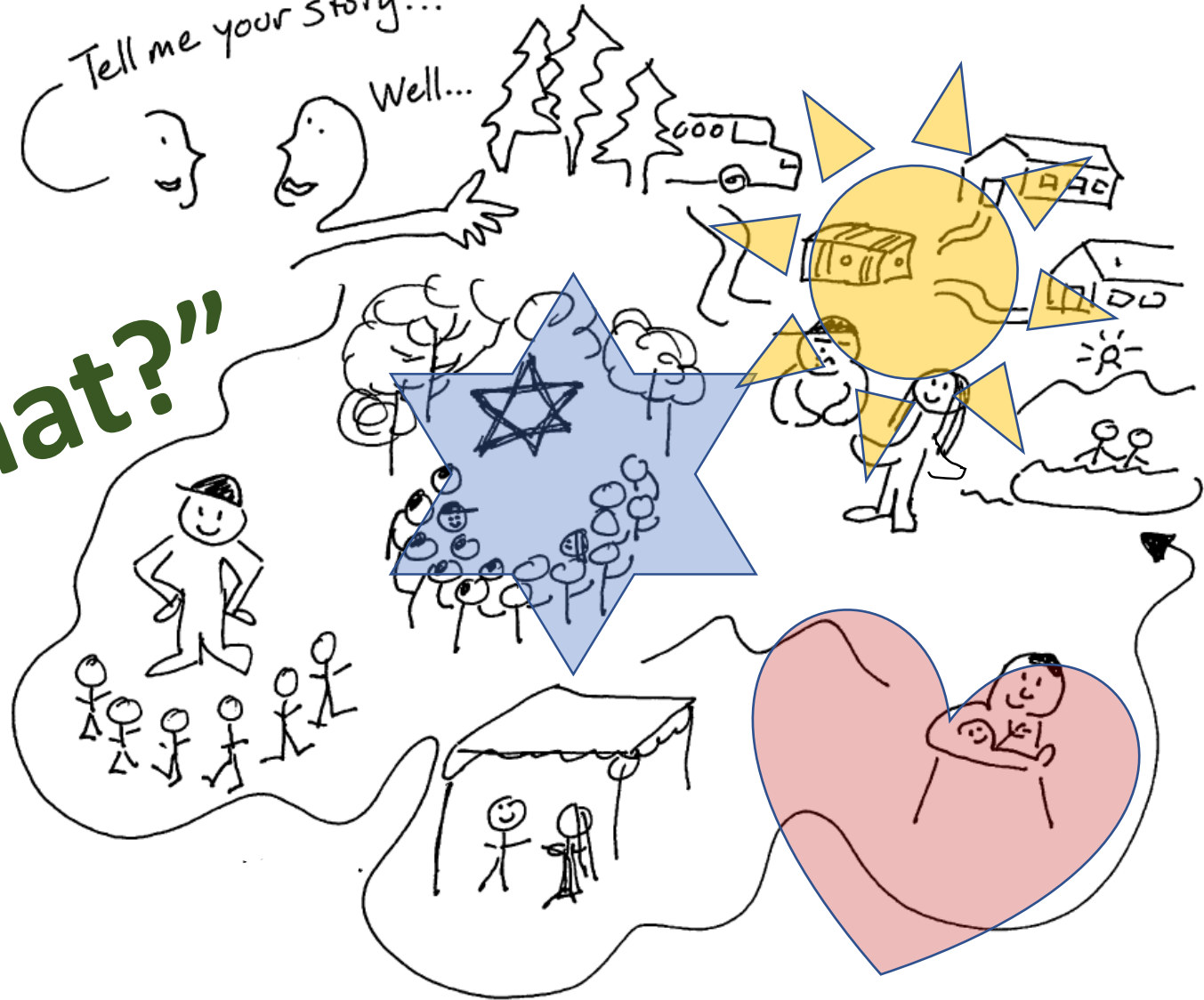


# The Art of the Legacy Conversation

Tell me your story...

Well...

