**Nonprofit Jewish Day Camp Fundraising** Resources you can use NOW

**6 Steps to Create a Matching Gift Campaign**

***About this document:***

*Have you always wanted to be one of those camps that had a donor who helped leverage other gifts through a matching gift campaign? Here are easy steps to help you set one up.*

1. **Get clear about what is needed for your camp and, importantly, the WHY**
   1. Why is camp so important? What is meaningful about it? What values does it represent?
   2. What do you need for camp? Do you need scholarship dollars for families who can’t afford it? Program dollars? Money for new unique COVID programming?
   3. What has been the loss to camp due to COVID? Will you have no campers there this summer? Will you be able to accommodate a small percentage of campers? Do you owe parents back tuition that has already been spent in preparation for camp?
2. **Get clear about the needs of the campaign.** Here are some choices of what it could do…**do not** try to implement more than one or two of these strategies:
   1. Move donors up from being medium donors to becoming major donors
   2. Have parents become donors (perhaps by converting tuition to gifts)
   3. Have camp alumni become donors
   4. Increase the number of donors in general
   5. Raise X dollars
3. **Create a short list of people to ask to be a lead donor**
   1. Pull a report of your major donors**.** Which of the donors are most passionate about your camp? As you think of these different individuals, are there some that are more business oriented who might appreciate their gift having compounded results?
   2. Talk to the person on your staff or board who has the most connection to this donor. What do they think? Would that person be receptive?
   3. Narrow down your list to a few individuals.
4. **Think through a few strategies for the matching donor**
   1. What gift might they give? What could that leverage?
   2. Would they consider an amount that they will give regardless of being matched, and an increased amount if enough donors give (Strategy 2d above), or if a certain amount of money was raised in the campaign?
   3. Does it make sense to count every gift regardless of size (preferable for acquiring new donors) or only include gifts that are an increase for the donor or of a certain size (this is preferable for growing existing donors’ giving)?
   4. Which of these choices do you think the donor you are considering asking would most appreciate?
   5. Map out what promotion of the campaign would look like (e-newsletter, press release, snail mail, etc.)
5. **Ask a donor to meet and discuss this possibility**
   1. Explain the need of camp, and your proposed strategy (or strategies if two make sense together)
   2. Does it make sense with this donor to partner with others for a match (examples include a group of close-knit alumni or family members pooling their funds for a match)
   3. Ask them if you can publicly promote the campaign and their match – explain what your publicity campaign looks like
6. **Use this to build a Culture of Philanthropy**
   1. Build your relationship with your lead donor. Keep them informed of progress (before doing so publicly) and consult them if you authentically want their input on anything.
   2. Be sure your lead donor feels the gratitude. Steward them. Share comments from other donors about the importance of camp and their campaign. Thank them authentically throughout the campaign.
   3. Publicize the heck out of it. Acknowledge the donor who is the lead and acknowledge the donors who are giving. Regularly update your larger community on your goal and progress on it.
   4. Reach out to other major donors to ask them to help kick the program off so it has a great start.
   5. Have board members and key staff make thank you calls immediately to all donors to this campaign. Gather information from your donors including what they love about camp, how they like to be involved, and track these things in your donor database.\*\*
   6. If parents donating tuition are part of your strategy, these deserve a HUGE thank you and acknowledgement. This is your chance to educate them about being donors (especially if they have not given prior to donating their tuition at this time). Model the best ever stewardship by reaching out to people immediately in a highly personalized way.

\*\*Don’t forget to **track your donations in your donor database**! Be sure you are tracking everyone who gave during this time and be consistent so you can easily pull lists of everyone who contributed to this campaign and steward them now and in the future appropriately. Remember that they were there when you needed them most!

**Need some inspiration to help with the above?**

*Improve your automated confirmation for online gifts:*

**Before**: "Your payment has been received"

**After**: "Thank you. Your gift to (CAMP NAME) is needed and appreciated now more than ever. Your generosity reminds us again that we are encircled by good friends like you who value *tikkun olam* and love (CAMP NAME). We’ll make it through this together!“

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