



7 Ways Board Members Can Support Your Legacy Initiative

#1 THANK DONORS

Thank donors personally for their annual and legacy commitments through calls, emails, handwritten notes, and when you see them around town.

#2 GIVE

It's a mitzvah! Annual, legacy, and other gifts to the organizations you love are all important.

#3 TELL YOUR STORY

Be an inspiration to others. Share why you are giving your time, energy and financial resources to one or more Jewish organizations.

#4 BE PRESENT AT ORGANIZATIONAL EVENTS

Be present at events and invite others to come with you. Be an ambassador at all times – people will respect your passion for the organization and it will be contagious.

#5 LISTEN

Ask donors and volunteers why they are committed to the organization. Understand the stories of those who support your organization. If they express concerns, pass them on to the appropriate person.

#6 SHARE

Pass on information about prospective annual and legacy donors whose lives has been impacted by the organization to the appropriate staff or lay leader. Help identify other prospects by examining all your spheres of influence (work, school, hobbies, synagogue, friends, vendors)

#7 INVITE

Ask others to join you in securing the Jewish future. Identify an individual or couple who also support your organization, meet them for coffee or a meal, ask meaningful questions to find out why they value the work of the organization, listen, share your story, and invite them to join you in leaving a legacy