

PLAN YOUR



...so that it's not just a fairy tale.

OUTSMART AGEISM!

By LORETTA SAFF

Last week I chatted with a client who had just left his full-time job. We got into a conversation that might sound familiar — about how people treat you differently once you're no longer clocking in every morning.



Me: So how are you enjoying not working full time?

Him: It'd be a lot better if people didn't treat me like I'm old.

Me: Old? What do you mean?

Him: AGEISM! You know — when I join a discussion, someone says, "Oh, you probably remember this from back in the day," or, "Let's ask our senior member what he thinks!"

Ouch. No one wants to feel "old" in their 60s and 70s — especially when that's the perfect time for consulting, freelancing, mentoring, or volunteering! So, as a little begin-your-year-right gift, I'm sharing some friendly hints for you to use now to 'future proof' yourself from ageism!

After all, if you've been taking care of yourself and plan to stick around for a

few more *curious, creative, and joy-filled decades*, why not make sure people see you that way, too?

HOW TO "AGEISM-PROOF" YOURSELF

(Or as I like to call it:

"Happily Ever After, Part II")

1 - Pick One New Tech Thing a Year to Master

You don't have to learn everything — just *something!* Try:

- Hosting a Zoom or creating a Google Doc
- Taking an online class just because it's interesting
- Asking a "genius" at the Apple store to show you what's new
- Following a podcast that stretches your thinking

It's not about proving you're up to date — it's about staying curious! People notice that.

2 - Join Groups with Mixed Ages

Be the person who bridges generations! Volunteer or connect with:

- Intergenerational nonprofits
- Creative arts communities
- Cultural boards
- Startups — be a mentor

When people see you contributing across age groups, "too old" doesn't enter the conversation.

3 - Refresh Your Professional Identity Every 3-5 Years

You don't need a new title — just a refreshed one.

- Rewrite your elevator speech (that 30 second chance you have to introduce yourself.)
- Lead with what you *do now*, not what you *used to do*, like:
 - o "I'm a consultant for..."
 - o "Currently I manage..."
 - o "Lately I've been advising..."

4 - Update Your Online Presence

Think of it as showing up digitally the same way you do in person.

Just:

- Update your LinkedIn photo. (yes, you need a new one)
 - Rewrite the beginning of your profile to reflect *who you are today*.
 - Share a post occasionally about something you're doing, learning, or supporting.
- ### 5 - Lead with Energy and Presence
- This one's simple but powerful. Your posture, tone, and style speak volumes. So:
- Stand tall.

- Use your full voice.
- Dress in a way that says, "I've got this."
- Respond promptly to emails. This isn't about trying to *look young*. It's about looking *alert and aware*.

SO THERE YOU HAVE IT - YOUR NEW YEAR'S READY ACTION PLAN! TAKE THAT, AGEISM!

Happy New Year,

Loretta

loretta@coachingwithloretta.com •

Looking for a new kind of exercise indoors in the hot summer?

Enjoy good music and great camaraderie learning Israeli dancing in the air-conditioned GJCC. In addition to Israeli dances, you'll learn dances from many other countries, too, including Yemen, Morocco, Greece, Spain, Ireland, and others. Dancing is good for a healthy brain and a healthy body. Meet new friends at this no-cost, fun activity.

When and Where?

Wednesday evening in the Dance Studio at the GJCC

(you don't have to be a JCC member to participate)

5:45 - 6:15 pm Beginners/easy dancing — no experience needed!

6:15 - 7:15 pm Intermediate/advanced dancing.

Questions? Email Judy Given @

given223@bellsouth.net



Friday morning in the JCC gym

(you don't have to be a JCC member to participate)

11:30 am - 12:45 pm Intermediate and advanced

Questions? Email Evelyn Koch @ kochevelyn@hotmail.com •

A Rabbi and a Doctor Discuss Designating Giving

By RABBI MARK SCHIFTAN AND DR. FRANK BOEHM

Frank: When I became president of the Nashville Jewish Federation in 1999, one of the hot topics that I had to deal with was the request by many of our donors to promote designated giving to the various Jewish organizations and agencies of the Federation, rather than giving a blanket donation to the overall Jewish Federation campaign.

