



A quarterly newsletter for the Legacy Teams of Greater New Haven, featuring program news, important dates, and reports spotlighting your success!

IN THIS ISSUE:

- News from New Haven
- Updates from the Harold Grinspoon Foundation
- Legacy Sp

NEWS FROM NEW HAVEN

Dear Legacy Teams:

Summer is here! We hope you are staying cool and enjoying the season.

After a packed spring that included our second workshop of the year on June 17, "**High Holidays Marketing and Stewardship**," and the annual Life & Legacy® Leadership Conference in Springfield, Massachusetts, we have a light summer with nothing on the official agenda other than the submission of the **second quarter report (by July 14)**. That doesn't mean the teams need to slow down, though! Summer is a great time to have iced coffee dates with prospective donors, plan a legacy Kiddush or other event for this season or next, and—following last month's workshop—start to think about legacy efforts around the High Holidays.

Those of you who attended our June workshop have already heard the news: Following last year's successful campaign, in which 7 of our teams earned an additional \$360, we are once again offering our High Holidays incentive for 2025! Let's maximize our efforts for the High Holidays. **Your organization will receive an additional \$360 if you incorporate legacy marketing and/or stewardship into your plans for High Holiday messaging or programming (see page 3 for more information).**

So, make a bookmark or an insert to integrate legacy asking into your annual appeal, give a sermon or talk from the *bimah*, send a *shana tova* card to your legacy donors, or put a High Holidays-themed legacy ad into your newsletter! We would love to give this extra incentive money to all of our organizations.



In April, we attended the Harold Grinspoon Foundation's annual Life & Legacy Leadership Conference, celebrating over \$1.8 billion dollars raised in legacy gifts for over 75 Jewish communities in North America. It was an exciting and very inspiring two days spent with more than 220 professionals and lay leaders, all of whom share a passion for and deep commitment to the future of their Jewish community. Highlights included connecting in person with Kathy Sarlson, National Director of Life & Legacy, and sharing ideas, resources, and recipes for success with our counterparts. The agenda included engaging workshops on digital marketing and artful donor conversations, and panels exploring emerging philanthropic trends. Shout out to Rachel Bashevkin, veteran BEKI legacy team member, for joining us! Next year we will once again encourage you all to attend so that we can show off our superstar cohort!

As always, please do not hesitate to reach out any time if you would like to meet. We are at the teams' disposal and are happy to talk through any questions or concerns. To schedule a meeting, call or email Tamara at (203) 266-3080, or tschechter@jewishnewhaven.org.

Warmly,

A handwritten signature in cursive script that reads 'Tamara'.

Tamara Schechter

Create a Jewish Legacy Manager

A handwritten signature in cursive script that reads 'Lisa'.

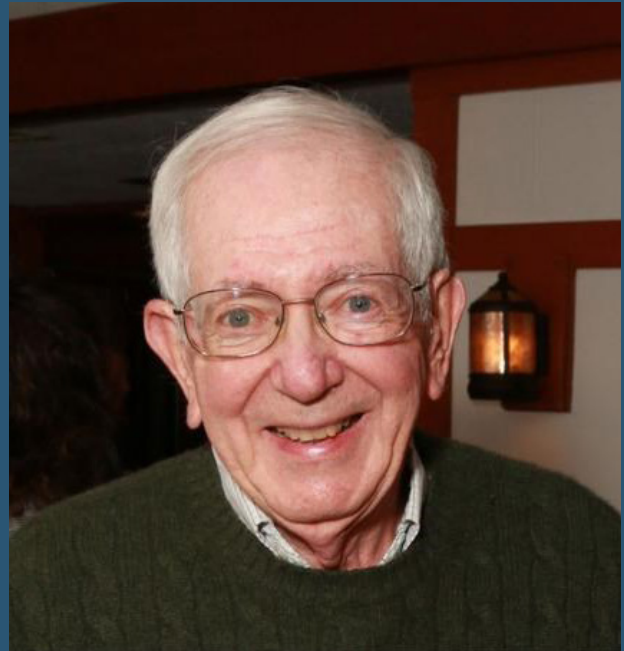
Lisa Stanger

Executive Director

LEGACY SPOTLIGHT

Remembering Phil Pivawer (z"l), Legacy Team Member and Legacy Donor, Temple Emanuel

"Charitable contributions have always been part of our family DNA. When I sold my chemical business in 1997, my first wife, Barbara, and I each set up a trust that would provide income for the surviving spouse, while allowing the principal to grow. Upon my death, a portion of the principal will go to a group of charities. Since Temple Emanuel was a major part of our lives, it will be a major beneficiary of our trusts. When I talk to members as part of the legacy committee, I, of course, encourage them to make a charitable commitment to Temple Emanuel in



their estate. I recognize that many members have large families and want to provide for their children and grandchildren, but I feel strongly that every family should leave some part of their estate to charity, if not Temple Emanuel then to some other organization that has had an influence on their life, be it a university, an arts organization, a medical organization, a nature organization, or a food bank. This is a way that all of us can give back something to the society which we have all benefited from."

—Phil, z"l

**Testimonial from 2018*

Looking for ideas and templates for marketing and stewardship?

The Harold Grinspoon Foundation website has lots of resources available to use. See below or contact Tamara:



Visit

jewishlifelegacy.org



Click

Resources tab



Username

Resources



Password

hgflegacy