**Nonprofit Jewish Day Camp Fundraising** Resources you can use NOW

**Making the most of Social Media for your Fundraising Campaign During this Pandemic**

***About this document:***

*These are recommended tips (and sample posts) to help you leverage social media effectively for a fundraising campaign. Think about how social media can help engage your alumni, parents, and other supporters; create a feeling of solidarity around your camp; drive your audience to donate online; and steward your donors.*

**What to do NOW in preparation for a social media campaign**

* Plan with your team who might be a donor to provide a matching gift to inspire giving.
  + Get clear on what you need to raise, and for what
  + Set up a call with that donor
  + Ask them!
* Collect stories and quotes and personal videos to share on social media (and in direct mail, website, etc)
  + [Example](https://www.facebook.com/CampTavor/photos/a.183765149051/10156154404649052/?type=3&theater) (could be from current families/campers, alumni, board members/committee members, donors, etc.)
  + Ask your board/committee members to share their stories – of impact of camp, of why they are giving to camp, etc.
  + Ask parents who you know are going to donate some or all their tuition if camp is unable to run this summer for their quotes or a short video about why they are making that decision.
* If you cancel, reach out to parents who will donate a portion of their already paid tuition to camp. Ask them to record and share a short video about why camp is important to them and why they decided to donate a portion of their tuition. Share these videos with the rest of your audience.
* Offer your audience the chance to update their Facebook Profile photo
* Tell your audience to use the campaign hashtag #jewishcampstrong plus any hashtag your camp has for its own campaign.

**When to use Hashtags?**

* #JewishCampStrong – to connect to the wider importance and crisis of nonprofit Jewish camp
* Your own camp campaign hashtag – to rally your own audience around saving camp for each other
* You can use both – especially in Instagram posts where multiple hashtags are normal. Two hashtags in a Facebook or Twitter post would be fine, but probably not more than that.

**General Tips**

* **Show empathy.** This is a hard time for everyone. Remember that some families have been hit harder – economically and emotionally – than others. We are in this together for the long run.
* **Be ready.** Prepare answers to common questions in advance. Be sure they are vetted by the team – especially difficult questions about if camp will run, how refunds will be managed, and – if camp is run – what safety measures will be put in place.
* **Be present.** Respond to comments publicly. Show that someone at camp is there and listening.
* **Highlight the community.** Share user-generated content where possible. Show bright spots in community – campers appreciating virtual content; parents donating portion of tuition, alumni and other donors giving to matching campaign, etc.
* **Get noticed.** Use photos, video, and personal quotes/stories wherever possible
* **Make it easy.** When you have a call to action (donate now), be sure there is a link to act with one click

**Sample Messages - before decisions about camp this summer are made and communicated**

(Share individuals’ memories of camp/why they are supporting camp NOW – see these [Habonim Dror Camp Tavor examples](https://www.facebook.com/CampTavor/photos/a.183765149051/10156154404649052/?type=3&theater).) Don’t let these memories of camp fade away. Give NOW to save Camp <xyz> and ensure more magical memories and moments are built for years to come. <Link to Online Giving Page> #JewishCampStrong

Save Camp <xyz>! Now more than ever, we need our camp community to thrive. You can help support camp and ensure countless future memories at Camp <xyz>. <Link to Online Giving Page> #JewishCampStrong

(IF YOU HAVE A DONOR WHO WILL MAKE A MATCHING GRANT, INCLUDE LINK TO INFO ABOUT THE GRANT – local press (after sending press release)) The field is here to help. But we have to step up, too. Please help keep Camp <xyz> going now and forever! <Link to Online Giving Page> #JewishCampStrong

Your gift now will be matched AND will help save Camp <xyz> for generations to come. <Link to Online Giving Page> #JewishCampStrong

Your leadership today will be a legacy that will not be forgotten. Give NOW and be our superhero who helped save Camp <xyz>. <Link to Online Giving Page> #JewishCampStrong

Your experiences at Camp <xyz> have shaped you to be uniquely able to respond with leadership in this difficult moment. Here is your chance... <Link to Online Giving Page> #JewishCampStrong

**Sample Messages - after decisions about camp are made and communicated**

These are difficult times for you, your family, and for Camp <xyz>. As always, we will overcome this together. You can help ensure camp is here for years to come – donate any portion of your already paid tuition and it will be matched dollar for dollar now. <link to page with tuition options - donate all or portion of tuition, roll it over to next year.> #JewishCampStrong

Hear why the <Family Name> donated a portion of their tuition back to Camp <xyz>. #JewishCampStrong <Upload video from family>