**“So What?”**

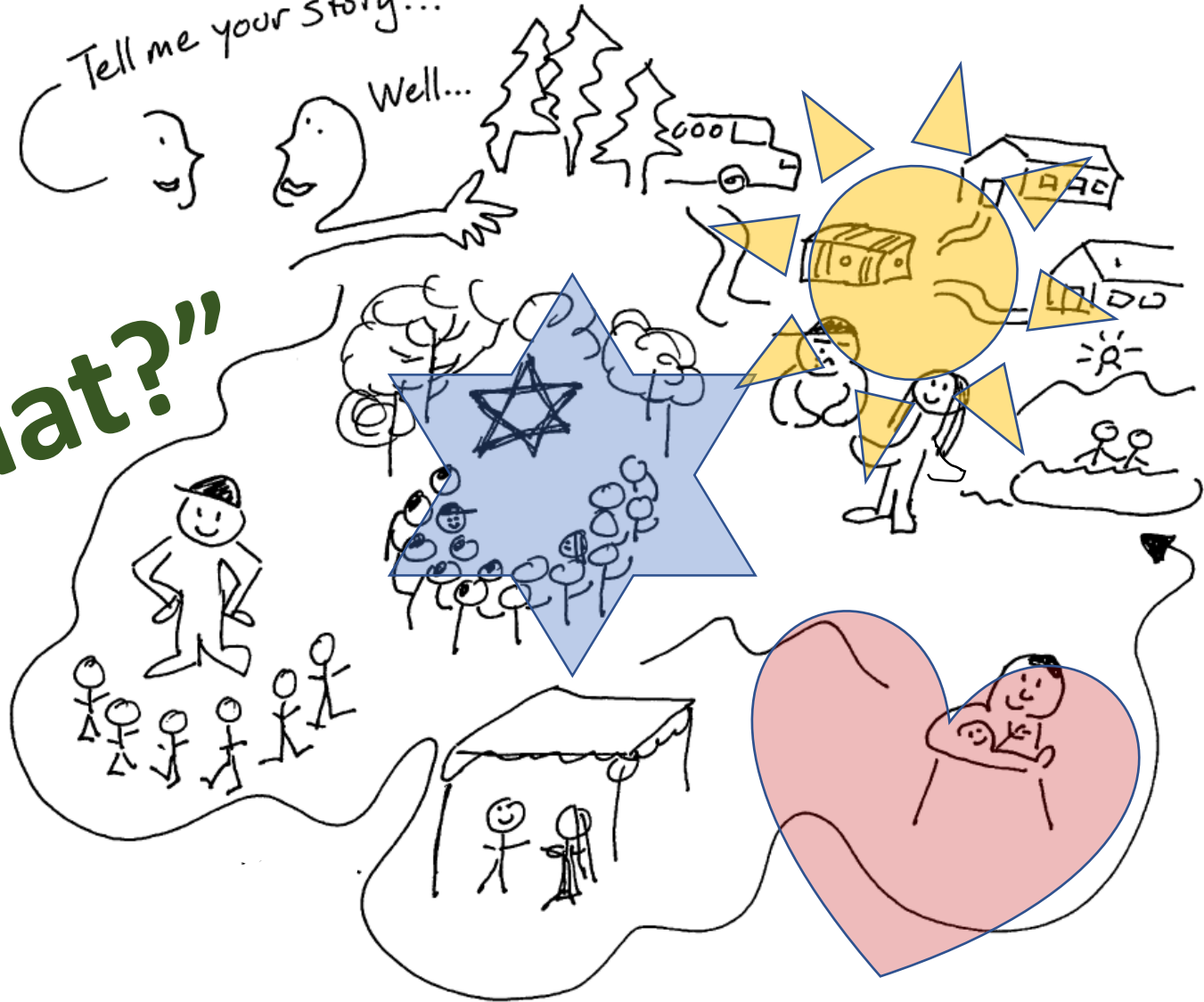


# The Art of the Legacy Conversation

Tell me your story...

Well...

**“So What?”**



# Focus on the Storyteller:

1

**Listen** to what they are saying.

2

Seek to understand.

3

Take **cues from them** to move the conversation forward.

4

Look for ways to **acknowledge, affirm and agree.**

3. Now what would you like to do?

Would you be interested in this?

What?



```
graph TD; A[What?] --> B[So What?]; B --> C[Now What?];
```

So  
What?

Now  
What?

# The Art of the Legacy Conversation



## “Now What?”

Have you thought  
about...



Legacy?

Here is what I'm doing and why.  
you might want to join too.

# Wait until time is right:

Whatever you hear  
– **accept** it.

Negative is ok too,  
Work with the  
information  
provided.

Only ask about a  
legacy commitment  
when the donor  
seems **ready**.





Things you  
might say:

- Listening to you, it makes me think that you might be interested in the Legacy Society
- Let me tell you about what I'm doing
- Would you consider joining?



# “What’s Involved?”

---

Can you tell me more?  
What is Legacy?



Things you  
might say:

- Sign a Letter of Intent
- You have time to make a plan for what would be best for you
- Most people leave a percentage in their Will
- You should ask your personal financial advisor
- Chance to stay connected
- Good Questions. I don't know. Let me get back to you.



Leave behind

Letter of  
Intent

Brochure

**Now What**  
can I do to  
help you?



“How long do you think you’ll need to think about this?”

**“When might be best for me to follow-up with you?”**

“Are there any other questions you would like me to follow-up on?”

“Do you prefer that I call you or email you?”

**“Is there anything else I can do to help you?”**



Practice asking “What?” questions



# Generous

**What is the kindest/most generous thing another person as ever done for you?**



Practice asking “So What?” Questions



# Jewish

When have you felt  
most proud to be  
Jewish?

Why did you feel  
proud?





Practice asking “Now What?” questions



## Now What?

Based on what you've learned from this conference, what are you inspired to do when you get home?

How can I help you?



# Arch of the legacy conversation

Warm –up (20%)

What? So What? (60%)

Now What? LOI (20%)



# Thank You!

---

Every Legacy Conversation  
ends with a personal, hand  
written thank you letter.

# Serving the needs of others

1

**Listen**

2

**Learn**

3

**Lead**

follow-through



Follow Through =  
Trust worthy

---

Belonging

Community

Identity













Use the database to  
collect and keep safe  
Legacy Stories



Who is most motivated to join?

- Loves your organization
- No children or close relatives
- Widow/widower having outlived a spouse
- Single women over 65
- Grown children doing ok
- Older Volunteers
- Many year connection / Multi-generations
- Loyal annual donors (even small amounts)



You need only plant the seed of an idea



**Now What?**