

Formalizing Your Legacy Gifts

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Why Do You Do What You Do?

Think about YOUR motivation to give, to volunteer, to work in the Jewish Community



Endowment Funds- How they Work

2020

\$100,000

 x 10%*

\$110,000

- 1% fee* or (\$1,100)

- 5% spend rate (\$5,445)

\$103,445

2021

\$103,445

 x 10%*

\$113,790

-1% (\$1,137.90)

-5% SR (5,690)

\$106,962

Donor Advised Funds

Donor donates, funds invested at good interest rate and available for recommendation for distribution

Invested for Endowment Funds

Board of Fed/JCF/Community Fndtn can deny distribution

Controversial at present



How do you like to be:

- Asked?
- Stewarded?
- Appreciated?



WHY ARE YOU ASKING??

Are you going to personally benefit from the donor's gift?

Or are you asking for our Jewish future?



How to Do the Ask

How would you like to be asked?



REACHING OUT

- ❖ Letter
- ❖ Events
- ❖ E-mail
- ❖ Text
- ❖ Phone



Benefits of Formalizing



- ❖ More likely to be Funded
- ❖ Increased Gifts during Lifetime
- ❖ Added proof for other heirs (or not so luckys)

Knowing Your Donor

- Are they a friend?
- Do you like them?
- How old are they?
- What do they do?
- How did they sign the LOI?



Let's Get Together

What does it mean to formalize?

What's happening at the Organization?

Support will enable us to do...

Thank you!

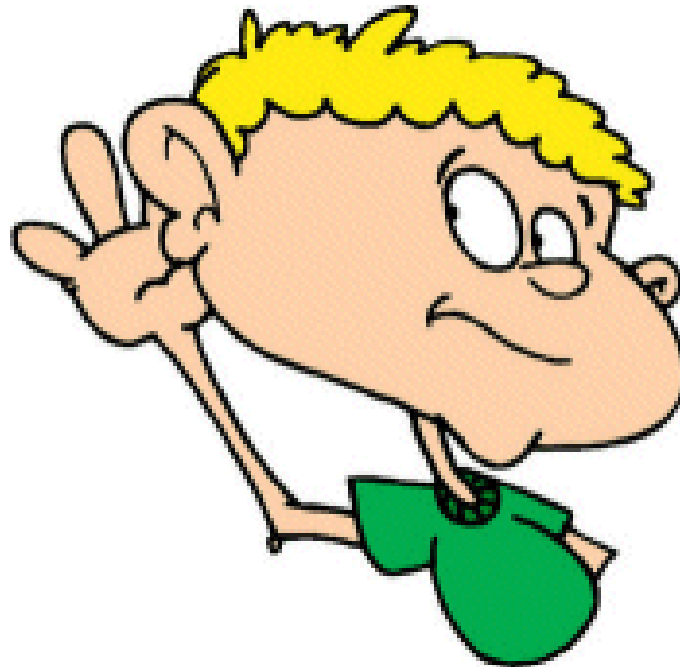


Yes! Let's Get Together

- Set Date
- Send Confirming Email/Text
- Send Day Before Reminder
- What are your expectations?
- Review agreements and timeline
- Send Thank You (note/email/text)
- Follow-up

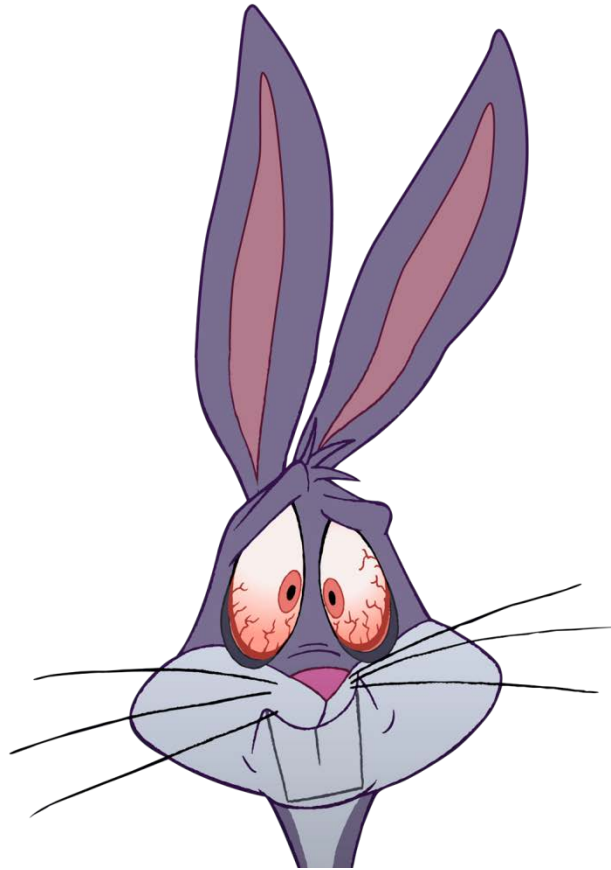


Listen & Hear!





