

## Next Generation Individual Outreach Plan The Lumpkin Family Foundation

### Goals for Individual Outreach:

- Have individualized interaction with each member at least once per year by mail;
- To tie “gift” to aspect of importance to mission of LFF;
- To let each member know that we are here as a resource and champion for their philanthropy; and
- To encourage interaction between member and their parents on aspects of importance to their philanthropic interests.

Age	Next Gen Members	Birthday Gift	6 Months Later or Prior to the Family Meeting
1-year old		*The Giving Tree by Shel Silverstein - WHEN BORN!  *Letter welcoming them to a lifetime of opportunities with The Foundation.  ***** *Our Big Home by Linda Glaser- YEAR ONE	NA
2-year old		*Dear Children of the Earth by Schim Schimmel  *Letter about the environmental consciousness of the family and our wishes for the future world they grow up and are active in.	NA
3-year old		*The Rainbow Fish by Marcus Pfister  *Letter talking about how each family member has skills and talents that they have a give to others and The Foundation. We look forward to seeing what they bring in the future.  *A cut-out and sparkles to make their own unique fish  *Tell about Matching Gifts Program	Character First Trading Cards

4-year old		<p>*Alexander, Who Used to by Rich Last Sunday by Judith Viorst and Ray Cruz</p> <p>*Letter describing how the money that we are able to give to the community has come from great, great family members saving their dollars and they we hope they are continue the tradition.</p> <p>Note: Children can get introduced to Alexander by reading No Good, Very Bad Day prior.</p> <p>*\$1</p> <p>*Copies of pdf of accompanying worksheets</p> <p>*Remind about Matching Gifts Program</p>	Character First Trading Cards
5- year old- enter elem school		<p>*The Giving Book- Open the Door to a Lifetime of Giving by Ellen Sabin</p> <p>*Letter describing that there are a lot of ways you can give to others. We hope you enjoy exploring what those are as you start school.</p> <p>*A personalized giving bag</p> <p>*Remind about Matching Gifts Program</p>	Character First Elem Guide Series
6-year old		<p>*Beatice's Goat by Page McBrier- Book &amp; Video</p> <p>*Letter talking about all the international efforts and friends a lot of family members have and have supported.</p> <p>*Information on Heifer International and/or how to find an international "pen pal."</p> <p>*Remind about Matching Gifts Program</p>	Character First Elem Guide Series

7-year old		<p>*The Lorax by Dr. Seuss</p> <p>*Letter describing that The Foundation has a lot of different interests– one being the environment and making our world a good place to live. Help us out by reading the book– and planting the seedling.</p> <p>*Viable plant– bulb or seedling</p> <p>*Remind about Matching Gifts Program</p>	Character First Elem Guide Series
8-year old		<p>*Wonderful Nature, Wonderful You by Karin Ireland</p> <p>*Sacred Planet Documentary DVD by Walt Disney– originally filmed for IMAX, the remarkable footage is an immersive experience, not your typical Disney fare.</p> <p>*Study guide with the movie– tie into cover letter</p> <p>*Remind about Matching Gifts Program</p>	Character First Elem Guide Series
9-year old		<p>*Me and My Family Tree by Joan Sweeney</p> <p>*Letter describing the Lumpkin family history</p> <p>*Supplies to construct a family tree</p> <p>*Remind about Matching Gifts Program</p>	Character First Elem Guide Series

10-year old- join the 6G Grant Committee		<p>*The Ultimate Gift DVD/Book &amp; Birthday Book</p> <p>*Letter talking about that this is the year they will join the Grant Committee. One way they can add to this experience is by asking for financial donations to support an organization/cause they think is important instead of gifts for their birthday.</p>	Character First Elem Guide Series
11-year old		<p>*Need new book... sent #9 in 2011</p> <p>*Me and My Family Tree by Joan Sweeney</p> <p>*Letter describing the Lumpkin family history</p> <p>*Supplies to construct a family tree</p> <p>*Remind about Matching Gifts Program</p>	Character First Int Guide Series
12-year old		<p>*The Kid's Guide to Service Projects: Over 500 Service Projects for Young People Who Want to Make a Difference by Barbara A Lewis</p> <p>*Letter discussing how we can get involved in a lot of ways. This is a good resource for giving you lots of ideas on how to do this....and devising an action plan.</p>	Character First Int Guide Series
13-year old		<p>*Making Kind Choices by Ingrid Newkirk</p> <p>*Letter talking about finding everyday ways to enhance your life through Earth- and animal-friendly living.</p>	Character First Int Guide Series
14-year old		<p>*A Kid's Guide to Giving by Freddi Zeiler</p> <p>*Letter talking about as they continue to get involved in school and school groups, we know they will have an interest in giving back- and thought this book would give them some ideas on how to get started.</p>	Character First Advanced Guide Series

