



**Tactical**

**Considerations:**

**Mail & Telephone**

**Marketing**

**David Sharken**

**December 4, 2006**

## KEYS TO SUCCESS

**BE POSITIVE:** Know when to take control of the conversation to focus on the task at hand, and close the gift. Make a case, for why they should give

- Camp Ramah inspires kids to live Jewishly long after the summer is over.
- Camp Ramah changed your life... now's your chance to shape its future!
- As alumni it's really our obligation to support the Jewish home that gave us so much.
- Your gift really does make a difference. Tuitions do not cover the costs of scholarships, and facility upkeep.
- Ramah is a tradition in your family - support the tradition.

**LISTEN TO THE PERSON!** How are they breathing? What are the non-verbal signals?

**BE CONFIDENT:** A strong ask will make a strong impact.

**DATA COLLECTION:** EVEN IF YOU DON'T GET A GIFT, confirm personal information with them. Get updated emails, sibling's contact info, cousins who went to Ramah, parents, names of prospective campers etc. This information is very valuable.

PLEASE TAKE GOOD NOTES

and

SEND ALL PLEDGES, AND INFORMATION CHANGES TO [EMILYP@CAMPRAMAHNE.ORG](mailto:EMILYP@CAMPRAMAHNE.ORG)

781-449-7090 EXT 225

### SCRIPT - ANNUAL FUND 2006/7

- Hi, I'm X and I am a volunteer with the Camp Ramah Development committee. We're raising money for camper scholarships and fun filled Jewish programming. We want to ensure that all campers can attend Camp Ramah. Our goal is to raise over \$210,000, so that we can give out over \$120,000 in scholarships and continue investing in outstanding summer programs.

#### FOR INDIVIDUALS W/ GIVING HISTORY

- Thank you for your support to Camp Ramah over the least few years. I understand that you've been very generous to the camp. I can assure you that your support has been well invested!
- *If they are a current Ramah parent* - please acknowledge their child or children, and chat briefly about their campers' experience.
- *If they are and alum, chat about their Ramah friends.* Find out if they're still in touch with any friends, and if they've activated their password on the new website.
- I am calling tonight to ask for your support of the 2006 Annual Fund Campaign for Ramah.
- You've been generous in years past and I know that you believe in the life-changing impact of Camp Ramah summer. Last year you gave X, please consider increasing to Y.

#### FOR INDIVIDUALS WITH NO GIVING HISTORY:

- I am calling tonight to ask for your support of the 2006 Annual Fund Campaign for Ramah.
- I would like you to consider making a gift of X, to support camper scholarships and camper activities. We want to make sure that any child who wants to attend camp, will be able to do so, and scholarship is the key.

#### IF \$180 IS TOO HIGH

- A gift at any level appreciated. As *Ramahniks*, we are hoping that all alumni/parents will participate in some way this year. How about \$50?-
- Will you renew the gift that you made last year of X?
- *Can I count on you for Chai -- \$18?*
- *Today Rabbah* for your pledge. I know that you really love camp, and want to see it continue to succeed.
- You can always make a gift online at our website, [www.campramahne.org](http://www.campramahne.org)

#### CLOSING STATEMENTS:

- *Today Rabbah* for your pledge of X.
- Would you like to make your gift today via credit card? We accept Visa and MasterCard.
- GET NAME AS IT APPEARS ON CREDIT CARD, & VERIFY SPELLING and EXPIRATION DATE

#### PLEDGES:

- Camp Ramah will send you a pledge reminder. Is this your correct address, phone number and email address? (Confirm all contact info at this point)
- TO SEND IN A CHECK: CRNE Development Office, 35 Highland Circle, Needham, MA 02494
- Complete the donor form in detail and collect as much data as possible, including years at camp, any relatives who are connected to Ramah, and correct phone numbers and email addresses.)

**TODAH RABBAH! It was great to speak with you!**

## **ADDITIONAL INFORMATION**

### **How to get more involved**

- If they're an alum and want to get more connected, their name will be forwarded to Rita Ungar Moser, Alumni Chair.

### **If they have made a gift along with their camper's tuition:**

- THANK YOU SO VERY MUCH TO THE VOLUNTARY CAPITAL FUND. WHILE EACH FUND IS SLIGHTLY DIFFERENT, IT STILL SUPPORTS THE CAMP, BENEFITS RAMAH. The major difference between the Voluntary Capital Contribution, which is included in the tuition bill and the Annual Fund, is that the Voluntary Capital Contribution is used primarily for facility maintenance and improvements. As you can see, we've put the money to good use!

