**All Together Now** Resources you can use

Sample Talking Points

***About this document:***

***Talking Points*** *are a set of clear, easily remembered phrases that outline the fundraising campaign. Talking points help your team of solicitors use similar information when talking to donors. Your talking points should be consistent with the Case for Support as well as simple, direct, and memorable.*

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

**Warm-up**

* Checking in: How are you doing? Feeling like you’ve fully emerged from last two years of pandemic? How has it affected you and your family going forward? (Empathy)

**Context Setting: How Is Camp Doing?**

* We share a love of (CAMP NAME) and a deep appreciation for how camp has made our lives (and those of our kids and grandkids) richer, fuller, and more Jewishly purposeful.
* The pandemic created an unprecedented financial crisis for Jewish camps. CAMP NAME was no exception. We were thrilled to re-open in 2021 despite all the challenges, adjustments, and expense. We’re looking forward to a 2022 season that will be closer to the full camp experience as we knew it pre-COVID.
* Things are a lot more expensive this year. Not just the health and safety requirements, but everything from food to art supplies to life jackets.
* And the market for young adults to work at camp is very competitive and also much more expensive than pre-pandemic.
* We rely on tuition revenue, but it does not cover all the costs of producing the camp experience we are committed to giving kids this year - especially after two years of isolation, anxiety, fear, and loss.
* Camper Care is a bigger priority – and a significant but critical additional investment this year.
* And there is always an additional need for financial aid to keep camp affordable and accessible to the kids who need it most.
* We depend on philanthropy from camp’s most loyal and enthusiastic fans to make up the gap between tuition and the real cost of camp.
* FOR SOME CAMPS: Our retreat revenues and other camp programs help subsidize our summer camp tuition and of course we are still recovering that business to get back to pre-pandemic levels, which makes philanthropy even more vital.
* Camp is both a Jewish mission-driven organization and a prudent, well-managed business enterprise.
* We continue to move toward full recovery to pre-pandemic financial strength and stability for 2022.

**Transition to Opportunity/Good News**

* THE GOOD NEWS: We have a tremendous opportunity to continue building private philanthropy as a core driver of camp’s business model – the margin of excellence for camp.
* Through our affiliation with JCamp 180, a program of the Harold Grinspoon Foundation, we are participating in *All Together Now 2022*. Our third year of receiving this match – a great vote of confidence in us, our community’s generosity, and our future.
* Your gift now will be increased by 50% through the *All Together Now* match.
* We are seeking to raise a total of $\_\_\_\_\_\_\_\_\_\_\_ as soon as possible which will directly support these key priorities our leadership has identified for 2022.
* The Foundation will release funds to CAMP NAME on a rolling basis, so the sooner donors are able to make their gifts, the sooner matching grant money will flow to camp.
* When we max out our grant from Grinspoon Foundation we will also be eligible to receive a bonus of $7,200 as further support for our work this year.
* THANK YOU!!!

*April 6, 2022*

*Questions? Need help with your campaign? Feel free to contact us at JCamp 180: k*[*evin@hgf.org*](mailto:Kevin@hgf.org)*.*