15-year old		<p>*Giving by Bill Clinton</p> <p>*Encourage them to learn more or write a letter/send questions to the philanthropists that most interested them.</p> <p>*Karma Tycoon- send information to log-in and challenge them to see how they can do running a nonprofit on-line</p>	Character First Advanced Guide Series
16-year old-driving; join as a member		<p>*Classified: How to Stop Hiding Your Privilege &amp; Use it For Social Change! By Karen Pittelman and the Resource Generation Group</p> <p>*Letter about as they are eligible for the 16+ Grant Committee and find themselves with freedoms like driving we hope this can inspire you to consider how to use your inherited economic position for social change (which, they write, "means we believe that there is an unjust distribution of resources and that we want to be a part of working towards change")</p> <p>*Let them know that they are eligible to attend board meetings.</p>	Character First Advanced Guide Series
17-year old; member		<p>*Creating Change Through Family Philanthropy: The Next Generation by Alison Goldberg, Karen Pittelman, and the Resource Generation Group</p> <p>*Letter about the 16+ Grant program; we welcome them and their ideas on how we can make an even deeper impact through our family Foundation</p> <p>*Reminder that they are eligible to attend board meetings.</p>	Character First Advanced Guide Series

18-year old-high school graduation		<p>*The Perfect Gift: The Philanthropic Imagination in Poetry and Prose by Amy Kass</p> <p>*Revise letter from Bruce to Mollie; stress importance of opportunity to vote and make informed decisions</p> <p>*Keys of Happiness/Responsibility as they enter adulthood. Consider Candle of Honor Ceremony at Family Meeting. ***Consider for 2010 Family Meeting for everyone 18+ to kick-off!***</p>	
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19–30 year old;  
college  
graduation;  
marriage;  
births; 21= full  
voting member

\* Send book from Learning Circle with a note about the learning circle and topic and how they can get involved if they want to; 2011: one on capacity building grantmaking

\*Personal invite to Annual Meeting

\*Annual reminder about Young Philanthropy Program– also highlight resources like volunteer match, local united way, or community foundation as local resources for how they could find organizations to get involved with

\*21= Special ceremony at the family meeting to welcome into Foundation– make it a big deal!

\*Collect letters from other family members with “Words of Wisdom” and include their advice on how to turn the problems and obstacles we all face into lessons learned. Meet and develop an individualized giving plan for discretionary dollars and discuss implementation.

Additional Books to Consider:

\* How to Become a Nonprofit Rockstar

\*God Bless You, Mr. Rosewater by Kurt Vonnegut

\*Philanthrocapitalism: How the Rich Can Save the World by Matthew Bishop, Michael Green (Sept. 2008)

\*Uncharitable: How Restraints on Nonprofits Undermine Their Potential (Civic Society: Historical and Contemporary Perspectives) by Dan Pallotta (Dec. 2008)

\*Copy of any key family history documents; book by Peggy

### **Organizations Geared Towards Youth:**

- **Compassionate Kids**– Geared to younger children, this non-profit organization focuses on three main areas of concern—the Earth, People and Animals—to instill a basic and deep-rooted sense of caring and compassion from a very early age. [www.compassionatekids.com](http://www.compassionatekids.com) | Phone: +1 678 447 4269
- **Doing Good Together**– As the name suggests, the Minneapolis-based Doing Good Together encourages grandparents, parents and children to combine their time, skills and collective compassion in family volunteering programs that can make a real difference to their local communities. [www.doinggoodtogether.org](http://www.doinggoodtogether.org) | Phone: +1 612 822 6502
- **Network for Good**– While essentially a global fund-raising resource, connecting donors with more than a million charities and non-profit organizations worldwide, Network for Good has a rapidly growing youth program that not only guides children and teenagers on the path to giving back but also strongly encourages caring and compassion through volunteering. Its Youth Volunteer Network offers advice on awards, grants and scholarships, as well as volunteer toolkits, ideas on how to make a difference in the community, and suggestions for donations. [www.networkforgood.youthnoise.com](http://www.networkforgood.youthnoise.com) | Phone: +1 866 650 4636
- **Kids Care Clubs**– Aimed at elementary and middle school children, Kids Care Clubs has been at the forefront of youth volunteering since its inception in 1990, and today has a roll call of more than 1,400 registered clubs and 75,000 children in the US and many other countries. [www.kidscare.org](http://www.kidscare.org) | Phone: +1 203 656 8052
- **Roots and Shoots**– Having spent most of her life studying chimpanzees in the jungles of Africa, Jane Goodall knows just how important those delicate, life-giving roots and shoots can be, so it comes as no surprise that the visionary primatologist, global environmentalist and humanitarian called the youth arm of the Jane Goodall Institute Roots & Shoots. The innovative Youth Leadership Initiative, which has tens of thousands of members in almost 100 countries, provides training and opportunities to the community leaders of the future through ideas, projects, events and campaigns which all help to make the world a better place. The volunteer program is open to all ages with youth councils scattered across America. [www.rootsandshoots.org](http://www.rootsandshoots.org) | Phone: +1 703 682 922