



EACH ONE REACH ONE 101

CREATING A MOVEMENT

With Lynne Wester

TODAY'S AGENDA

1. What is Each One Reach One?
2. What makes a movement
3. What is my role?
4. Tools in your toolkit
5. Next Steps
6. Questions

WHAT IS EACH ONE REACH ONE?





Each One

Reach One

Magnifying Your Impact

- Each one reach one is a challenge, the next step in the LIFE and LEGACY initiative of the Harold Grinspoon Foundation.
- The idea behind the concept is for every current legacy donor to tell one person about their gift in order to expand the movement and double the number of commitments.

What is Each One Reach One?

Doubling the Number of Legacy Commitments!

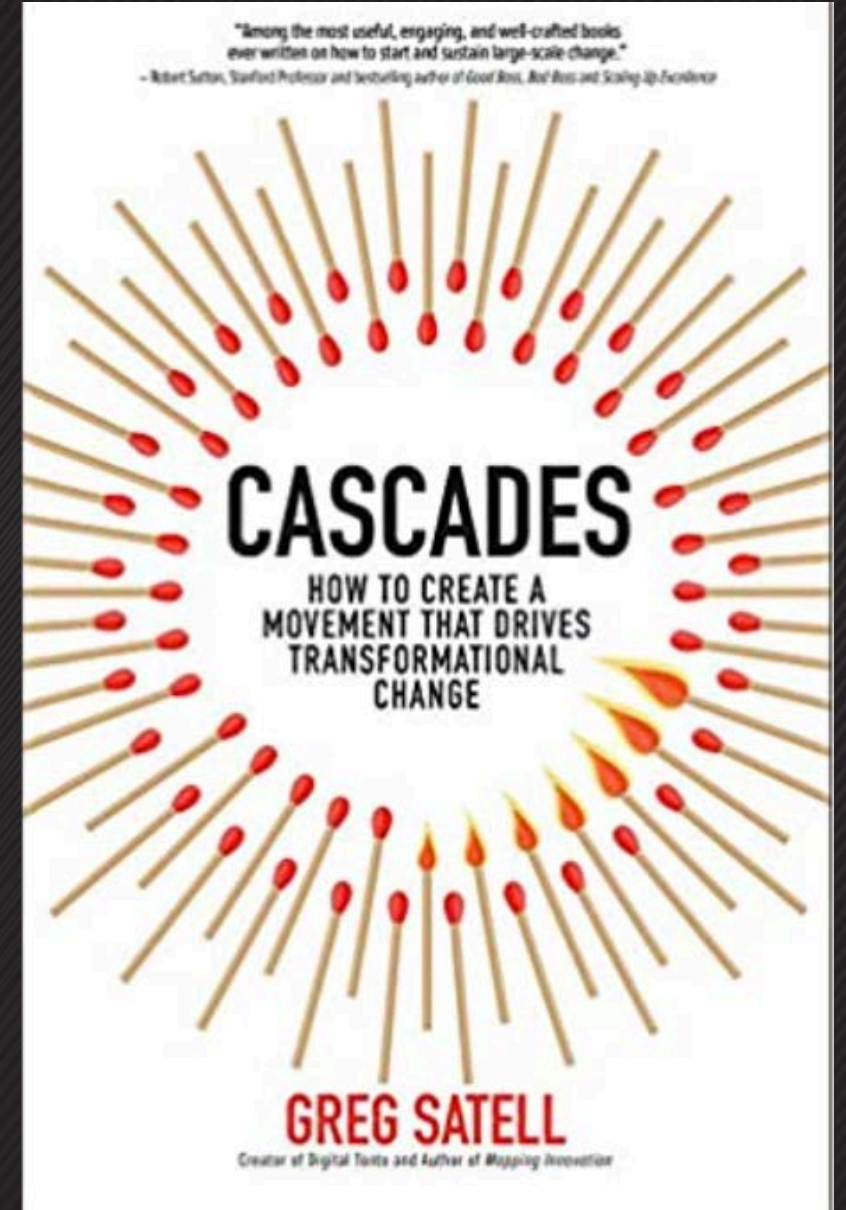
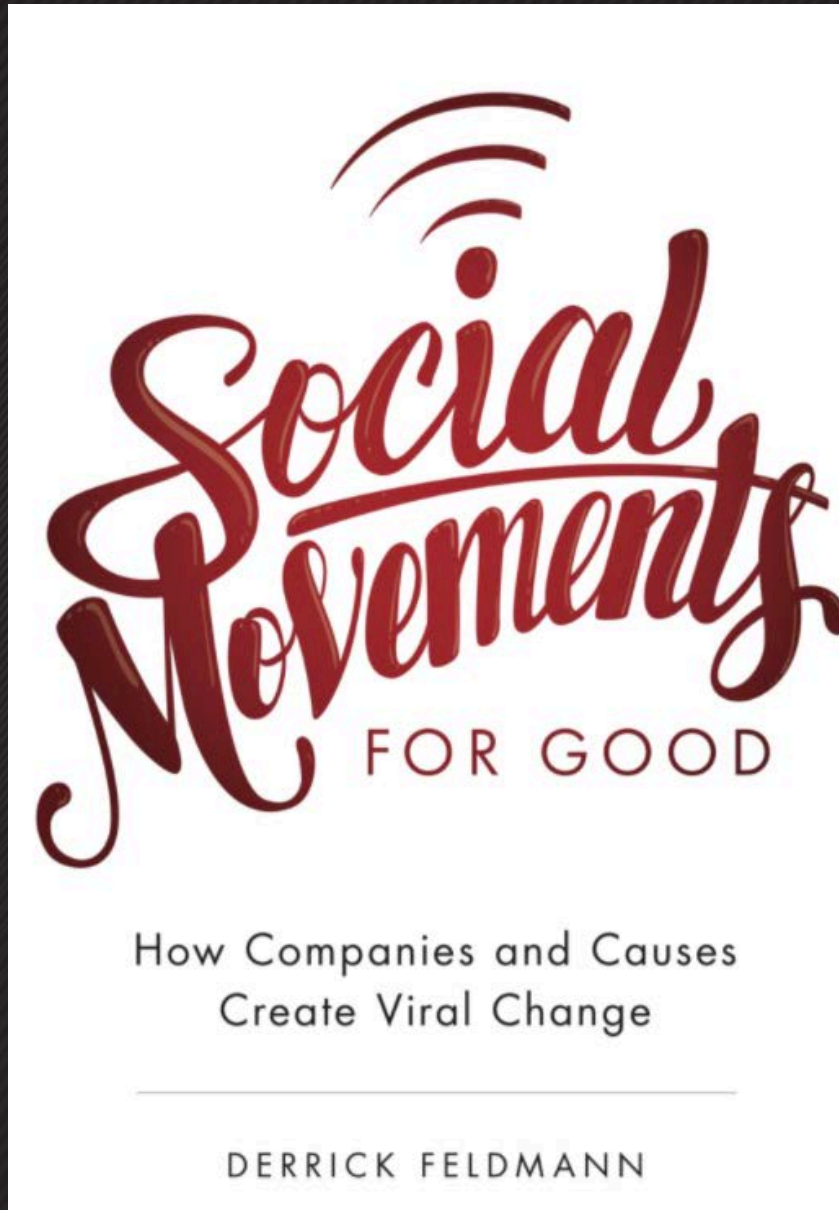
What is the goal?

