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Boonton, NJ 07005  
Ph: (973)541-1010  
Fax: (973)541-1131  
Web: tlc-nj.org

### **Planned Giving**

#### **Goal: 100 members in the Legacy Giving Circle**

- **Marketing Strategy:**

- Develop planned giving brochure
- Develop other planned giving written materials
- Update all TLC planned giving outreach – mailing, email blasts, update and improve info in Facebook, newsletter, twitter, etc.
- Create 12 month marketing calendar with schedule of mailings, phone calls, and activities

- **Outreach Strategy:**

- Develop planned giving outreach list
- Decide if we want to do a matching gift campaign
- Develop outreach script
- Find volunteers to help with outreach

- **Program Sustainability Strategy:**

- Host Legacy Giving Circle launch event or party
  - Give members of Legacy Giving Circle special recognition gift (lapel pin, tree seedling, etc.)
- Create yearly events for members and potential (President's Luncheon, special cocktail party, intimate dinner, etc.)
- Continue to develop ways to nurture relationship with current living members
  - Gather testimonials



# THE LAND CONSERVANCY OF NEW JERSEY

## DEAR LEGACY GIVING CIRCLE MEMBER

Thank you so much for joining The Land Conservancy of New Jersey's Legacy Giving Circle. By committing a planned gift, you are helping us make a greater impact today and tomorrow.

Thanks to the Janet Ross Bequest Challenge, we have received \$1 million in pledges to date.

The Conservancy is working on a number of exciting projects and we are offering the Legacy Giving Society a sneak peek into the complex but rewarding work of land conservation. Want to know more about what our dedicated and hardworking staff are tackling every day? Then read on . . .



## RAMAPOUGH LENAPE PARTNERSHIP

The Conservancy is working hard to preserve land around Split Rock Mountain in Mahwah, which is culturally significant to the Ramapoan Lenape Indian Nation. This summer we partnered with the Mahwah Environmental Volunteers Organization (MEVO) on a series of cleanups at this site, which was a dumping ground for decades. We have been awarded a grant from the Doris Duke Charitable Foundation to help the tribe establish their own land trust and steward this land once it is preserved. This ambitious project will positively impact the tribe and offer a gathering place for future generations to learn about and care for the land.

## EDISON OPEN SPACE TRUST FUND

Our planning work tends to happen behind the scenes and sometimes doesn't get the attention it deserves. Did you know that to date we have helped 169 municipalities and counties in New Jersey with their open space, planning, farmland preservation, and stewardship needs? Right now the team is working with the town of Edison to renew their Open Space Trust Fund through a ballot question during the upcoming election on November 2. If passed, it would be a huge win for the town. Their Open Space Trust Fund expired in 2016, and this new proposal will include the purchase of much-needed parkland and repairs to busy recreation facilities in a densely populated area.

## WEST BROOK RESTORATION, PHASE 2

Last year we completed a massive stream restoration at the headwaters of the West Brook before officially opening the Nancy Conger West Brook Preserve in West Milford. While preserving an additional 43 acres adjacent to the property earlier this year, we found a small stream with a dam that needs to be removed to make the wetlands as healthy as possible, improve water quality, and bring down the water temperature so fish can spawn here. This phase 2 restoration is planned for next year, and we look forward to ridding the property of manmade obstacles and invasive species so that it can return to its natural state.

**YES, I would like to become a member of The Land Conservancy of New Jersey's Legacy Giving Circle.**

*I have already made the following gift(s):*

- ☐ General Bequest
- ☐ Residuary Bequest
- ☐ Contingent Bequest
- ☐ Other\_\_\_\_\_
  
- ☐ Approximate value:  
\$\_\_\_\_\_
- (optional)
- ☐ I wish to remain anonymous
- ☐ My date of birth is\_\_\_\_\_

