



Essential Fundraising Plan



Essential Fundraising Plan

May 2022 - Today's Topic

- Stewardship for Summer and Beyond
- What's the Point?
- Your Shares – Thanks!
- Q&A



Essential Fundraising Plan



TODAY

Cultivate gifts that go to work right away, through campaigns that encourage sustained ongoing support and build donor loyalty.

ANNUAL FUNDRAISING



TOMORROW

Activate campaigns that accomplish big and lasting projects and inspire larger gifts and grow the total number of donors.

CAPITAL CAMPAIGNS

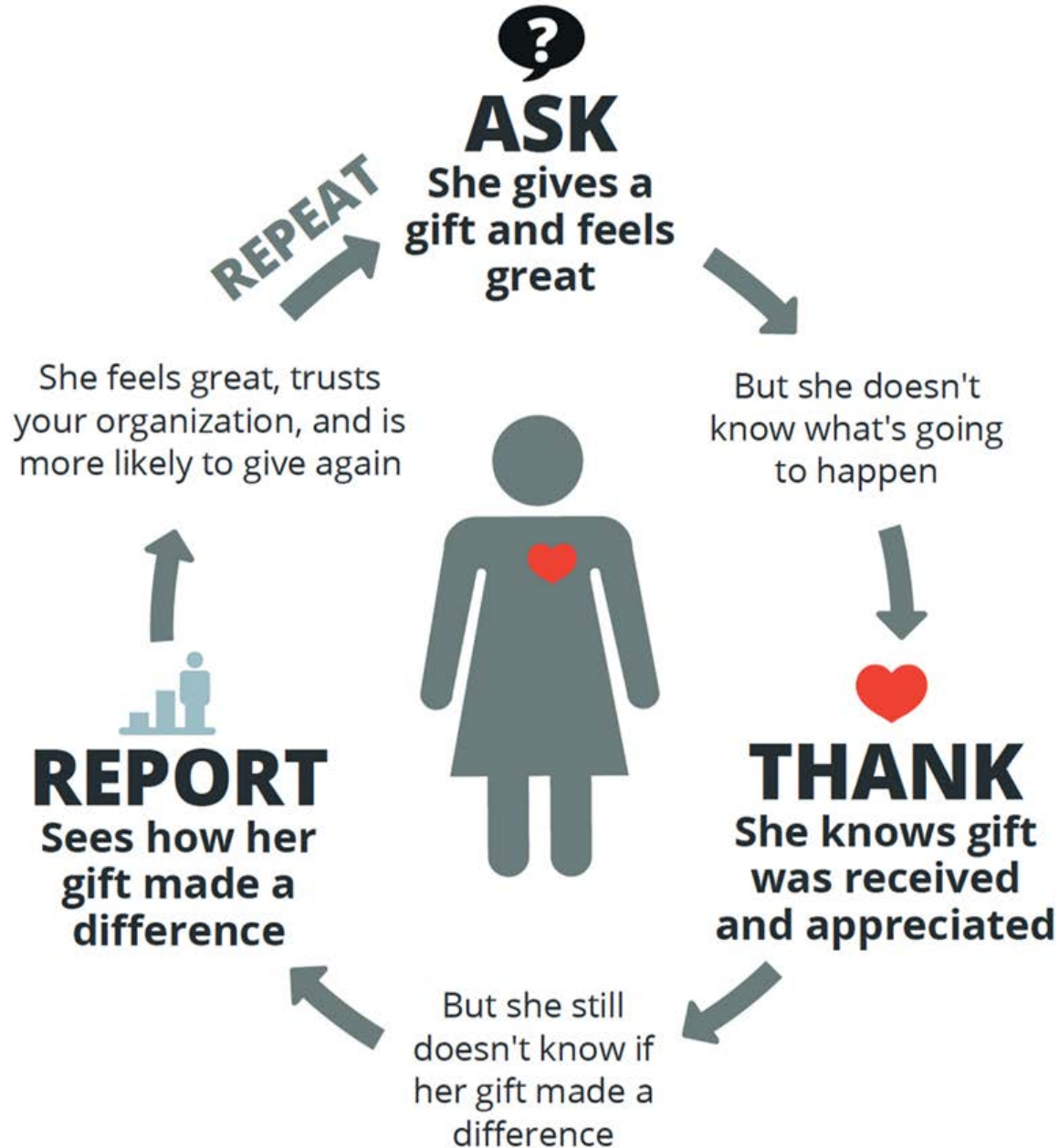


FOREVER

Grow an endowment in a campaign for outright gifts and pledged after-life gifts to ensure the organization is enduring.

LEGACY FUNDRAISING

Ask, Thank, Report, Repeat



Creating A Culture Of Philanthropy...

...For the love of others






stewardship

noun

'stü-ərd-ship

Def:

the conducting, supervising, or managing of something
especially : the careful and responsible management of something entrusted to one's care
stewardship of natural resources



PEOPLE WILL FORGET
WHAT YOU SAID.
PEOPLE WILL FORGET
WHAT YOU DID.
BUT PEOPLE WILL
NEVER FORGET HOW
YOU MADE THEM FEEL.

Maya Angelou

Instead of outthinking the competition...

...it's worth trying to **outlove** them.

Everyone is working hard on the thinking part, but few of your competitors worry about the art and generosity and caring part.

