

GIVE NACHAS, GET MONEY

LAUNCH AND GROW A SUCCESSFUL GRANDPARENTS CAMPAIGN



WELCOME!

PRESENTED BY

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President

ALTRUICITY

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WE WOULD LIKE TO INTRODUCE YOU TO THE NACHAS SOCIETY

STRENGTHEN THE BOND WITH YOUR GRANDCHILDREN THROUGHOUT THE SCHOOL YEAR BY SERVING AS A ROLE MODEL IN A MOST REWARDING AND TANGIBLE WAY.

BENEFITS

Join the NACHAS SOCIETY and connect with your grandchildren in many wonderful ways!

IMPACT

Your monthly gift of \$18 or more will help us raise vital funds to enhance our educational programs and help improve day school affordability and sustainability.

GRANDPARENTS AND SPECIAL FRIENDS DAY

ALL grandparents will continue to be invited to our Grandparents & Special Friends Day where you will have hands-on experiences with your grandchildren.

"NACHAS" PHOTOS

You will receive monthly photos of your grandchildren, both learning and at play.

REGULAR UPDATES

Over the course of the school year, we will keep you in the loop about any programs or events featuring your grandchildren.

JOIN THE NACHAS SOCIETY TODAY



www.TSGW.org/grandparents
443-938-2683



BY ALTRUICITY

THEY LIVE OUT OF TOWN!

WHY GRANDPARENTS?!

THEY ARE LESS RELIGIOUS?

THEY ARE MORE RELIGIOUS?

THEY ALREADY HELP WITH TUITION!

THEY ARE ON FIXED INCOME!

DEEP POOL



&



SHORT RUNWAY

HOW DO WE DEFINE SUCCESS?

**“Raising contributions at all levels
is key to long-term success.”**

**“The goal is to increase the number of gifts of all
sizes, and focus less on the total dollars raised.”**

David Lively, Associate VP

Northwestern University

Author of Managing Major Gift

Fundraisers: A Contrarian’s Guide

STRATEGY #1

MONTHLY GIVING

100 Grandparent Households

\$18 per month

\$21,600 a Year

STRATEGY #2
MINIMUM GIFT
REQUIREMENT

100 Grandparent Households

\$1,000 per year

\$100,000 a Year

01

CLEARINGHOUSE OF ENGAGEMENT OPPORTUNITIES

*INVITE YOUR GRANDPARENTS TO
EXISTING PROGRAMS AND EVENTS!*



Friday	Saturday	Sunday
MAY 6	MAY 7	MAY 8

**JUST REPACKAGE THE
PROGRAMS YOU ALREADY HAVE!**

NACHAS PHOTOS



MONTHLY. Keep their grandchildren and the school front and center.

CANDID. Share photos of their grandchildren learning and at play.

ANTICIPATED. Photos leave them wanting more and eagerly wait for the next month.

CONNECTED. A great conduit when sent from the Director of Development.

GRANDPARENTS DAY

TIMING. Do it on a Thursday or Friday or a holiday weekend.

NO SPEECHES. Don't TELL them the virtues of the school...SHOW them!

HANDS-ON. They don't want to WATCH their grandkids. They want to learn/play WITH them.

FEEDBACK. Conduct a follow up survey.



**IF THEY CAN'T
SHOW UP...**

TAKE IT VIRTUAL!

A LIVESTREAM IS ALWAYS APPRECIATED!



THE PAYOFF: NEW BASELINE OF DONORS!

	I	J	K	L	M	N	O	P	Q	R	S	T
Status open/ closed/ return	Account Type	Rating (A/B/C)	Pledge made	Payments made	Balance Owed	Total Projection Conservative	Total Projection Aggressive	Additional ask	New Pledge Amount	Legacy Prospects ready for conversation	Next steps	
open	SINGLE	A				\$25,000	\$36,000					
open	ASSOCIATE	A				\$36,000	\$50,000					
open	FULL - Family	A				\$36,000	\$54,000				Send detailed email and ask for a follow up meeting	
return	FULL - Family	A	\$36,000		\$36,000		\$0	\$18,000				
return	FULL - Family	A				IN KIND	IN KIND					
open	FULL - Family	A				\$15,000	\$25,000					
open	FULL - Family	A			\$0	IN KIND?	IN KIND?					
return	SPONSORING MEMBER - Full	A	\$250,150	\$150	\$250,000	\$250,000	\$250,000					
return	SPONSORING MEMBER - Full	A	\$250,000	\$250,000	\$0	\$250,000	\$250,000					
return	FULL - Family	A	\$50,000		\$50,000			\$50,000				
return	FULL - Family	A	\$100,000	\$10,000	\$90,000			x				
return	SPONSORING MEMBER - Full	A	\$55,800	\$33,455	\$22,345	\$44,200	\$45,200	\$16,200				
return	FULL - Family	A	\$100,000	\$50,000	\$50,000	\$50,000	\$50,000	\$50,000		x		
return	FULL - Family	A	\$36,000		\$36,000	\$0	\$0	\$18,000				
return	FULL - Family	A	\$30,435	\$11,667	\$18,768	\$0	\$0					
return	FULL - Family	A	\$36,000	\$21,600	\$14,400	\$18,000	\$18,000					
return	FULL - Family	A	\$10,000	\$10,000	\$0					x		
open	FULL - Family	A				\$100,000	\$150,000				Send detailed email and ask for a follow up meeting	
open	FULL - Family	A				\$25,000	\$36,000				Send detailed email and ask for a follow up meeting	
open	SINGLE	A				\$5,000	\$10,000				Schedule meeting	
open	FULL - Family	A				\$10,000	\$15,000					
open	FULL - Family	A			\$0	\$36,000	\$50,000			x	Send detailed email and ask for a follow up meeting	
open	FULL - Family	A			\$0	\$75,000	\$100,000				Send detailed email and ask for a follow up meeting	
open	FULL - Family	A			\$0	\$36,000	\$72,000				Shulchan in Main Shul or Shulchan Cover in the BM	
open	FULL - Family	A										
closed	FULL - Family	A	\$10,000			\$36,000	\$54,000					
open	FULL - Family	A			\$0	\$36,000	\$50,000					
open	FULL - Family	A				\$10,000	\$15,000					

