**All Together Now 2021** Resources you can use

Direct Mail Appeal Sample

***About this document:***

*An* ***Appeal Letter*** *should be inspiring, warm, and clear about your Camp’s needs and how a donation will make a difference.*

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

Dear \_\_\_\_\_\_\_\_\_,

**Let’s Rise Together in 2021!**

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 COVID-related health requirements as we open NAME camp to our campers and families, staff and counselors in 2021.

**The COVID-19 crisis has shown us that our world needs Jewish camp and its values NOW more than ever:**

* Our families need camp this summer **more than ever**, and they need more financial aid to make the CAMP NAME experience possible for their kids.
* Our young people need to work at camp this summer **more than ever**, and we need to ensure their physical and emotional safety as well as of every camper and staff at camp.

To do that, we must make significant new investments, which include new and retrofitted facilities and equipment as well as staffing, testing, and supplies. **Can we count on you** to help us ensure that camp NAME returns more powerful and more vibrant than ever?

Luckily, the Harold Grinspoon Foundation has stepped up again with a matching challenge grant to inspire your philanthropic support for CAMP NAME. **For every $2 you give NOW, the Foundation will add $1.**

Loss of the last camp season — our primary source of income — along with the additional Covid-19 related costs means that we must continue to depend more than ever on the generosity of people who love CAMP NAME – **YOU**!

**Your investment of $36, $180, or $3,600 will immediately be increased by 50%.** Isn’t that a great return on your investment both percentage wise as well as impact wise?!

Your support will help us turn this sad page in our camp’s proud history and begin co-creating an exciting new chapter, assuring more life-changing summer experiences and life-long friendships for generations to come.

In such strange times, we can only lean on each other, just as we do at camp when we (INSERT iconic camp tradition, site, song, prayer, game). So, thank you for your generosity and for being there for us. We promise to always be there for you.

Toda Raba,

(Signature)

Name, Title

P.S. **So, let’s rise together in 2021!** You can put your gift to work immediately — and add a 50% match — by using our online giving page LINK. Thank You!

1 February, 2020

19 Shevat, 5781

(If sent at the end of February, could be attached to Purim and its story – Haman, Esther, and Mordecai)

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