**All Together Now** Resources you can use

Sample Email Appeal #1

***About this document:***

*This is a* ***sample email*** *you could send to supporters (who are not current parents of campers) to encourage them to donate to camp and have their donation matched. It would be sent before you announce anything about camp this summer.**You may use this for inspiration to develop your Camp’s campaign.*

Possible SUBJECT Lines:

Join NEW *All Together 2021* for CAMP NAME

Will You Join NEW *All Together 2021* for CAMP NAME?

Your Gift to CAMP NAME — NOW with 50% More Impact

NEEDED NOW: Your Gift for Jewish Camp Comeback

TIME LIMITED OPPORTUNITY: Let’s Rise Together in 2021

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

**The COVID-19 crisis has shown us that our world needs Jewish camp and its values NOW more than ever:**

Loss of the last camp season— our primary source of income — along with the additional Covid-19 related costs means that we must continue to depend more than ever on the generosity of people who love CAMP NAME – **YOU**!

The Harold Grinspoon Foundation has stepped up again with a matching challenge grant to inspire your generosity. **For every $2 you give NOW, the Foundation will add $1.**

**Can we count on you** to help us ensure that camp NAME returns more powerful and more vibrant than ever? Give here now. LINK

Your support will help us turn this sad page in our camp’s proud history and begin co-creating an exciting new chapter, assuring more life-changing summer experiences and life-long friendships for generations to come.

**Your investment of $XX, $XXX, or $XXXX will immediately be increased by 50%.** Give here now. LINK

In such strange times, we can only lean on each other, just as we do at camp when we (INSERT iconic camp tradition, site, song, prayer, game). So, thank you for your generosity and for being there for us. We promise to always be there for you.

Toda Raba,

(Signature)

Name, Title

P.S. **Let’s rise together in 2021!** You can put your gift to work immediately — and add a 50% match — by using our online giving page LINK. Thank You!

 1 February, 2021

19 Shevat, 5781

(If sent at the end of February, could be attached to Purim and its story – Haman, Esther, and Mordecai)

*Questions? Need help with your campaign? Feel free to contact us at JCamp 180:* *Kevin@hgf.org**.*