

Using the *All Together Now* Campaign Seal

The ***All Together Now: A Matching Grant for Jewish Camp*** seal will help create consistency for the campaign and let donors know that your camp is eligible for the matching grant.



We recommend placing the seal on your website, in the footer of your email, and in relevant social media posts. You should also use it in the design of any direct mail appeals.

Website

1. Place the seal on the homepage and make it a clickable link to your camp's matching grant specific landing page or to your donation page
2. You may want to use the seal on your homepage with a blurb about the matching grant and a call to action

Social

1. The seal can be used as part of your cover photo
2. It can be used as a temporary profile picture

Note: We are creating a separate Facebook profile picture frame to use as well – that frame can be shared with your supporters to show solidarity with camp and the campaign.

