DRAFT: SAMPLE APPEAL SPRING 2022

Dear NAME

When have kids needed CAMP NAME more than they do this summer?

The answer is easy - Never!

And **when does CAMP NAME need you** to join us in fulfilling the promise of summer ’22?

NOW!

After more than two years of distancing, disconnection, anxiety, and loss, our campers and young adult summer staff will arrive in LOCATION soon so hungry for the full CAMP NAME summer experience.

**When they arrive, we will be ready - with your help.**

This summer, the CAMP NAME experience will require more than INSERT YOUR CAMP’S MOST MEMORABLE/POPULAR ACTIVITIES, CHERISHED TRADITIONS, ICONIC PLACES, ETC.

**Because our commitment to meeting the physical, mental, and emotional health needs of every camper and counselor has never been more important.**

When kids arrive at camp, so deeply affected by two years of pandemic, they and their families will be depending on us to provide the most comprehensive level of camper care we have ever delivered.

**Your philanthropic support will be critical to our meeting that commitment to camper and staff care for their physical, mental, emotional, and social well-being.**

Camp tuition and fees account for the essentials of camp. But private philanthropy from friends like you makes the difference between the basics and the life-changing Jewish summer experience that has come to define CAMP NAME. We are depending on the generosity of people like you to meet our deep commitment to camper and staff care this summer.

IF YOU HAVE A MATCHING GRANT OFFER INSERT HERE.

Your donation of $XX, $XX or $XXX will make the difference

If YOU HAVE A MATCHING GRANT OFFER DO THE MULTIPLIER HERE.

One thing is for sure. Summer 2022 at CAMP NAME will be like no other. With your support, when we gather to INSERT CAMP TRADITION, SONG, ETC. you will be right there with us making more magical camp memories at a time when kids have never needed them more.

Thank you so much! INSERT CAMP MOTTO, SONG LYRIC, ETC.

SIGNATURE

P.S. Only you fully understand the value of camp in your life. Will you please add your contribution today to hundreds of others who share your love and appreciation for the magical experience of our beloved CAMP NAME? INSERT MATCH REMINDER HERE. Thank you!