



SECURING TOMORROW TODAY

Endowment Campaign

FREQUENTLY ASKED QUESTIONS

1. *How is Securing Tomorrow Today different from Annual Giving?*

Annual Giving is a vital source of support for The Temple, helping to keep The Temple running. *Securing Tomorrow Today* seeks to raise funds for the endowment to strengthen and secure The Temple's future.

2. *Didn't we just have a campaign? Why do we still need funds?*

The most recent campaign, *Daring to Dream*, was solely to fund the building renovations and improvements, as the building had not been updated since we moved from our original location on Vine Street (7th Avenue) in 1955. We followed up the capital campaign with *Burn the Debt*, to eliminate debt from our building. *Daring to Dream*, The Temple's capital campaign, was successfully completed almost two decades ago. This campaign, by comparison, funds The Temple's initiatives into the future, strengthening our financial position and broadening our reach and engagement. This is The Temple's first ever, total endowment campaign.

3. *What is an endowment gift?*

An endowment gift is your legacy to The Temple. It creates a permanent income source that The Temple can rely on to meet current and future needs that will keep the congregation strong and vital for generations to come. Your gift is an investment in The Temple's future, and will be invested by our professional investment partners, SEI, with oversight from the Board of Trustees to ensure maximum return. Under The Temple's Endowment Fund guidelines, up to 5% of the fund's asset value may be used each year.

4. *Why do we need to conduct a campaign right now?*

While there is never a perfect time to ask for campaign contributions, the timing right now is ideal because:

- The Temple is blessed with a stable, well-loved clergy and staff; now is the time to think about our future stability.
- The economy is stronger than it has been in recent years.
- Philanthropy is on the upswing generally in the United States, with \$358.4 billion contributed last year alone.
- While it seems like everyone in town is conducting a campaign, many might think we will face competition for donors. Several other organizations are indeed conducting special campaigns, but right now there is no other campaign being conducted in the Jewish community.

5. *Why not try to raise even more money?*

We conducted a careful analysis of capacity and interest within our likely donor base and concluded that a goal of \$5-7 million would best serve the feasibility of a successful campaign. We will affirm or adjust that total goal once we have received initial campaign commitments and determined the likelihood of greater support. While it is certainly not out of the question for us to strive for a higher goal based on the total needs of The Temple, a \$7 million campaign will be a challenging goal and require all congregants to give to the very best of their capacity.

6. *What initiatives will the campaign fund?*

Securing Tomorrow Today will focus on strengthening The Temple's endowment through five philanthropic priorities:

- Investing in Spiritual Leaders
- Meet Current & Future Program Needs
- Advancing Religious School & Life-Long Learning
- Sustaining The Temple Cemetery
- Continued Upgrading of Temple Security, Facilities, Communication & Technology

These core areas have one unifying objective – providing financing needed to enhance the programming and activities that serve our congregants, and maintain our beautiful facilities.

7. *We already have an endowment. How will an increase endowment benefit the congregation?*

Currently, our endowment fund holds approximately \$9 million. Of the \$9 million endowment funds, \$2 million is restricted for specific purposes, which is a common endowment practice. Meeting the anticipated future needs of our Temple will require us to substantially increase our unrestricted long-term resources.

As our generous donors pass on, we need to find ways to replace that giving we have come to rely on. At this moment, younger adults and families are not giving at the same philanthropic levels as previous generations, leaving us with gaps in our giving demographics. Our endowment generates a significant portion of our annual operating budget, accounting for 10-15% of our annual budget, and our need for support from our endowment will only grow in the years to come in order to replace the Annual Giving dollars of our aging donors. In addition, non-profit management experts suggest that healthy non-profits maintain an endowment that is five times their annual budget. Through this campaign, The Temple will be able to reach the optimal endowment-budget ratio.

This campaign offers the opportunity to fulfill our responsibility to plan for and secure our vibrant future - celebrating past achievements, preparing for future challenges, and working to maintain the highest levels of excellence throughout our congregation. In order to have the necessary resources for the current and ever changing needs of our congregation, such as up keeping our beautiful building and continued programming, we need to boldly act now. Above all, this campaign is a prudent and proactive means of ensuring that The Temple will serve future generations.

8. *Who will be asked to support the campaign?*

Every Temple congregant will be invited to support the campaign.

9. *Why are we being solicited? We'll give on our own.*

The campaign hopes to visit congregants face-to-face so that every member will have the opportunity to fully understand the goals of this initiative and its impact on the future of our Temple family. Campaign volunteers will also be able to answer any questions congregants might have. These personal meetings foster relationships within our congregation as well as institutional growth and strength by allowing us to learn about congregants' individual interests and perspectives.

10. *Why are pledged commitments emphasized?*

Pledges made over a suggested three-to-five year period allow congregants the opportunity to consider larger commitments than would be possible from a one-time gift. While the campaign will proceed in phases, being conducted over an 18-month period, the pledge fulfillment period will extend five years following the campaign.

11. *Are gifts to the campaign tax-deductible?*

Yes. All gifts made to the campaign are tax-deductible to the extent permitted by law. Donors should consult a tax professional if they have any questions about the tax treatment of their contributions.

12. *Do I have to make a down payment on my pledge?*

While not required, donors are encouraged to consider a pledge down payment, if possible. This immediate cash helps meet expenses related to the campaign and seeds the endowment fund so that it can grow and helping support our goals.

13. *My family is unable to give at the level requested. What should we do?*

The campaign recognizes that every family's financial circumstances are unique. While the campaign seeks to encourage families to consider aspirational giving, congregants should give at a level appropriate to their means and circumstances.

14. *How will individual pledge commitments be collected?*

Campaign volunteers will collect pledge commitments and any initial down payments. All subsequent pledge payments and reminders will be collected and sent on a schedule of the donor's choosing by The Temple finance staff.

15. *Will gifts other than cash be accepted?*

Yes. In addition to cash gifts, we offer the full range of giving options, including appreciated stock, real estate, bequests, life insurance policies, IRA distributions, charitable annuities, and trusts. Recurring Electronic Funds Transfer and credit card payments will also be offered. For credit card payments, there will be a 2.5% fee.

Donors considering a gift other than cash or stock are asked to contact The Temple finance staff (Tammye Crump at 615-352-7620 x230 or tammye@templenashville.org) to discuss their intention. Some restrictions apply to certain types of gifts and we will work with you to ensure you may contribute to the best of your ability without hardship.