It's OK to Say – I Don't Know



Bringing in Foundation/Federation

Donor wants a comprehensive Legacy Plan

Donor has complicated issues

Donor wants to donate land

Donor wants to give during his/her lifetime

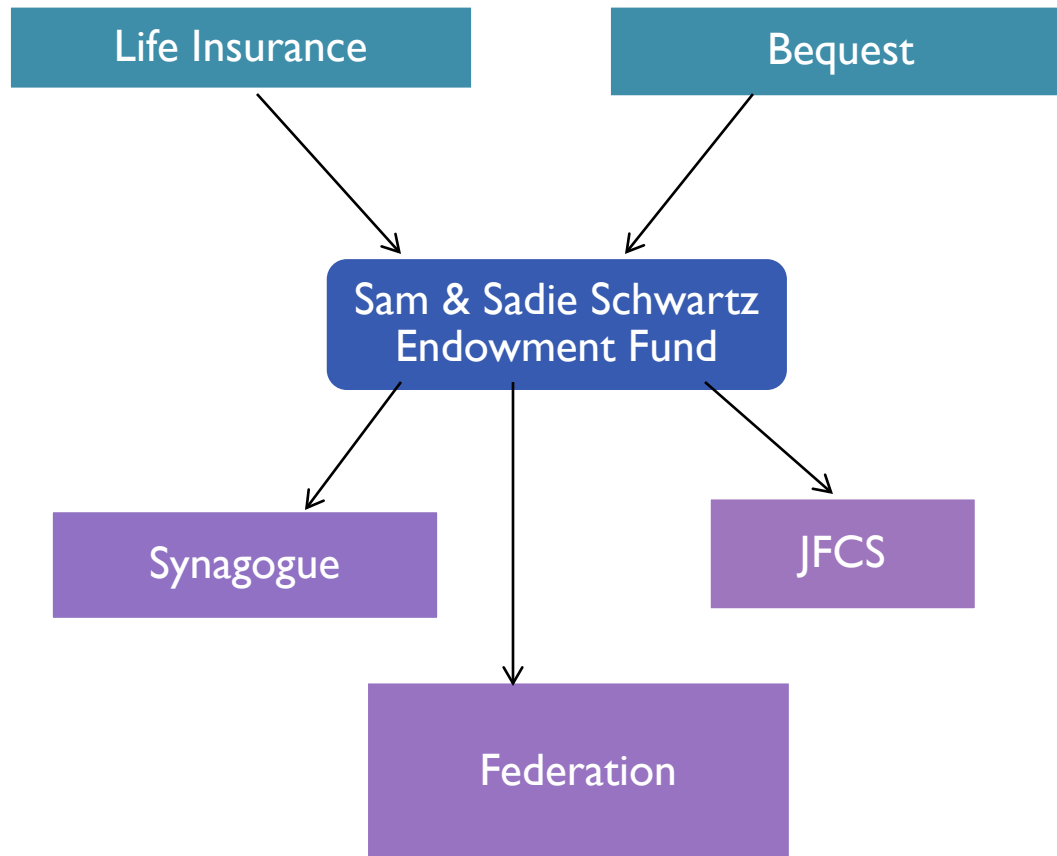
Donor wants to involve Professional Advisors



