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

SAMPLE Talking Points

Jewish Camp – Post Summer/Year End 2020

***About this document:***

***Talking Points*** *are a set of clear, easily remembered phrases that guide a conversation about your camp and your fundraising campaign. Talking points help ensure your team of staff/lay solicitors emphasizes similar messages when talking to donors. Your talking points should be consistent with the Case for Support as well as simple, direct, and memorable.*

*You may use this as a source for content and inspiration for your camp’s year-end fundraising materials.*

**Warm-up**

* Checking in with empathy. How are you and family doing? How are you weathering the challenges of the pandemic?

**Connection: Our Shared Values and Appreciation for Camp**

* We share a love of (CAMP NAME) and a deep appreciation for how camp has made our lives (and those of our kids and grandkids) richer, fuller, and more Jewishly purposeful.
* We share a concern for Jewish continuity and our collective future. And we know the critical role that CAMP fulfills in assuring that our future is as strong as possible.

**Context: Jewish Camp/CAMP NAME Summer 2020**

* COVID-19 pandemic created great sadness, loss, and grief for Jewish camps across North America – closed camp, staff reductions, financial losses. We were no different.
* AND it is important to note, it was not a “lost summer”
* Many “Bright Spots”
* Pivoted to create and deliver for existing campers/families innovative remote/camp at home options
* Attracted new families who would not have come to traditional camp
* Number of people rallying to support camp at its most vulnerable moment
* Extraordinary generous response to the urgent financial crisis for camp by families, alumni, friends, Jewish communal organizations
* New levels of interest, involvement through remote events – shabbat, Havdalah, song sessions, concerts, alumni happy hours, scavenger hunts, etc.
* Greater level of transparency/understanding about camp as a business, financials, expenses, timeline, etc. including vulnerabilities (lack of reserves, endowments, alternative revenue sources) and well as strengths (loyalty, philanthropy)

**Where We Are Now**

* Comprehensive, aggressive approach combining tough budget cuts, government loans/grants (SBA/PPP), crisis fundraising, tuition donations and carryovers, have gone a long way to stabilizing our financial picture.
* *“Doing more with less”* – staff and other budget reductions, greater need for camp-based programming for families during school year not just summer camp
* Summer 2021 remains uncertain in many ways – economy, vaccines, public health mandates, reduced capacity of camps, international travel, hiring environment for domestic and foreign staff
* Unlike summer 2020, 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
* Professional staff and lay leadership drawing on the best available expertise in camping, finance, education, child wellness, public health, and Jewish engagement.

**What We Are Expecting for 2021**

* Summer camp will be more complex to manage and more expensive to run
* Programming more focused on bunk-centered group “pods”
* Related needs:
* 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
* More costly staff recruitment, training, and retention
* Increased community demand for year-round, camp-driven engagement activities
* Camp will be more needed and more appreciated by campers and staff and families.
* Public stabilization funds so valuable in summer 2020 will be scarce or non-existent in 2021.
* Philanthropy will matter for camp more than it ever has.

**The Opportunity: Make a Difference Today**

* Under the new COVID camp requirements, it is **Philanthropy** that will determine our ability to produce the same quality camp experience that we all expect and value from CAMP NAME
* CAMP NAME in 2021 and beyond will reflect the response NOW of everyone – alumni, families, staff, lay leaders, friends, and the Jewish communities we lift up
* Inviting you to join all of us who share a deep appreciation, love, and commitment for CAMP NAME to step up now with as meaningful, as generous a gift as possible right now.
* Please consider a gift that reflects both your personal circumstances AND your commitment to the values that you hold dear, that we/our kids/grandkids learned at camp and that have served us so well in our lives and our Jewish journey.
* Thank You for considering a meaningful gift commitment at such an important moment for camp.