



LIFE & LEGACY® EACH ONE REACH ONE ORGANIZATION INCENTIVES (IN YEAR 3 AND BEYOND OF LIFE & LEGACY CURRICULUM)

Securing the Jewish future takes all of us. You can magnify your impact by joining the campaign to increase the number of legacy commitments to your organization and across North America **between now and December 31, 2021**.

INCENTIVES

1. **Receive a \$2,000 grant** for having the highest percentage increase in legacy commitments 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 HGF 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 by December 31, 2021.

HOW TO PARTICIPATE

1. In addition to your legacy donors speaking to their network, encourage each of them to reach out to another donor on your organizational prospect list, share their reasons for leaving a legacy and encourage the prospect to join them in making a legacy commitment to your organization (sign a letter of intent). Use the Donor Incentives to help motivate your current legacy donors.
2. Assign new prospects to each legacy team member and secure new legacy commitments from your constituents/donors/members.

HOW THE INCENTIVE GRANT WILL BE DISTRIBUTED

1. Each Community Legacy Coordinator will be asked to certify participating organizations and the number of legacy commitments they have secured as of March 31, 2021.
2. In January 2022, Legacy Coordinators will verify the participating organizations and the percentage increases they saw in legacy commitments between April 1, 2021 and December 31, 2021.
3. The HGF LIFE & LEGACY team will evaluate the percentage increase of each organization and determine the winners.
4. Incentive grants will be paid to LIFE & LEGACY's community partners who will issue checks to the organizations in their community.

