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.”

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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 ’23.**

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

After years of pandemic distancing, disconnection, anxiety, and loss, CAMP NAME fills an especially vital need in the lives of our campers and counselors.

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

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

And in a year when the cost of everything from challah to basketballs to insurance has sky-rocketed, philanthropic support like yours is essential to making camp an affordable Jewish life choice for our families.

**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 in 2023. 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 ’23 an unforgettable experience for today’s campers and staff. **LINK** Thank you!