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

Direct Mail Appeal Sample

***About this document:*** *An* ***Appeal Letter*** *should be brief, inspiring, warm, and clear about your Camp’s need and how a donation will make a difference.*

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

When you think of CAMP NAME in the pandemic summer of 2020, how do you feel?

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 just as the CAMP NAME family does to create bright spots all summer long.

Summer 2020 made clear that “camp” is so much more than a place. Camp is not limited by geography or time. Camp is the things we do together - the way we are together. We bring so much camp ruach whenever, however we gather together.

Looking ahead to 2021, much remains uncertain, but some things we do know.

* health and safety will be an ever-greater focus and investment
* more families hurt by the pandemic will need more financial aid
* hiring, training, and keeping summer staff will be harder and more expensive
* and more families will need us – and appreciate us – more than they ever have

As we tackle these challenges to create the best possible camp experiences in 2021, **we are also certain that the greatest advantage we have is YOU.**

In such unsettled times for camp, philanthropic support from every person who – like you - treasures CAMP NAME is increasingly critical to our future. **Can we count on you to stand together with CAMP NAME for 2021?**

**Please consider making the most meaningful gift you can today.** (INSERT suggested asks based on previous giving/new donor gift levels). You can use the enclosed envelope to send your gift. OR put your investment to work immediately by giving online **here.** (LIVE LINK to your donation landing page).

Know that **through your generous response today** you will be right there together with all of us making camp ’21 an extraordinary experience as always at CAMP NAME.

We are so grateful and PROUD to have you with us creating even brighter bright spots in 2021 and all CAMP NAME summers to come.

With gratitude,

Signatory

P.S. You can make your best gift for CAMP NAME right now at our website LINK. Thank you!