The screenshot shows the Asana interface for a project named 'RAG Pipeline'. The main view is a list of tasks, each with a checkmark, a title, assignees, and a due date. The tasks are:

- Speak to Moshe Dov about Dovie (GIBBER, Dovie) - May 25
- Meeting (PREISEROWICZ, Yanky) - May 25
- Meeting (RUSSEL, Robert C and Irene) - May 25
- Follow up re: his pledge (NEUBERGER, Isaac) - May 25
- Follow up re: Pick up check and discuss capital (RIVLIN, David - HEYMAN FOUNDATION) - May 26
- Call Tommy (WEISS, Tommy (Mother Magda A"H just passed away)) - May 26
- Calling him for update (ROCHKIND, Shmuel and Rochel) - May 26
- follow up on brief conversation (FINKELSTEIN, Kalman) - May 26
- Follow up with Shlomo to close him (REITBERGER, Jason and Shani) - May 26
- Follow up re: pledge (WERTENTEIL, Peretz and Sarala) - May 26
- Hopefully meet for capital campaign (DAVISON, John) - Jun 5
- Follow up re: meeting (RAY, Barry) - Jun 26
- Call him to check back for his gift - \$30K (BRAVMANN, Shmuel and Pnina) - Aug 1

 A 'No due date' filter is applied at the bottom. The left sidebar shows navigation options for reports, team conversations, and projects.

The screenshot shows a calendar view for May 2022. Tasks are scheduled as follows:

- May 16:** follow up after moshadi community... (Kamali, Bahman)
- May 17:** Call - 718-336-4264 (Reb. Harari-Raful) at 8:00pm; Call to solicit (David Rosenbaum); follow up (Isaac Toledano); Ask him to host a parlor meeting in M... (Moshe Gross)
- May 18:** follow up if he contact tzvika (Dr. Ernie Agatstein) at 4:30pm; Cal him - TALK TO HIS EIDE... (Abish Brodt) at 5:15pm; Call avrohom (Avrohom Roth) at 5:45pm; Follow up re: \$50k gift (Yakov Yitzchok / Mrs. Siegal) at 6:15pm
- May 19:** Call Zecharya Waxler (Avrohom Roth) at 12:00am; Follow up for donation (Michael Medvedev) at 6:00pm; Follow up call to speak to Sy... (Rabbi Zisha Ausch) at 8:00pm; follow up email for list of do... (Rabbi Krasner) at 8:00pm
- May 24:** Solicit him for increase (Jonathan Zycer); Follow up for donation (Stephen Sotoloff); Share with Alan the variation R&D ded... (Alan & Fayge Siegal); said to call for another donation (Sruli Kohn)
- May 25:** Scheduled call with Kalmen (Kalman Schreiber); He said to call will be back in NY (Meir Chetrit); Follow up (The Samuel Aba & Sisel Klurman Fo...); meeting is Williamsburg (Shia Moshe Berkowitz)
- May 26:** Follow up call for parlor meeting (Avrohom Biderman); Follow up (Steven Usdan)
- May 31:** follow Txt (Rabbi Shlomo Zargari (Irani...)) at 7:45pm; Call for Dr. list (Yosef Yitzchok Hertzka); Follow up if sent 50k - 25k april 25... (Mark Campbell)

STRATEGY # 4

CREATE A BRANDED SOCIETY



- EXCLUSIVITY
- ASPIRATIONAL GIVING
- POSITIVE PEER PRESSURE
- SHORT AND LONGTERM ROI
- STRONG GROWTH AND RETENTION
- DOVE-TAILS WITH GIVE/GET REQUIREMENTS



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CAMPAIGN CALENDAR FOR A GRANDPARENTS CAMPAIGN

DEC - JAN

Create Branded Materials
Recruit Leadership

FEB - MAR

Campaign Launch
Nachas/Engagement

APR - MAY

Grandparents Day
Dinner Recruitment/Solicitations
Dinner // Public Launch!



