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

Case for Support

***About this document:***

*A* ***Case for Support*** *is a written document that tells prospective donors what your organization hopes to accomplish with their philanthropic gifts. It can be shared with donors after a solicitation, allowing them to think about their gift. The Case for Support should be simple, direct, and memorable.*

Summer without camp?

A summer without camp as we know and love it is the saddest thing imaginable, especially now when we all desperately need a dose of Jewish camp magic.

You know the difference camp makes in your own life. Creativity, resilience, compassion, and care for our neighbors — the qualities we’ve been celebrating as so valuable during the COVID-19 crisis — are what camp is all about.

But summer 2020 without camp (either entirely or in its usual form) is not just a major disappointment to the kids who are looking forward to experiencing **CAMP NAME** as campers and counselors. It also means a devastating financial impact on Jewish camps across the country. Some may not survive.

Our goal now is to ensure that **CAMP NAME** recovers from the disappointment and major financial blow of this year. Because we know there will be more summers, lots of them.

***INSERT CAMP SPECIFICS: tradition, prayer, song, place that will evoke warm appreciation for your camp’s version of Judaism and camping.***

**CAMP NAME needs you right now** to be sure we will withstand the economic crisis of this year and return as strong as ever for campers and counselors in 2021 and beyond.

**CAMP NAME Taking Action**

The experiences that make CAMP NAME so special each summer mean that most of our expenses in planning, hiring, training, marketing, recruitment, etc. are incurred throughout the other 10 months of the year.

Cancelling part or all the camp season now means that we will have to refund camp tuition to any family who requests it. While we are committed to meeting our families’ needs during uncertain economic times, refunds represent an unanticipated cash drain and bottom-line nightmare.

We are making crucial financial choices to stabilize our finances: cutting expenses wherever possible, pursuing CARES Act/SBA loan and grant programs, and working with our bank, federation, synagogues, and other partners.

The key drivers of our financial model are camper fees and philanthropy <add retreat/specialty camps if appropriate>. The loss of camper fees means that we must depend more heavily on the generosity of people who love camp and value our place in the Jewish world and our future. People like you.

Philanthropic support from people like you is critical to CAMP NAME stabilizing its financial condition as soon as possible so that we can begin to plan, market, and recruit for summer 2021 (where appropriate: include year-round programming, supplemental camps, retreat rentals).

**The Difference You Will Make**

When you and hundreds of other CAMP NAME families, alumni, and friends who love camp add your contribution to our recovery campaign, we know we will meet our goal of raising a total of $XXX,XXX in the coming weeks.

Together we will help CAMP NAME make a major step toward achieving critical financial stability in response to summer 2020’s unprecedented crisis.

And we will be setting the stage for CAMP NAME’s next phase, drawing on those core lessons of camp — resilience, faith, creativity, compassion, and caring — to assure a bright future for our campers and staff for all the summers to come.

How to contribute:

(List ways to give here, and a person to contact for questions)

*27 May 2020*

*Questions? Need help with your campaign? Feel free to contact JCamp 180:* [*kevin@hgf.org*](mailto:kevin@hgf.org)