DRAFT: SAMPLE APPEAL SPRING 2022

Dear NAME

When have kids needed CAMP NAME more than they do this summer?

The answer is easy - Never!

And **when does CAMP NAME need you** to join us in fulfilling the promise of summer ’22?

NOW!

After more than two years of distancing, disconnection, anxiety, and loss, our campers and young adult summer staff will arrive in LOCATION soon so hungry for the full CAMP NAME summer experience.

**When they arrive, we will be ready - with your help.**

(And to inspire you to act now, **make your gift to CAMP NAME now and your donation will be increased by 50%** thanks to a just-announced matching grant from the Harold Grinspoon Foundation.)

This summer, the CAMP NAME experience will require more than INSERT YOUR CAMP’S MOST MEMORABLE/POPULAR ACTIVITIES, CHERISHED TRADITIONS, ICONIC PLACES, ETC.

**Because our commitment to meeting the physical, mental, and emotional health needs of every camper and counselor has never been more important.**

When kids arrive at camp, so deeply affected by two years of pandemic, they and their families will be depending on us to provide the most comprehensive level of camper care we have ever delivered.

**Your philanthropic support will be critical to our meeting that commitment to camper and staff care for their physical, mental, emotional, and social well-being.**

(Your support is SO important now that **CAMP NAME funder the Harold Grinspoon Foundation will add $1 to every $2 of your contribution.**)

Camp tuition and fees account for the essentials of camp. But private philanthropy from friends like you makes the difference between the basics and the life-changing Jewish summer experience that has come to define CAMP NAME. We are depending on the generosity of people like you to meet our deep commitment to camper and staff care this summer.

Your donation of $XX, $XX or $XXX will make the difference when we deliver on the promise of a magical CAMP NAME summer this year.

(Remember, your response now to our matching grant will boost your gift by 50%, putting more money to work for camp right away!)

One thing is for sure. Summer 2022 at CAMP NAME will be like no other. With your support, when we gather to INSERT CAMP TRADITION, SONG, ETC. you will be right there with us making more magical camp memories at a time when kids have never needed them more.

Thank you so much! INSERT CAMP MOTTO, SONG LYRIC, ETC.

SIGNATURE

P.S. Only you fully understand the value of camp in your life. Please add your contribution now to hundreds of others who share your love of CAMP NAME. (Do it today and unleash a 50% matching grant to make an even bigger difference this summer.) Thank you!