### **If they have a specific concern about CRNE program (highly detailed)**

- You know, I'd really like to speak with someone from Ramah. I know that this is important for them to hear. Can I have someone get back to you on these concerns?
- IS THIS ALL OF YOUR CORRECT CONTACT INFO? -- DO NOT SPEND A LONG TIME GETTING DETAILS OF COMPLAINT OR CONCERN.

### **If they have a friend or family member who wants to attend CRNE:**

- Could you give me their name, phone number and email, and I will have someone get in touch with them. (GET ALL CONTACT INFO FOR PROSPECTIVE CAMPERS)

## **FACTS FOR KAYITZ 2007**

- Camp starts Sunday, June 24 - and runs thru August 19, 2007
- Full, 8-week tuition, including fees, is \$6,540
- 4-week tuition, is \$4,385(including fees)
- It's not too late to register for 2007. Call 781.449.7090 M-F, 9--5 for more information.
- Recruitment programs started in mid-October, and will continue thru Mid-March. Meetings are happening all over the East coast, including the Washington DC area, Virginia, Hartford, all over Connecticut, New York and even Maine and New Hampshire.
- Get your application in soon if you haven't already re-enrolled. Download the application from our website at [www.campramahne.org](http://www.campramahne.org)
- To fax your completed application in, the fax number is 781.449.6331
- To mail camper applications the mailing address is:
  - Camp Ramah in New England, 35 Highland Circle, Needham, MA 02494
- To get on the alumni mailing list, sign up on our website, [www.campramahne.org](http://www.campramahne.org)
- To make a reservation in the new guesthouse, contact Emily Pick at 781.449.7090 ext.225
- Ramah in New England is one of SEVEN Ramah camps around the country. The New England "Catchment" runs as far North as VT/NH and ME, and as far south as Virginia. New York is divided up.

### Additional conversation points for callers

- Last summer's staffing and programming was AMAZING, and we have received dozens of emails and letters from happy parents. Highlights included the adventurous *Etgar* programs, intense song and music festivals, and cabin activities.
- Continuity in staffing is a big reason for Ramah's success in recent years. Campers and parents are comforted to know that our staff returns summer after summer, and experienced staff provide creative and energetic programs that exceed campers needs and expectations! Many Senior staff assignments have already been made and positions become final by early January. Bunk counselors and specialty staff are hired between December and March, so that all departments have plenty of planning time prior to the start of camp.
- Rabbi Ed Gelb officially assumed the role of Director last year and has been meeting as many campers, families, alumni, Rabbis and community leaders over the past year.
- At any one time, there are approximately 480 campers and 250 staff at camp, and over the course of the summer over 630 kids attend Ramah. (including the 2 week sessions, 4&8week sessions)
- Many campers reported the last two summers about the best *Etgar* ever. The program has been outsourced to experts in adventure trips. Kids can choose from a variety of activities, and travel in smaller groups. The kids have a great time.
- *Shabbat* is always the highlight of camp.
- More families are appreciating our efforts in *tefillah*, *Ivrit*, *Israel* and a *shomer Shabbat* atmosphere.
- Even during wartime, Camp Ramah's 40 person *Mishlachat* (delegation) maintained a strong presence, and stayed in contact with their families daily. Among our Israeli staff included highly trained military and security experts...who are between the ages of 20 and 25!
- 2006 a number of major capital improvements such as new softball fields, new "migrash" on A-side, and the Greenberg Guest House. There were also more subtle changes like paving and beautification projects that enhance the property.
- The new guest house was staffed by campers who are alumni of the Tiivah/VocEd program. We received a grant to employ them as staff, and maintain our beautiful guest house, which welcomed over 100 guests during the summer.
- In 2007 we are planning many more resource intensive projects such as a new rec center, new mercaz (communications building) and kitchen renovations
- In 2006 Camp Ramah raised over \$700,000 in new capital pledges to help us with these major improvements, including over \$200,000 from the Harold Grinspoon Foundation of Springfield, MA. Camp Ramah in New England was the inspiration for the Grinspoon Institute, which is now helping over 100 Jewish camps throughout the country to raise money, improve their facilities, and find their alumni.
- In general, there's a sense that Ramah is on the right track, and doing better than ever.



