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

Case for Support

About this document:

A Case for Support is a written document that tells prospective donors what your organization hopes to accomplish with their philanthropic gifts. It can be shared with donors after a solicitation, allowing them to think about their gift. The Case for Support should be simple, direct, and memorable.

You may use this for inspiration to develop materials for your All Together Now 2021 fundraising activities.

What will Summer 2021 look like at CAMP NAME?

Last year, the COVID pandemic forced us to face our first summer without our particular brand of NAME experience – fun and friendship, personal growth, and joyful Judaism challenges, all in an amazing, sacred camp setting.

Thanks to so many people like you, who treasure camp’s role in Jewish families’ lives we were able to withstand the financial impact of 2020. Since last summer we have been planning to meet evolving requirements to maintain our traditional camp experience in the post-COVID era.

A couple of things we already know about Summer 2021

· Families need camp this summer and are enthusiastic about our opening.

· Young people want to work at camp.

· Our world, our Jewish community needs young people to have Jewish camp experiences to lift them up and move them forward after such a trying year.

What we also know

· We must make significant new investments to meet COVID-related health requirements. These include new and retrofitted facilities and equipment as well as staffing, testing, and supplies to ensure the health and safety of every camper, counselor, and staff member.

· Public health standards require us to plan for a reduction in the number of campers allowed to attend NAME this summer

· The families we are able to accommodate will need more financial aid to make CAMP NAME possible for their kids this summer.

One more thing we know

CAMP NAME needs you right now to be sure we will have the resources we need deliver in 2021 the extraordinary experiences of a lifetime that you have always appreciated from CAMP NAME.

We are confident that our planning and hard work will mean that Summer 2021 will be another unforgettable season for everyone at CAMP NAME. INSERT CAMP SPECIFICS: tradition, prayer, song, place that will evoke warm appreciation for your camp’s version of Judaism and camping.

We need generous friends like you to ensure that CAMP NAME will have the necessary financial resources to meet the extraordinary demands for Summer 2021.

Philanthropic support from the people who deeply value CAMP NAME remains an essential driver of our continued success in the wake of 2020. The increase in expenses, reduction in number of campers, and need for financial aid among families means that we must continue to depend on the generosity of people who love camp and value our place in the Jewish world and our future. People like you.

**The Difference You Will Make**

When you and hundreds of other CAMP NAME families, alumni, and friends who love camp add your contribution to our recovery campaign, we know we will meet our goal of raising a total of $XXX,XXX in the coming weeks.

Together we will help CAMP NAME make a major step toward achieving critical financial stability in response to this unprecedented challenge.

And we will be setting the stage for CAMP NAME’s next phase, drawing on those core lessons of camp — resilience, faith, creativity, compassion, and caring — to assure a bright future for our campers and staff for all the summers to come.

How to contribute:

(List ways to give here, and a person to contact for questions)

 *Feb 2021*

*Questions? Need help with your campaign? Feel free to contact JCamp 180:* *kevin@hgf.org*