# **Planning your All Together New 2021 grant Strategy Worksheet**

Name of Camp:

Who worked on this plan:

Amount of the ATN 2021 Grant:

Total amount we need to raise by December 31, 2021:

## WHO WILL BE INSPIRED?

Defining our target Audience for the ATN 2021 grant: *Who will be inspired by the match? For example, First-time Donors in 2020, Parents, Past Parents, Old Reliables, New Donors, Alumni (if any) Broad Base or Special Groups, Board members, Major Donors. There can be more than one target, for example, a Giving Day effort might target parents, while one-on-one asks might target your board members and major donors.*

Create a list of your top 25 major donors to date, with names and giving histories, including foundations, individuals, and institutions.

## WHAT IS THE URGENT NEED RIGHT NOW?

What is the need for support? *General Operating Needs, COVID-related Expenses, Financial Aid for Families, Capital Projects/Campaigns, need for future Reserves/Endowment, Special Programming to address MESH issues? Be clear and specific about the additional costs to operate this year, and why.*

## HOW WILL WE GET THE WORD OUT? “The How”

How will you communicate about the need? For example, *Personal Solicitations – F2F (Z2Z?)*, *Phone calls to specific donors, “town hall meetings,” Direct Mail,* *E-mail, Social Media messages, Giving Day*, *Grant Proposals*, and/or *Special Events?* For each of the methods you plan to implement, how much do you expect it to raise, and who will take the lead on planning it? For example, pre-camp appeal letter to raise $6,000, Laurie to draft, and Aaron to mail. One-on-one asks in March and April to raise $12,000, with Laurie, Sarah, and 3 Board members. Wine tasting event to raise $1,800, with Debby as the host.

## TIMING

How will you create urgency to give now? Break down your fundraising efforts into the following time blocks:

|  |  |
| --- | --- |
| **WHEN** | **WHAT** |
| March/April/May  Lead up to Camp |  |
| Summer  During Camp |  |
| Fall  Post Camp  September |  |
| The week before the October 1 deadline for the $10K bonus |  |
| Year-End Fundraising, including the last 3 days of the year |  |

## WHO WILL DO WHAT?

Who will be the task master/nudge/reminder/cheerleader?

Who will draft the Case for Support? *See ATN 2021 resources at* [*www.jcamp180.org/toolkit*](http://www.jcamp180.org/toolkit)

Who will draft the talking points?

Who will draft the Spring Appeal Letter?

Who will draft the Thank you Letter?

Who will print and mail the official camp Thank you letters?

Who will send out personal (handwritten, texted, or emailed) thank you notes?

Who will update the donor data base?

Who is willing to help with one-on-one asks?

Other tasks that need volunteers, listed here