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**Key Points and Tips from Shalom Park's endowment campaign  
LE'ATID – FOR THE FUTURE.**

From Marilyn Bogan, Director, Donor and Corporate Services, and Gary Yourtz, Chair of the Board of Trustees.

This is a brief summary of Shalom Park's excellent presentation for *Live On* participants on January 18. To date they have 80 gifts (most estate gifts), for a total of around \$8 million toward their \$20 million goal.

The importance of good planning and committing for the long haul: they worked for a year to develop their case statement, endowment policies, investment and spending policies, and to create a plan with a list of solid prospects. It is most important to have a clear, easily understood "cause" defining what the funds will be used for.

Start with your board: It took Shalom Park one and a half years to secure 100% board commitment. Also, all board members help solicit. Those who don't like to make the "ask" give information about why Shalom Park is important. If board members did not want to make an estate gift, they gave cash and many wrote checks, gave life insurance, assigned a portion of their retirement plan, gave a gift annuity, or other estate gift.

Set a goal: donors get excited about big goals. Shalom Park set a \$20 million goal because they need at least \$1 million per year to fund the expected future increase in the Medicaid gap for residents (5% of \$20 million = \$1 million).

Make it personal: they were successful with one-to-one personal solicitations with usually two Shalom Park solicitors (board member and staff). Do not assume that your major supporters will make an endowment gift, even if they have heard about your campaign – everyone needs to be asked!

The importance of recurring recognition: thank early and often. Thank people even if they say "no" right now because they may give later. Stay in touch with your bequest givers and keep them close to your organization. Include them in special ways year after year. One donor increased their bequest in part because of ongoing, positive communication. Shalom Park has a beautiful new plaque recognizing endowment/bequest givers, which prompted an employee to disclose that they too had left Shalom Park in their will!

This is easy and fun: you are helping a donor achieve immortality and create a legacy, and you are not asking for a current cash gift. Estate gifts are easier to solicit and very satisfying for the donor and the solicitor.