# Camp Ramah in New England

WINTER OFFICE: 35 HIGHLAND CIRCLE, NEEDHAM HEIGHTS, MA 02494 • (781) 449-7090 • FAX (781) 449-6331

SUMMER OFFICE: 39 BENNETT STREET, PALMER, MA 01069 • (413) 283-9771 • FAX (413) 283-6661

www.campramahne.org

INSPIRING JEWISH LIVES FOR OVER 50 YEARS

October 2006

Tishri 5767

Sanford Remz  
President

Rabbi Ed Gelb  
Director

Sally Rosenfeld  
Assistant Director

Joel Stavsky  
Business Manager

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- Andrew Offit
- Elizabeth Pressman
- Judy Rabin
- Jerry Silverman
- Bruce Stenger
- Jonathan Tepper
- Sheila Trugman
- Rita Ungar-Moser

Dear Friend,

The Torah is compared to a tree of life. By following the path that the Torah prescribes we are able to set down strong roots that anchor us firmly in this world. We grow up, spread our branches, and attain a life of meaning.

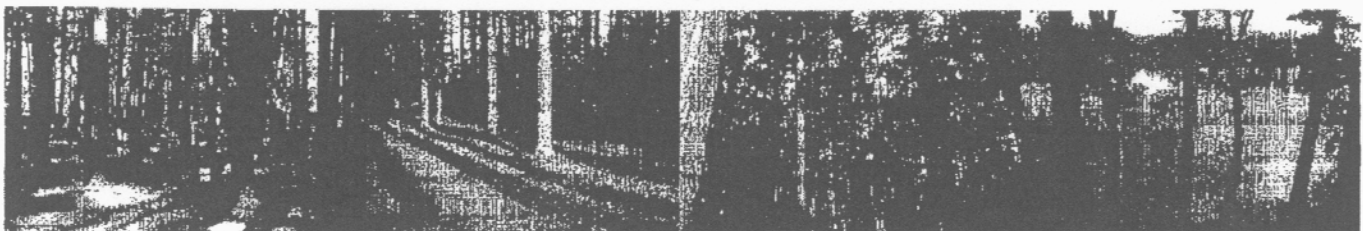
At camp, we have literal trees everywhere. Most notably, throughout Ramah's storied past, many of us have found solace in "The Grove". This is the place where we learn, meet friends, and gather together on Friday night. Can you imagine the stories these trees can tell?

Many of us remember the trees, but I also like to think that the trees remember us. They watched us or our children grow, they saw our triumphs, and they recall our setbacks. The impact that Ramah had on us we also have on Ramah. It is a dynamic relationship, like that with the trees, that last well beyond our summers at camp.

Camp Ramah in New England is a place where we cultivate the trees of the Jewish future. In order to keep planting and nurturing the seedlings of our future we need your help. Camp costs more to operate each year than tuition money provides. Please give generously in order to allow more children to attend Ramah. These children will grow up to embrace Jewish living, and will be tomorrow's towering trees in the Jewish community.

All of us at Camp Ramah in New England wish you and your entire family a *Shana Tova*, a happy, healthy and sweet new year.

Rabbi Ed Gelb  
Director, Camp Ramah in New England



UNDER THE EDUCATIONAL SUPERVISION OF THE JEWISH THEOLOGICAL SEMINARY OF AMERICA

**Snapshot Info Sheet**  
**Yoni Ramahnik Snapshot**

**Name:** Mr Yoni and Diva  
Ramahnik  
**Spouse:** Diva  
**Maiden Name:**  
**Salutation:** Yoni  
**Address:** 123 Smith Street  
**Address2:**  
**City, State Zip:** Somewhere , MA 12345  
**Home Phone:** 123-456-7891  
**Work Phone:**  
**Occupation:** CEO, Mega Corporation  
**Spouse Occupation:** VP, Mega Corporation  
**Email:**  
**Marital Status:** MA  
**Solicitor One:** Emily Pick  
**Solicitor Two:** Superman  
**Notes:** This account is for demo purposes, but I use this field for personal info on a prospect.  
**Synagogue Community Involvement:** Jewish Alphabet Soup, (ADL/CJP/JF&CS)  
**Secular Involvement:** Champion Dog Breeder, Coach of daughter's soccer team

Flags

ALUM-Alumni  
CHALLENGE-GRINSPOON  
CHALLENGE PROSPECT  
DNR-Donor  
PCC-Parent of Current Camper

Camp 1

Camp First: 1982  
Camp Last: 1984

Camp 2

Staff First:  
Staff Last:

<u>Camp Year</u>	<u>Other Camp Name</u>
1982	Camp Ramah New England
1983	Camp Ramah New England
1984	Camp Ramah New England

<u>Committee Position</u>	<u>Year From</u>	<u>Year To</u>
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<u>First Name</u>	<u>Last Name</u>	<u>Status</u>	<u>Birthday</u>
Ploni	Ramahnik	CAMPER	12/5/1989
Shira	Ramahnik	PROSPECTIVE_CAMPER	12/5/2000