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

SAMPLE Case for Support

**About this document:**

A **case for support** is a written document that speaks to prospective donors’ interests and values and how your organization fulfills them with their philanthropic gifts. The case is the core of fundraising messaging used to be sure you are consistent with donors in all the places you interact with them: face-to-face, in direct mail and e-mail, in social media and on your website. The case for support should be simple, direct, and memorable.

**This is a generic example.** Be sure to INSERT SPECIFICS about your camp: traditions, prayers, songs, places that will evoke warm appreciation for your camp’s version of Jewish camp.

2020 – the summer without Jewish camp, right?

Well, no, not exactly.

True, the COVID-19 crisis meant we could not gather at our beloved camp (LOCATION/CAMP NAME) in the ways we have come to love. What was once unimaginable became sadly real in 2020 – no on-site summer camp for the first time in our history/## years.

But, in a remarkable demonstration of what camp is all about – of what camp *means* – you rallied in remarkable ways. Camp staff and volunteers and kids and parents and friends of camp all stepped up.

**Thanks to so many people like you**, who treasure camp’s role in Jewish kids’ lives now and in our collective Jewish future. You have kept camp alive and to expand what camp could mean to kids and their families looking for connection, for Jewish values, for respite, and for fun in this most difficult time.

And, thanks to people like you, we reached new families and campers who would not have been able to participate in a traditional, on-site camp experience.

We always knew it, but 2020 made it so clear to us. “Camp” is so much more than a place. It is the things we do together. It is the way we are together. Camp is not limited by geography – it is also not time limited. Families now rely on camp for meaningful Jewish engagement year-round. We can bring so much of the enthusiasm and energy of camp whenever; however, we gather together.

**And now, together, we face the question of what lies ahead.**

When so much has changed in our world, what are the implications for camp now, next summer and beyond?

Even facing many uncertainties about the coming year, we do have a couple of advantages. Unlike this past year, we have the experience of 2020 to draw on and some lead time to prepare, plan and project a variety of possible scenarios for camp in the COVID-19 era. Together with our professional staff and lay leadership, we are able to access the best available expertise in camping, finance, education, child wellness, public health and Jewish engagement.

As we are busy planning for various contingencies to make camp happen in 2021, what do we expect?

Summer camp will be more complex to manage, more expensive to run, more focused on bunk-centered group “pods,” and we expect camp will be more needed and more appreciated by campers and staff and families.

We are anticipating challenges like these:

* Health and safety enhancements to equipment and facilities, regular virus testing, and additional health staffing to meet new public health standards
* Greater need for financial aid for families hurt by the pandemic
* Possible reductions in number of campers allowed on site per session
* More costly and challenging summer staff recruitment, training, and retention
* Increased community demand for year-round, camp-driven engagement activities

In facing these challenges, **the greatest advantage we have is YOU.**

We continue to rely on two key financial drivers of our business model: camper fees and philanthropy (add retreat/specialty camps if appropriate). While we cannot be fully certain about camper revenue this year, we can be certain that philanthropy will assure that the camp experience in the COVID era continues to meet the standards that have always made NAME so extraordinary.

As we plan for 2021, your philanthropy has never mattered more to the future of camp. We must depend on the generosity of people who love camp and value our critical contribution to the Jewish world and our Jewish future. People like you.

***CAMP NAME needs you to stand with us as together we tackle the challenges of the coming year.***

**What You Can Do NOW**

* Commit to making CAMP a priority for your personal and family philanthropy in the coming year.
* You can make your most generous donation now. Or make a pledge and payment schedule across the coming months to make your largest gift more convenient.
* You can make a gift of appreciated assets like stocks or mutual funds that will not only be a great boost to camp, but may also prove tax advantages to you and your family
* You can consider giving a Qualified Charitable Distribution through your IRA.
* You can invite others who share your love for camp to match your contribution.
* You can use your employer’s matching gift program to double your gift to camp.

**The Difference You Will Make**

When you join with hundreds of other CAMP NAME families, alumni, and friends who love camp and appreciate our place in their personal Jewish journey – and our collective Jewish future – you will be assuring that

Together we will help CAMP NAME make a major step toward achieving critical long- term financial stability in the wake of summer 2020’s unprecedented crisis.

And we will be setting the stage for CAMP NAME’s next chapter in our success story, drawing on those core lessons of camp — resilience, faith, creativity, compassion, and caring — to assure a bright future for our campers and staff for all the amazing summers to come – and for our shared commitment to the strongest possible Jewish future.

**How to Make Your Gift to Camp NOW**

List ways to give here, link to your online giving landing page, and name/contact information of person to contact for questions or assistance with making a gift.