**WHAT MAKES
A
MOVEMENT?**

- A social movement is a loosely organized effort by a large group of people to achieve a particular goal
- LIFE AND LEGACY is part one, Each One Reach One is a new initiative and campaign to further the movement

WHAT MAKES THIS A MOVEMENT?

RESOURCE



A CLEAR PURPOSE

SHARED VALUES

SMALL GROUPS OF FOCUSED PEOPLE

FACE TO FACE ENGAGEMENT

COMMON TRAITS OF A MOVEMENT

**WHAT IS MY
ROLE?**

Craft and tell your legacy story

WHAT IS MY ROLE IN THE MOVEMENT?

Craft and tell your legacy story

Gather with other Legacy donors

WHAT IS MY ROLE IN THE MOVEMENT?

Craft and tell your legacy story
Gather with other Legacy donors
Encourage others to participate

WHAT IS MY ROLE IN THE MOVEMENT?

Craft and tell your legacy story
Gather with other Legacy donors
Encourage others to participate
Post and talk about Each One Reach One

WHAT IS MY ROLE IN THE MOVEMENT?

Craft and tell your legacy story
Gather with other Legacy donors
Encourage others to participate
Post and talk about Each One Reach One
Use your tools to advance the movement

WHAT IS MY ROLE IN THE MOVEMENT?

- 1. FORMULATE A STRATEGY**
- 2. ADVERTIZE AND SHARE**
- 3. SET GOALS**
- 4. OFFER TRAININGS**
- 5. CREATE ADDITIONAL MATERIALS**
- 6. SPONSOR PROGRAMS**
- 7. MEASURE SUCCESS AND CELEBRATE**

7 STEPS TO SUCCESS

NEXT STEPS

What's in it for me?

Incentives

INCENTIVES

1. Have your photo immortalized in the LIFE & LEGACY photo mosaic which will be shared in both digital and poster format with each LIFE & LEGACY community partner. See example [here](#).
2. Once your photo is submitted:
 - Your name will be entered into a raffle for **one of ten \$1,000 grants** to be made to one of the organizations you have left a legacy to.
 - Your name will be entered into a raffle to receive a phone call from Harold Grinspoon, Founder, and Winnie Sandler Grinspoon, President of the Harold Grinspoon Foundation.