Name\_\_\_\_\_

Address\_\_\_\_\_

City\_\_\_\_\_State\_\_\_\_\_Zip\_\_\_\_\_

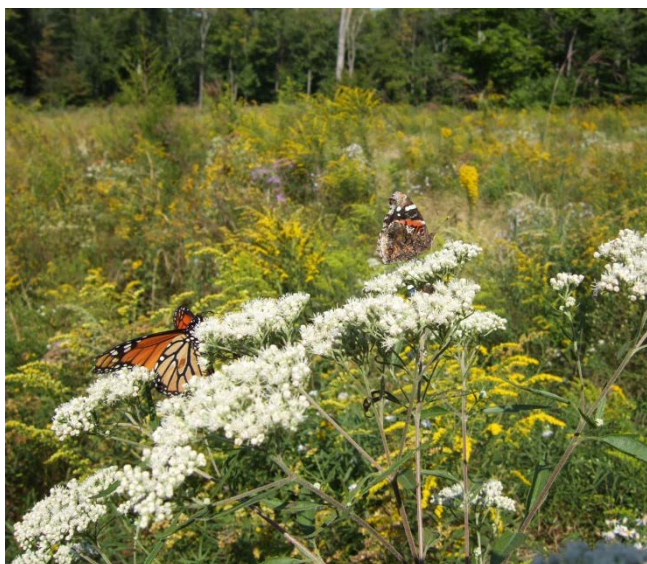
Phone ( )\_\_\_\_\_

E-Mail\_\_\_\_\_

***All information will be kept confidential. This information should not be constructed as tax or legal advice. We suggest you seek advice based on your own situation and can provide the contact information of an independent tax advisor should you need one.***

## **What is the Legacy Giving Circle?**

The Legacy Giving Circle honors those who have made bequests or life income gifts to The Land Conservancy of New Jersey knowing that their gifts will help protect land and water resources in the Garden State for years to come.



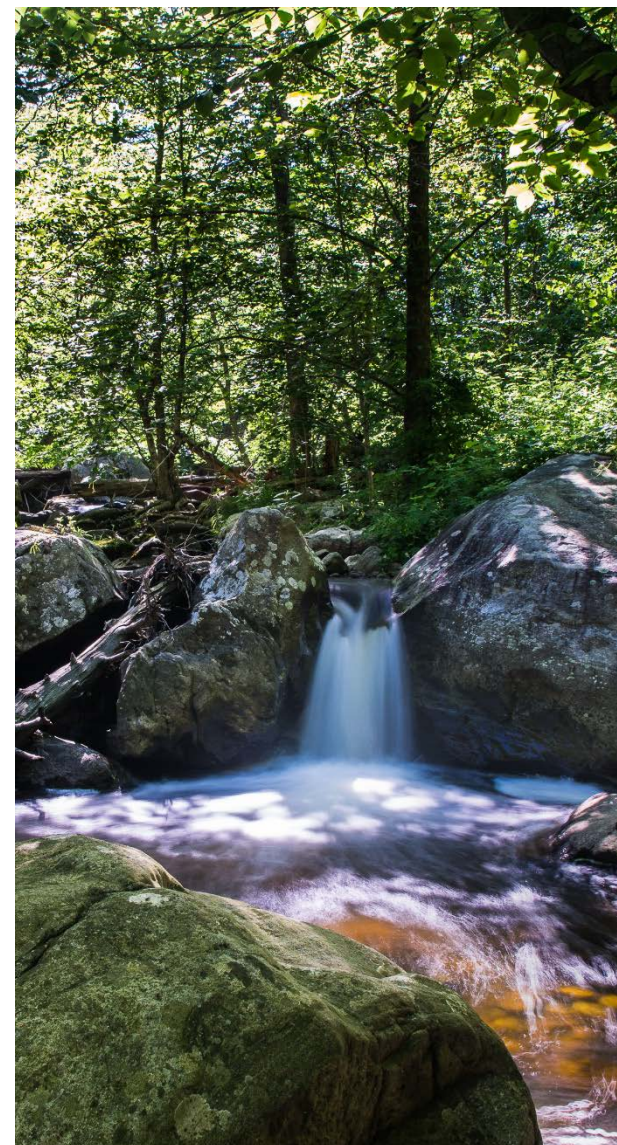
If you would like more information about the Legacy Giving Circle, or additional information on planned giving please contact:

Danielle Wolfrum  
The Land Conservancy of New Jersey  
19 Boonton Ave.  
Boonton, NJ 07005  
(973) 541-1010 x25  
dwolfrum@tlc-nj.org

**or visit us at [www.tlc-nj.org](http://www.tlc-nj.org)**



## **LEGACY GIVING CIRCLE**





## BEQUESTS

To make a bequest, consult your attorney to add the proposed language to your will:

### General Bequest

I give, devise and bequeath to The Land Conservancy of New Jersey, 19 Boonton Ave, Boonton, New Jersey 07005, \$\_\_\_\_\_ for its general purposes ( or list specific property or a percentage of the estate).

### Residuary Bequest

I give, devise and bequeath to The Land Conservancy of New Jersey, 19 Boonton Ave, Boonton, New Jersey 07005, all of the rest, residue, and remainder of my estate for its general purposes.

### Contingent Bequest

In the event any of my beneficiaries predeceases me or disclaims any interest in \_\_\_\_\_ (describe asset or portion of estate) I give such property to The Land Conservancy of New Jersey, 19 Boonton Ave, Boonton, NJ 07005 for its general purposes.



## JOIN THE JANET ROSS FUND BEQUEST GIVING CHALLENGE!

*For every supporter who names us in their will or informs us we are already named The Land Conservancy will receive \$1,000 from the Janet Ross Fund.*

*Help us secure immediate funding today and leave a legacy to ensure we will continue to preserve land for years to come.*

### LEAVE A LASTING LEGACY

Imagine the difference you can make in the lives of those that follow. A planned gift to The Land Conservancy of New Jersey can help ensure we pass our shared commitment of open spaces, clean water, and fresh air down to future generations.

### BENEFITS OF MEMBERSHIP

- Your legacy will live on in the form of preserved open space and protected natural areas.
- You will receive a gift that identifies your commitment to The Land Conservancy of New Jersey.
- You will be invited to local programs and activities and you will receive mailings keeping you informed about our land conservation work.
- With your permission, we will acknowledge your support by listing your name in our publications, or you may choose to remain anonymous. In any event, the amount of your gift will never be disclosed.

Place  
stamp  
here

The Land Conservancy Of New Jersey  
19 Boonton Ave  
Boonton, NJ 07005



# Help The Land Conservancy receive \$1,000 Today

*Join the Janet Ross Fund Bequest Challenge and have a greater impact today and tomorrow. The Janet Ross Fund Bequest Challenge is a campaign to inspire our supporters to make bequest commitments for the future and, in return, help us earn much-needed challenge grant dollars for use today.*

## How It Works:

- Name The Land Conservancy of New Jersey in your will or living trust, new commitments and previously established bequest plans can qualify.
- Document your bequest on the form below and mail back to us.
- The Land Conservancy will receive a donation of \$1,000 right now!

*For more information regarding the Bequest Challenge or to learn more about our generous donor visit our website at [www.tlc-nj.org/planned\\_giving](http://www.tlc-nj.org/planned_giving)*

If you have included a gift to The Land Conservancy of New Jersey in your estate plans please complete the steps below to qualify for the Janet Ross Fund Bequest Challenge.

### 1.) Type of Bequest:

- ☐ General Bequest
- ☐ Residuary Bequest
- ☐ Contingent Bequest

### 2.) Amount of bequest. My/our future gift is:

- ☐ Estimated to be worth \$ \_\_\_\_\_
- ☐ The specific amount of \$ \_\_\_\_\_
- ☐ An amount that I/we wish to keep private

### 3.) Contact Information:

NAME \_\_\_\_\_

ADDRESS (CITY, STATE, ZIP) \_\_\_\_\_

PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

4.) Recognition. I/We would like to be listed as follows: \_\_\_\_\_

NAME(S): \_\_\_\_\_

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

### 5.) Mail to:

Danielle Wolfrum  
The Land Conservancy of New Jersey  
19 Boonton Avenue  
Boonton, NJ 07005