**All Together Now** Resources you can use

Sample Talking Points

***About this document:***

***Talking Points*** *are a set of clear, easily remembered phrases that outline the fundraising campaign. Talking points help your team of solicitors use similar information 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 for inspiration to develop your Camp’s fundraising campaign materials.*

**Warm-up**

* Checking in: How are you doing? (Empathy)

**Context Setting: How Is Camp Doing?**

* 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.
* The COVID-19 pandemic has created an unprecedented financial crisis for Jewish camps. CAMP NAME is no exception.
* We rely on tuition revenue to fund the yearlong planning, training, and purchasing we do for the summer program as well as year-round programming.
* FOR SOME CAMPS: Our retreat revenues and other camp programs help subsidize our summer camp tuition and of course we’ve lost much of that revenue this spring.
* We know that offering refunds to families is the right thing to do.
* In times of financial uncertainty, many families must rely on their own money. Others may be able to roll it over to next summer or gift it to camp (SEE BELOW).
* The financial impact of meeting refund obligations is potentially crippling.
* Camp is both a Jewish mission-driven organization and a prudent, well-managed business enterprise.
* We are pursuing a comprehensive group of sources to achieve financial stability now and return to strength in 2021 and beyond.
* Cutting expenses wherever possible (including reductions in staff/hours, furlough, pay cuts), pursuing CARES Act/SBA loan and grant programs, state/local sources, our own lenders, federation, synagogues, foundation grants, and personal philanthropy from everyone who has a stake in our future.
* FOR SOME CAMPS: We will cut into our endowment only as a last resort and to the detriment of our long-term ability to keep tuition affordable.

**Transition to Opportunity/Good News**

* THE GOOD NEWS: We have a tremendous opportunity to spur private philanthropy in response to this crisis.
* Through our affiliation with JCamp 180, a program of the Harold Grinspoon Foundation, we are participating in *All Together Now: A Matching Grant for Jewish Camp*.
* Your gift now will be increased by 50% through the *All Together Now* match.
* Your tuition redesignated as a charitable contribution to camp now will be DOUBLED.
* Your donation not only helps CAMP NAME but also helps families facing economic hardship by allowing us to fully refund all tuition if we cannot operate this summer.
* We are seeking to raise a total of $\_\_\_\_\_\_\_\_\_\_\_ as soon as possible.
* The Foundation will release funds to CAMP NAME on a rolling basis, so the sooner donors are able to give outright or make pledge payments, the sooner matching grant money will flow to camp.

*April 18, 2020*

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