LAUNCH YOUR CAMPAIGN IN ONLY 6 MONTHS!

Friday	Saturday	Sunday
MAY 6	MAY 7	MAY 8

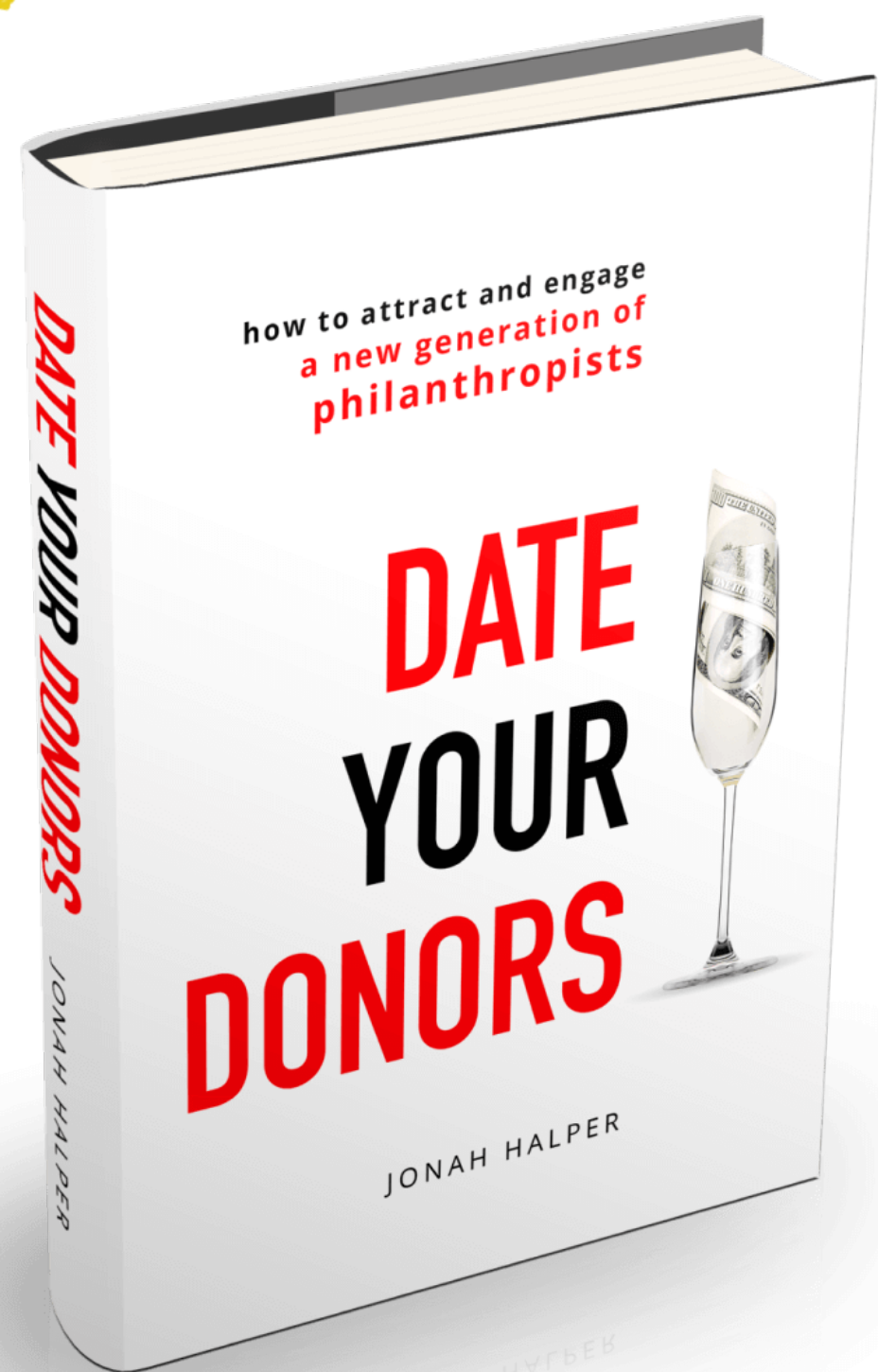
Q&A

QUESTIONS?

GIVE NACHAS, GET MONEY!

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THANK YOU!



**SCAN THIS BARCODE AND
A FREE DIGITAL COPY
WILL BE EMAILED TO YOU.**

PRESENTED BY

JONAH HALPER, MPA

jonah@altruicity.com

President

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