**All Together Now, #YearEndStrong** resources you can use

E-Mail Appeal Sample

***About this document:*** *An* ***e-mail appeal*** *should be brief, easy to read, motivating, and clear about your Camp’s need and how a donation will make a difference.*

Dear \_\_\_\_\_\_\_\_\_,

What word comes to mind when you think of CAMP NAME in the pandemic summer of 2020?

We suggest **Proud.**

We faced the unimaginable – the loss of our beloved camp for the summer. But we helped each other through the sadness. And then we rallied. The CAMP NAME family came together to create bright spots all summer long for campers and families, staff and alumni.

Now, much still remains uncertain about 2021. But we are certain **when you join CAMP NAME through your financial support right now, together we will tackle the challenges of the year ahead.** LINK

What kind of challenges will you be helping us meet?

* COVID-19 related improvements to camp facilities and operations
* More families hurting from the pandemic will need more financial aid
* Hiring, training, and keeping summer staff will be harder and more expensive
* Recovery from the harsh financial impact of 2020

**Can we count on you to stand together with CAMP NAME for 2021?**

**Please make your most meaningful gift today. LINK**

Through your generous support you will be right there together with all of us proudly making camp ’21 an extraordinary experience as always at CAMP NAME.

With gratitude,

Signatory

P.S. In such unsettled times, your philanthropic support is increasingly critical to secure CAMP NAME’s future. Please make your gift for CAMP NAME right now **LINK.** Thank you!