

Jcamp 180[®]
From STRENGTH
to STRENGTH ★





welcome!

Update your **ZOOM** name to include your camp or organization.

Welcome!

Please share in the chat: **One stewardship practice in 2020**





2021

Agenda

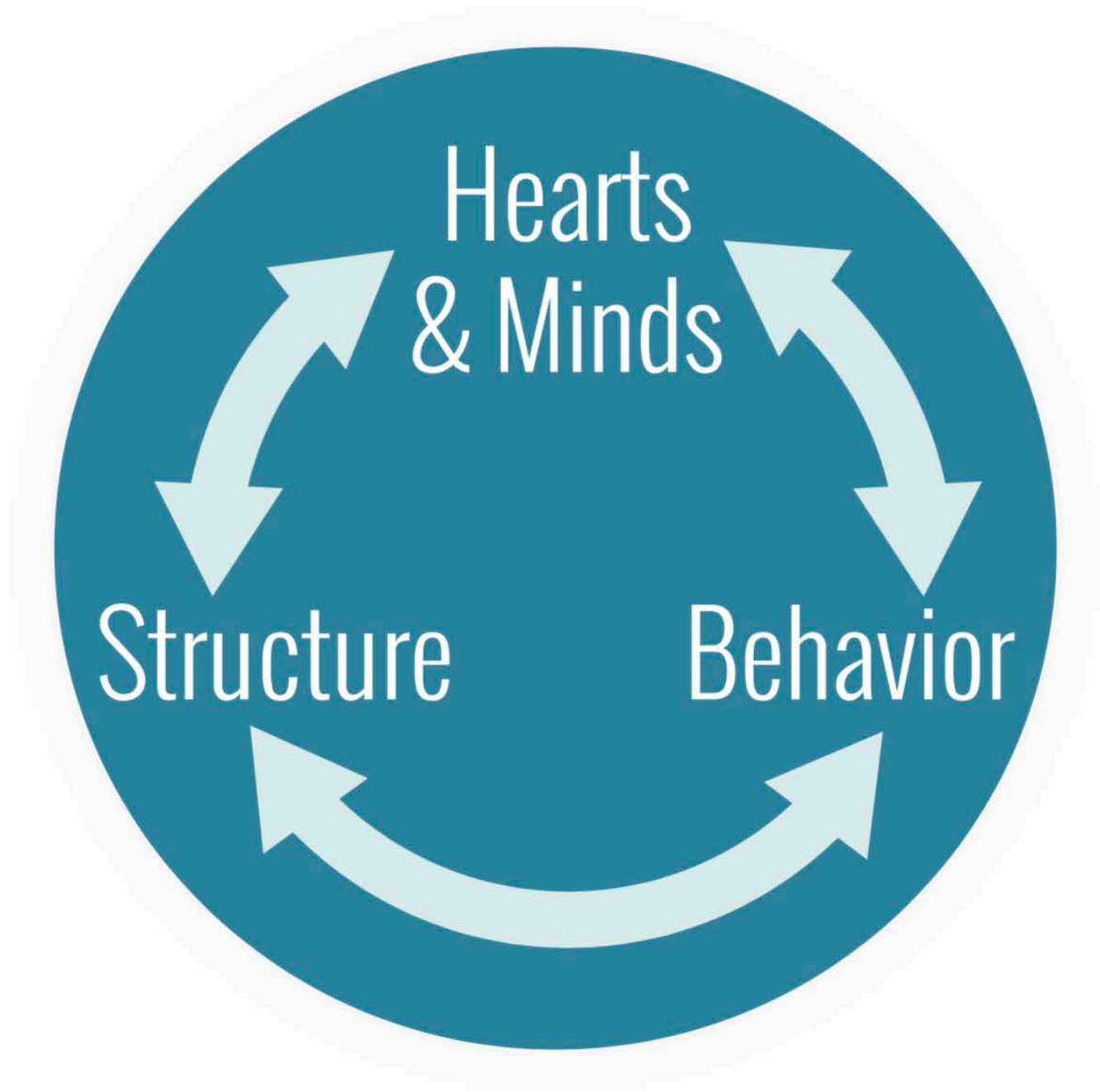
- Culture of Philanthropy
- Strategy for success
- Nuts and Bolts



A Culture of Philanthropy

exists when **organization-wide attitudes, actions and structures** reflect an **understanding, respect and responsibility** for philanthropy's role in the success of your organization.

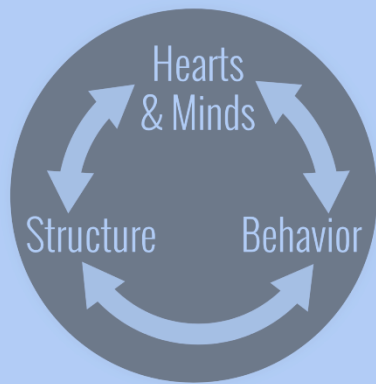
This **commitment** is reflected in the mission and **reinforced** through continuous **engagement of all stakeholders.**



Credit: Robert Gass and the Social Transformation Project

5 Points of Possibility

- 1 Culture of Philanthropy is integral to our mission
- 2 Everyone shares some responsibility for a Culture of Philanthropy
- 3 We build and maintain deep donor partnerships
- 4 Community engagement is what we do
- 5 Every contribution of service, items or money is recognized as philanthropy



Credit: Robert Gass and the Social Transformation Project

Inspired by 2017 Evelyn & Walter Haas Jr. Fund Report: Beyond Fundraising? What does it mean to Build a Culture of Philanthropy? by Cynthia M. Gibson



2021

YOUR Strategy for Success



**YOUR Strategy for
Success**

**Aligned with Your
Goals & Plan**

Setting Your Strategy – Target Audience

Who will be inspired?

- First-time Donors in 2020
- Parents - 2020 Tuition Donors
- Old Reliables or New Donors
- Alumni - Broad Base or Special Groups
- Major Donors – More Matches?
- Others

Setting YOUR Strategy – Uses for the Money

"Greatest Need"

- General Operating Needs
- COVID-related Expenses
- Financial Aid for Families
- Capital Projects/Campaigns
- Endowment
- Special Programming
- Others?

Setting YOUR Strategy – Methods

The "How"

- Personal Solicitations – F2F (Z2Z?)
- Phone
- Direct Mail
- E-mail
- Social Media
- Giving Day
- Grant Proposals
- Special Events

Setting YOUR Strategy – Timing

"Urgent Appeal"

- Lead up to Camp
- During Camp
- Post Camp
- October 1
- Year-End

4 Elements of Your Strategy

Target Audience

Uses for the Money

Methods

Timing

JCamp180.org/toolkit



YOUR Strategy

Office Hours/Webinars: Wednesdays at 2 PM Eastern



Guidelines

- Grant runs Feb 1-Dec 31, 2021
- 30 days to return the Grant Agreement letter
- Final Report (half reporting)
- Questions? grants@hgf.org



2021

Your Questions



2021

Bonus Timing

- Finish before October 1, 2021
- Rolling basis

\$10,000!



2021

Use of Donor Information



2021

Anonymous Donors



2021

Matching Unrestricted Gifts

"Greatest Need"



Here for Your Success

- Fundraising Toolkit (www.jcamp180.org/toolkit)
- ATN 2021 office hours/learning sessions open to all camps
 - **Wednesdays at 2 PM Eastern**



JCcamp180.org/all-together-now-2021

Thank you!

