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

Direct Mail Appeal Sample

***About this document:***

*An* ***Appeal Letter*** *should be inspiring, warm, and clear about your Camp’s need and how a donation will make a difference.*

*You may use this for inspiration to develop your Camp’s campaign materials.*

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

Resilience. Creativity. Compassion.

CAMP NAME is where generations of Jewish kids have developed these qualities while enjoying magical summers and forging lifelong friendships.

**The COVID-19 crisis has shown us just how much our world needs Jewish camp values.**

The pandemic has also struck a devastating financial blow to nonprofit Jewish camps across the country, including CAMP NAME. **Can we count on you** to help us recover quickly and keep camp strong for all the summers to come?

Loss of camper tuition — our primary source of income — means that we must depend more than ever on the philanthropy of people who love CAMP NAME. People like you.

Your support will help us stabilize our 2020 financial picture. Then we can get to work making CAMP NAME as strong as ever, assuring more of the life-changing summer experiences that generations of campers have treasured.

At camp, the next time we (INSERT iconic camp tradition, site, song, prayer, game), you will be right there with us — your arms linked with ours — **because of your generous response today**.

In such uncertain times, we can lean on Jewish camp values. Thank you for helping to ensure a strong, bright future for CAMP NAME.

With deep gratitude,

(Signature)

Name, Title   
 May 27, 2020

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