SAMPLE SPRING E-APPEAL

E-Appeal Tips

1. Subject Line is Critical – Use questions or “teases” so readers will be curious to open the message.
2. Include giving link multiple times in body/PS of message.
3. Send more than once. Shorten each time. Remove those who’ve given already if you can.
4. Use your database! Segment your list and tweak the e-appeal slightly to make it as relevant as possible to each audience. And personalize the salutation - “Dear Fred” not “Dear Friend.”
5. Customize the letter in all ways to meet the current needs and circumstances of your own camp and community.

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Subject: *Name*, do you remember that feeling?

Dear FIRST NAME

Do you remember counting the days until camp?

Staring out your classroom window dreaming about **INCLUDE ICONIC PLACE OR EXPERIENCE OF CAMP NAME**?

Hundreds of kids are having those same dreams right now.

**And it’s because of generous alumni(friends) like you that camp will make those dreams real in summer ’24.**

Please make your gift to camp **Now.** (link to giving page)

Since October 7th, our families have confronted the confusion and shock of increased antisemitism and challenges to our very humanity. This summer, CAMP NAME will fill an especially critical need for campers and counselors - all of us, really – to re-discover the powerful connections and sheer joy of Judaism at camp.

Our commitment to meeting the physical, mental, social, and emotional health needs of every camper and counselor has never been more important than it is this summer.

**And when everyone arrives in LOCATION, we will be ready to fulfill our commitment – because of generous friends like you. Please Give Now (LINK).**

**Your support creates the life-changing Jewish camp experience you treasure when you think of CAMP NAME today.** We are depending on your generosity to make camp dreams come true again in 2024. Please make your gift **Now**. (LINK)

Thank you - **INSERT CAMP MOTTO, SONG LYRIC, ETC.**

SIGNATURE

P.S. Opening Day is **DATE**! Please show your appreciation for **CAMP NAME** by making summer ’24 an unforgettable experience for today’s campers and staff. **LINK** Thank you!