<https://seths.blog/2012/09/instead-of-outthinking-the-competition/>





Leverage
Camp's
Unique
Advantages!!!

3 Basics of Donor Love



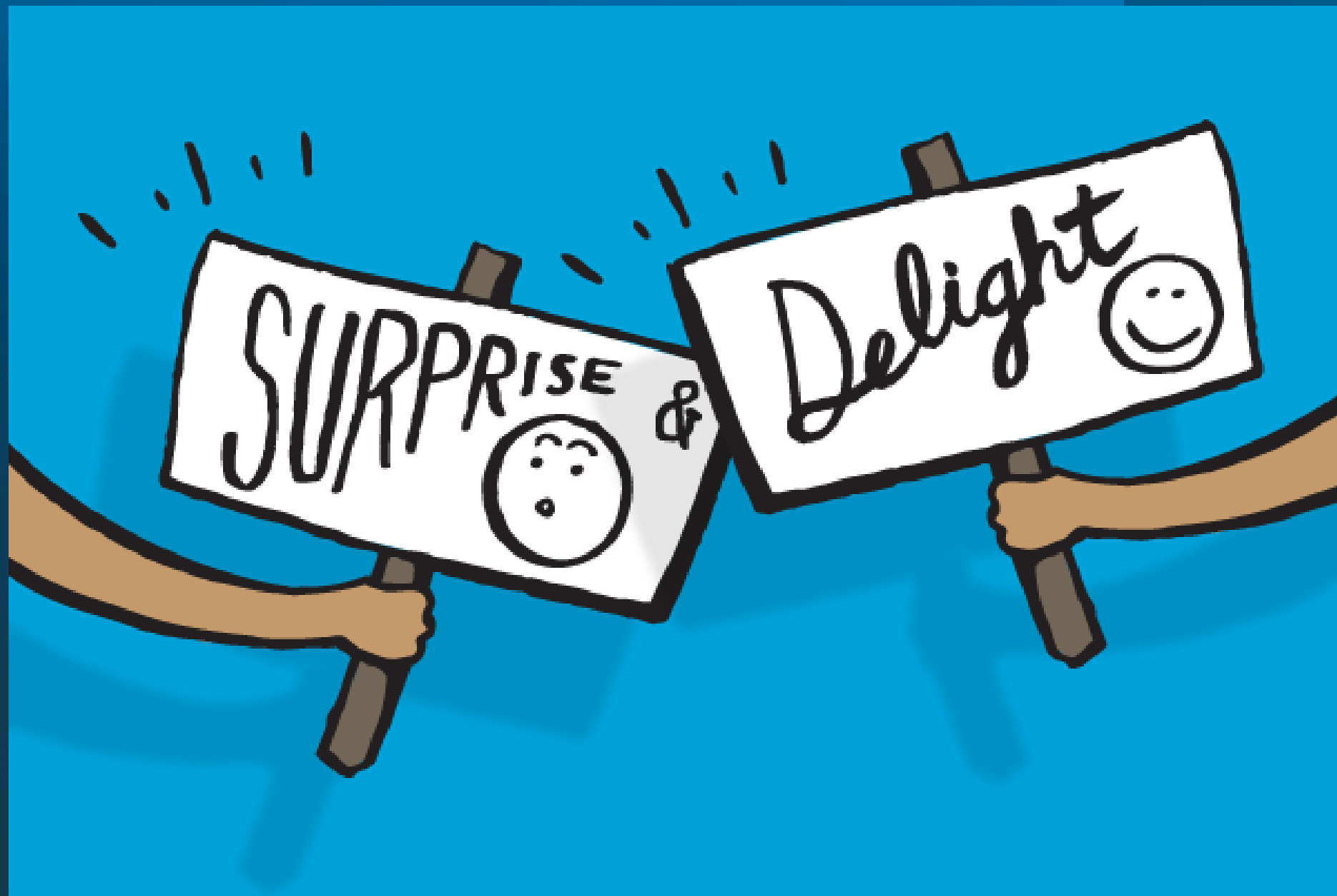
INFORM



CONFIRM



AFFIRM





Plans YOU Submitted – Thank You

- *Postcards from camp!*
- *An alumni/donor newsletter during summer with camp highlights*
- *Thank you postcards and video compilations from campers*
- *Sending a special message to our Legacy Circle after the first week of camp with sweet pics.*
- *Post camp we are planning to send special communication to our donor groups around the success of camp and the impact THEY had as donors to this.*
- *We plan to share photos and videos of the site projects that were completed thanks to our Day of Giving fundraiser.*

Plans YOU Submitted – Thank You

- *Planning to send update reports via email on the first and last Shabbat of the summer, and potentially invite donors to go on a walking tour/Zoom in the middle of the summer.*
- *Hoping to have campers write thank you notes, but we'll see how that pans out.*
- *Planning to offer a menu of 6 camp visit options for our largest donors 4 are scheduled program days for camp so they can sneak a peek (Yom Israel, Maccabiah) and two Sundays. The days will run approximately 11-3 and include a tour of camp, time with designated staff, and lunch).*
- *Before and After Photos - so people can see the change.*
- *For alumni engagement, we're going to try to "recreate" a few photos from the 70s/80s/90s at key spots around camp for "Then and Today".*

Let's Talk





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Next Session
June 30, 1pm EDT
Optional Summer Check-In

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