The request to approve and support designated giving became a controversial subject and one that resulted in many off-line and Board meeting discussions. However, this was not brought to a vote as we did not have enough Board members who were willing to vote in agreement on a plan to support designated giving. With a flat yearly campaign achievement of approximately 2.6 million dollars, and the Jewish Federation of Greater Nashville this year announcing a goal of raising three million dollars, it is time to revisit this concept of designated giving. Mark, what are your thoughts on this?

Mark: Frank, the very fact that in 1999, you already tried to develop support for Designated Giving, and that now, a quarter of a century later we still haven't adopted that model of philanthropy, says all that needs to be said about this issue.

According to a recent study by Slingshot titled "Portrait of Next-Gen Jewish Giving Today," the current and emerging generations of donors want to

have a definitive say in where their dollars are directed. Shouldn't the Federation allow donors to allocate at least a reasonable portion of their annual contribution — if not even all of it — to the Jewish organizations and causes with which they most identify, and which already fall under the Federation's umbrella of supported organizations?

By not evolving into this model over the past few decades, individual donors are already bypassing the Federation. They are choosing to donate directly to the causes, organizations, and institutions in the Jewish community whom they wish to support more fully and significantly.

The truth is that many donors I know are already giving more to these individual agencies than they are to the Federation overall campaign. They are already bypassing the Federation allocation system to achieve their own philanthropic goals.

Frank, what would be the harm of attempting this model on at least an initial limited trial basis? My guess is that instead of the fear of reducing donations to the Federation, incorporating Designated Giving might even incentivize more members of our community to consider contributing even more to—and through—the Federation.

Frank: Mark, I believe that this could easily be a win-win situation for donors, Jewish agencies, and the Nashville Jewish Federation. As campaign members recruit donations from potential donors, they would explain the

option of giving a Board defined percentage of their donated money directly to the agencies of their choice.

Or they could merely do as they have for years and make their entire donation to the Federation campaign fund, letting the Federation manage the distribution to the various agencies and Israel.

The Federation would consider the designated funds in their overall budgeting process thus allowing the Federation to potentially reduce the overall campaign dollars to those agencies which had been funded via designated giving thereby allowing for needed and desired budget changes within the Federation.

The donor would feel good about their donations. A combined campaign of designated and annual campaign donations would have a significant chance of meeting the three-million-dollar goal, thereby bringing satisfaction to the Federation. As I said, it would be a win-win situation for all.

It will take a Federation Board vote to approve this approach to campaign requests from donors. However, if the Board approves and fully supports this change, I believe campaign workers will have an opportunity to make additional and creative requests that will increase campaign dollars.

Mark: The truth is that our local Federation's campaign has been stagnant for many of the past several years. More candidly, it is now raising fewer dollars than it did almost a decade ago, when it reached a height of \$2.8 million dollars. This does not even account for the

impact of inflation on the value of those dollars raised.

Clearly, a change in the landscape of philanthropic contributions has occurred. And equally as evident, there has been a change in manner, level, and degree of generational giving. Even more importantly, the transfer of wealth from aging generations to the successive generations of potential donors will require new and innovative ways to meet the specific requests of those newer donors to designate their priorities of giving.

So, what is the worst thing that can happen, and what is the best?

The worst is that the campaign remains stagnant, as more donors bypass the Federation to give more of their contributions to the organizations they designate.

And the best thing would be that the Federation would successfully meet and surpass their campaign goal each year by welcoming those donors to designate at least a portion of their Jewish philanthropy under the Federation umbrella system of communal giving.

Whatever we call it, designated giving, donor-directed giving, or targeted giving, could be a win-win all around, for the Federation, for Jewish organizations, and for the donors. It would be a win-win, therefore, for our entire Jewish community. •

Rabbi Mark Schifftan can be reached at mschiftan@aol.com

Dr. Frank Boehm can be reached at frank.boehm@vumc.org