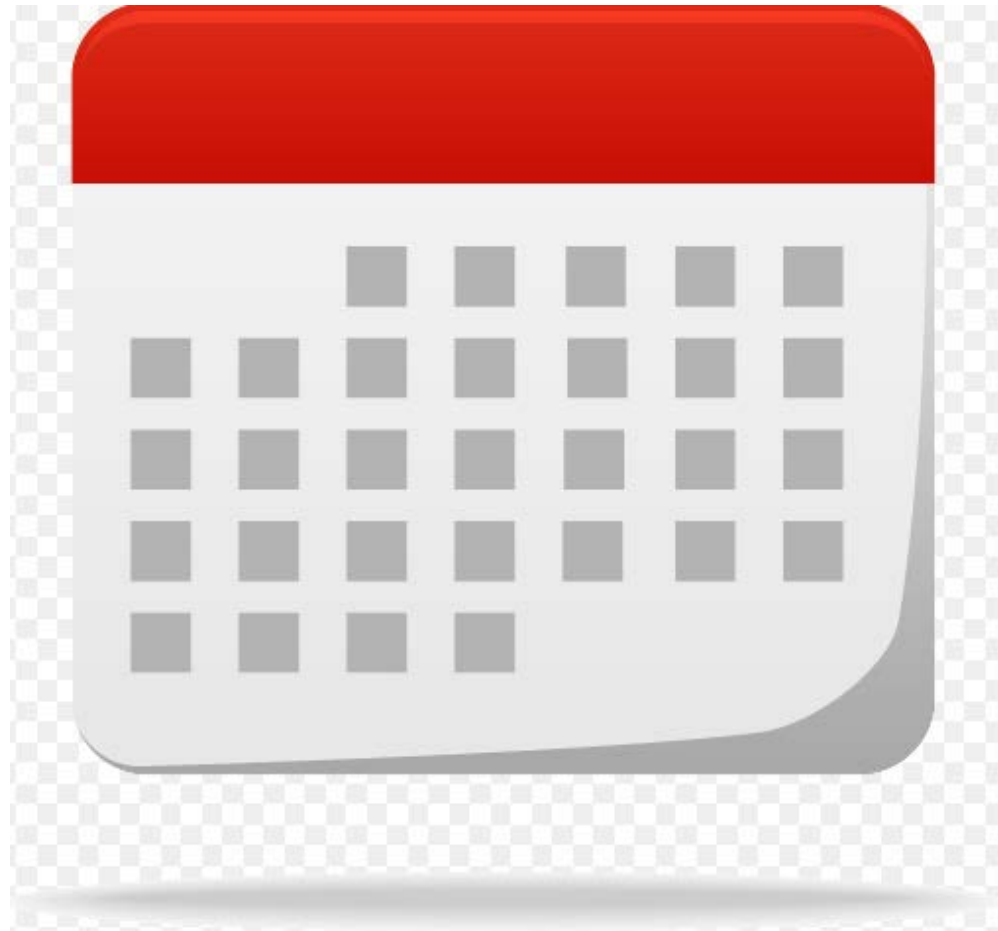
How do you get to Carnegie Hall?



Donor Slide

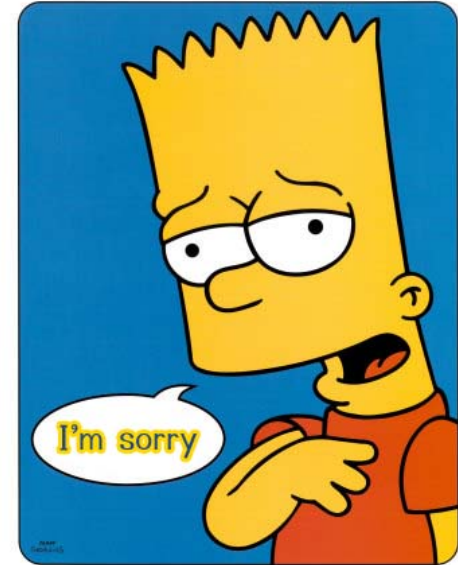


The Power of the Calendar



No, Sorry

How to Respond?



When May I Follow-Up?

The Great Blow Off



“You should’ve called first – given me a chance to not be home.”

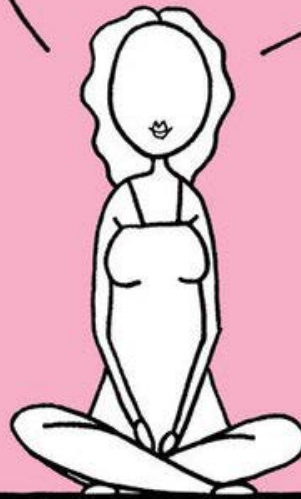
Challenges

- Cost
- Timing
- Ensuring heirs security
- Just updated will/trust
- Spouses
- Lack of expertise
- Busy stewarding – no time

EVERYDAY PEOPLE CARTOONS BY CATHY THORNE

TODAY I
WILL LIVE
IN THE
MOMENT.

UNLESS THE
MOMENT IS
UNPLEASANT,
IN WHICH CASE
I WILL EAT
A COOKIE.



Keeping Track

Last Name	First Name	Organization Contact Person	JCF Contact Person	Date of Interaction	Next Steps	Who's in Charge of Next Steps	Date of Next Action

Stewardship – Thank You!

Donor	Activity	Who	Due Date	Notes
Chaim Schwartz	Note	Brenda	1 week after meeting	Done

Don't Forget the Calendar!



Celebrate

