

**Mapal Legacy Society
Sustainability Plan
(February 2011)**

Goals: Minimum 36 conversations and 18 new legacy gifts (with signed declarations of intent)

Legacy Team

- Expand legacy team to formally include:
 - development committee chair
 - additional development committee member
 - board president
- Informally provide training to board members at a board meeting and invite David Sharkey to provide powerpoint presentation entitled Legacy Myths
- Future plans to include an alumni representative on the legacy team
- Development Director to remain with lead role in support of the continuation of the program
-

Target Groups

- Board members (individual conversations with 5 new board members)
- Past board members (10 individual conversations)
- Donors (individual conversations with 8 donors who have annually given donations to Ramah Darom)
- Mayer Mitchell Legacy Fund (4 personal conversations with people who were friends of Mayer Mitchell's)
- Camper parents (4 group presentations – include discussion at community parlour meetings, parent kallah and grandparent kallah during summer at camp)
- Camper grandparents (5 personal conversations with grandparents who have consistently given donations to Ramah Darom)
- Staff (individual meeting with 4 summer staff members)
- Alumni (6 individual conversations)
- PR: Annual Report and Newsletters will continue to contain information about Mapal Legacy Society
- All pledge cards include box to check off if interested in a discuss about legacy donation
- Web being updated – will include information about Mapal Legacy Society, Legacy Donor's story, picture

Calendar of Activities (2011)

February- March

- Complete conversations with current and honorary board members
- Recognition: Listing published in Annual Report with article about importance of Mapal Legacy Society

- Develop committee to discuss format for recognition of all Mapal Legacy Society members.

March

- Presentation at Board Meeting
- Continue to meet with donors
- Personal letters written to Legacy members with invitation to camp during summer

April

- Targeted discussions with participants Passover retreat
- Individual meetings with potential donors in Atlanta

May

- Article in newsletter
- Targeted discussions with senior camp staff

June-July

- Presentation at various parent, grandparent Kallot
- Targeted discussion with rabbinic visitors to camp
- Thank you cards written to Legacy members from campers

August

- Thank you to current legacy members and article in newsletter

September - December

- Continue to meet with potential Legacy donors to meet goals set