**All Together Now** Resources you can use

Camp (Havaya) Email Appeal Sample

***About this document:***

*This sample* ***email Appeal Letter*** *from Havaya**is a good example keeping the Camp’s mission and purpose relevant to donors even during a pandemic. Your appeal letter should be direct, clear about what your donation will support, and make it easy to donate.*

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

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| /var/folders/8x/z8bzdp7127bd4r7zqdvfsyr40000gw/T/com.microsoft.Word/WebArchiveCopyPasteTempFiles/a3f22292-4d24-4be1-8e8a-78fa7a064e38.pngDear Natasha, Four weeks ago, our team gathered to figure out how best to support our campers, alumni, families, and friends in the midst of these uncertain times. We knew we would all be stuck at home and, even though it’s not camp season, we had to do something. It was clear that we should do what we do best: **We build community.**[And we need your help](https://protect-us.mimecast.com/s/WTShCL9GrpU0oV1FBOQBm).These times may call for physical distance but, socially, we continue to be deeply connected. Through [Havaya@Home](https://protect-us.mimecast.com/s/DAo9CM8XvqFpoDZFkdX1u), we’ve offered more than 40 opportunities for online connections across the continent and the world.* We’ve had Saturday night song sessions; families have joined together for yoga, Zumba, and Israeli dancing; and campers have played card games on Zoom with their friends.
* We’ve offered a session on parenting in this challenging moment; gathered for Friday night services; and read some of our favorite stories.
* And we hosted a Passover seder for nearly 300 people, including camper families, members of Reconstructionist congregations and the broader Jewish community, and friends as far away as London and Israel (who stayed up until the middle of the night to be with us!).

None of this is the same as being at camp in person … but it’s no less meaningful, especially in these times. **Will you help us continue this important work?** Your donation of $54 will keep kids connected, support families, engage alumni, and allow us to plan for whatever may come next. Thanks to the visionary leadership of the Harold Grinspoon Foundation, donations during this time will be matched 1:2, so your gift today will go even farther -- turning your $54 into $81! /var/folders/8x/z8bzdp7127bd4r7zqdvfsyr40000gw/T/com.microsoft.Word/WebArchiveCopyPasteTempFiles/5dd536d7-95d2-49c9-8229-bf037f6965d2.png We look forward to continuing to be in touch in the days and weeks ahead. In the meantime, please don't hesitate to reach out if there are any ways we can be helpful to you and your family during this challenging time. As I said above -- we may be physically distant, but we're committed to remaining deeply connected.Thank you, in advance, for your generosity … and for helping us build the kind of community we all so desperately need right now.Stay safe and well,/var/folders/8x/z8bzdp7127bd4r7zqdvfsyr40000gw/T/com.microsoft.Word/WebArchiveCopyPasteTempFiles/0214f30e-6c2f-442b-afdc-ec6fec3fe1c0.pngRabbi Isaac SaposnikExecutive Director  |

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