What's in it for my organization?

Incentives

INCENTIVES

1. **Receive a \$2,000 grant** for having the highest percentage increase in legacy donors in your community (or be in the top 2 or 3 depending on community size).
2. Increase your organizational legacy commitments by at least 50% and receive a customized "Thank You" video recording from the national LIFE & LEGACY team to share with your donors. For example, if you currently have 60 legacy commitments, secure at least an additional 30 new commitments **between April 1 and December 31, 2021**.

What's in it for my community?

Incentives

INCENTIVES

1. **Receive a \$10,000 grant** for being the community with the highest percentage increase in legacy donors in your LIFE & LEGACY cohort.
2. Increase your community's legacy commitments by at least 50% and receive a customized "Thank You" video recording from the national LIFE & LEGACY team to share with your donors. For example, if your community currently has 300 legacy commitments, secure at least an additional 150 new commitments **between June 1 and December 31, 2021.**

TOOLS IN THE TOOLKIT

BRAND STYLE GUIDE





TAKE THE NEXT STEP

ALL IT TAKES IS ONE CONVERSATION TO
MAGNIFY YOUR IMPACT. ENCOURAGE FRIENDS
AND FAMILY TO JOIN YOU IN LEAVING A LEGACY.



Ads for email, newsletters, etc.



We know you care deeply about the Jewish future. Magnify your impact today by encouraging others to join you in leaving a legacy.



Each of us has the power to secure the Jewish future. You took the first step by making a legacy commitment. Now reach out and ask someone to join you. Encourage them to reach out, too. Each one of us can make a difference.



Social media posts!

I MADE MY GIFT.

JOIN ME IN LEAVING A LEGACY!



Postcards!



Thanks to you,
we are
75%
of the way to
doubling our
legacy gifts!

LIFE & LEGACY
Assuring JEWISH TOMORROWS
A program of the HAROLD GREENSPON FOUNDATION

PURPOSE AND STRATEGY

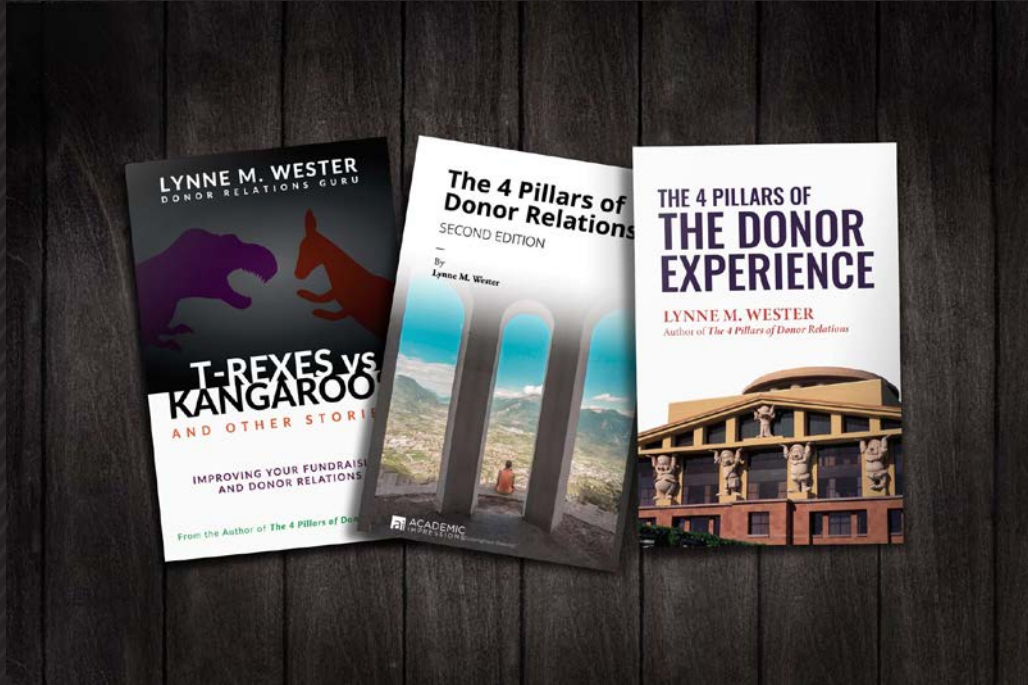
LIFE & LEGACY
Assuring JEWISH TOMORROWS
A program of the HAROLD GREENSPON FOUNDATION

Each One Reach One
Magnifying Your Impact

Other Items...

QUESTIONS?

CONTACT INFORMATION



Lynne Wester

lynne@donorrelationsguru.com

www.donorrelationsguru.com



@DonorGuru