

# Philanthropy Matters

We Share Your Passion! July - August 2020

Dear Colleagues,

I thought I would share with you, in case you hadn't seen it, John Lewis' beautiful message that appeared in the New York Times. Poignant, powerful and purposeful to say the least.



We have also enclosed the link to the recent article in the Louisville Community Newspaper highlighting the success of the JCC/Federation capital campaign, now surpassing \$38M.

Finally, we have included some ideas that some of you have asked for regarding staying in touch with your donors AFTER your campaign.



*By John Lewis*

*Mr. Lewis, the civil rights leader who died on July 17, wrote this essay shortly before his death, to be published upon the day of his funeral.*

**July 30, 2020**

While my time here has now come to an end, I want you to know that in the last days and hours of my life you inspired me. You filled me with hope about the next chapter of the great American story when you used your power to make a difference in our society. Millions of people motivated simply by human compassion laid down the burdens of division. Around the country and the world you set aside race, class, age, language and nationality to demand respect for human dignity.



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That is why I had to visit Black Lives Matter Plaza in Washington, though I was admitted to the hospital the following day. I just had to see and feel it for myself that, after many years of silent witness, the truth is still marching on.

Emmett Till was my George Floyd. He was my Rayshard Brooks, Sandra Bland and Breonna Taylor. He was 14 when he was killed, and I was only 15 years old at the time. I will never ever forget the moment when it became so clear that he could easily have been me. In those days, fear constrained us like an imaginary prison, and troubling thoughts of potential brutality committed for no understandable reason were the bars.

Though I was surrounded by two loving parents, plenty of brothers, sisters and cousins, their love could not protect me from the unholy oppression waiting just outside that family circle. Unchecked, unrestrained violence and government-sanctioned terror had the power to turn a simple stroll to the store for some Skittles or an innocent morning jog down a lonesome country road into a nightmare. If we are to survive as one unified nation, we must discover what so readily takes root in our hearts that could rob Mother Emanuel Church in South Carolina of her brightest and best, shoot unwitting concertgoers in Las Vegas and choke to death the hopes and dreams of a gifted violinist like Elijah McClain.

Like so many young people today, I was searching for a way out, or some might say a way in, and then I heard the voice of Dr. Martin Luther King Jr. on an old radio. He was talking about the philosophy and discipline of nonviolence. He said we are all complicit when we tolerate injustice. He said it is not enough to say it will get better by and by. He said each of us has a moral obligation to stand up, speak up and speak out. When you see something that is not right, you must say something. You must do something.

Democracy is not a state. It is an act, and each generation must do its part to help build what we called the Beloved Community, a nation and world society at peace with itself.



Ordinary people with extraordinary vision can redeem the soul of America by getting in what I call good trouble, necessary trouble. Voting and participating in the democratic process are key. The vote is the most powerful nonviolent change agent you have in a democratic society. You must use it because it is not guaranteed. You can lose it.

You must also study and learn the lessons of history because humanity has been involved in this soul-wrenching, existential struggle for a very long time. People on every continent have stood in your shoes, through decades and centuries before you. The truth does not change, and that is why the answers worked out long ago can help you find solutions to the challenges of our time. Continue to build union between movements stretching across the globe because we must put away our willingness to profit from the exploitation of others.

Though I may not be here with you, I urge you to answer the highest calling of your heart and stand up for what you truly believe. In my life I have done all I can to demonstrate that the way of peace, the way of love and nonviolence is the more excellent way. Now it is your turn to let freedom ring.

When historians pick up their pens to write the story of the 21st century, let them say that it was your generation who laid down the heavy burdens of hate at last and that peace finally triumphed over violence, aggression and war. So I say to you, walk with the wind, brothers and sisters, and let the spirit of peace and the power of everlasting love be your guide.



The Jewish Community of Louisville is well on their way to a new building, click here to link to their current newsletter outlining their successes:

[Jewish Louisville Article "New J underway"](#)



## It's never too late to thank your campaign donors **AGAIN!**

I know you all have much on your plate. I just wanted to offer a reminder that the success of each of your campaigns continues to be meaningful and impactful especially during these challenging times.

So, despite how we are functioning in this “new normal,” let me offer a few suggestions to communicate with your campaign donors how significant and impactful their gift has been.

1. **A personalized thank you** letter referencing how many years it's been (anniversary of three years since we completed the campaign) and highlighting the great impact in usage, membership, program and other benefits that they allowed you to do.
2. **A prominent mention** in your weekly, monthly email messaging to your members highlighting the impact of their campaign, i.e. *“If not for the generous donors to our such and such campaign etc.”*
3. **Go for it...**implement a major Zoom call, where you may walk the donors through some of the areas of your new or renovated building to engage them again on how beneficial their support had been.
4. I know you all have continued to engage your major donors to your campaign, but just in case you haven't communicated with someone, this is still a **perfect time to engage** and tell them how much you appreciate them and their support.
5. **Campaign chair(s):** Never too late or never enough thank yous to let them know how appreciative you still are to their extraordinary efforts.



***Stay safe. Stay healthy. Stay strong.***



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Dawn Hensley, Editor

