***Next generation engagement/cultivation plan:***

* Develop strategies for identifying and cultivating new prospects:
  + Are there committee or volunteer activities that would further engage a potential new legacy donor?
  + Are there events or programs you should personally invite potential legacy donors to?
  + Is there someone in leadership who knows a particular donor who could serve as a connector?
  + If you have a young-adult/next gen group of some sort, what do they know of CYJL?
* Consider establishing a group for longtime members or annual donors you can cultivate and steward to become legacy donors (Like “Silver Circle” or a “Chai Society”):
  + How will you further engage them through communication?
  + How will you integrate the concept of legacy giving into communications? (testimonials, listings, ways to give, information about the Legacy Society)
  + In what ways can you bring them together to increase engagement?
* Thinking about next generation as your organization’s future low-hanging fruit: What can you do today to “plant the seed” and cultivate the next generation?
  + Remember that your best legacy prospects are **longtime, loyal** supporters of your organization—and that to cultivate these donors as legacy prospects is tantamount to engaging them more deeply in your organization
  + Where does legacy giving fit into this puzzle? How can you use legacy giving as an opportunity for next gen to be more engaged in your organization?
    - E.g., Succession planning so that your legacy team has members that reflect the next gen age demographic;
    - CYJL programming/presentation at young-adults/young professionals/next gen affinity group trying to convey essence of program (i.e., values, Jewish continuity, and not necessarily soliciting legacy gifts)
    - Encouraging multi-gen conversations about legacy giving through parlor meetings, Board presentations, affinity group programming, etc. etc.
    - Coming up with individualized cultivation plans working to build the relationship over time