**All Together Now** Resources you can use

Sample Email Appeal #1

***About this document:***

*This is a* ***sample email*** *you could send to supporters (who are not current parents of campers) to encourage them to donate to camp and have their donation matched. It would be sent before you announce anything about camp this summer.**You may use this for inspiration to develop your Camp’s campaign.*

Possible SUBJECT Lines:

Join *All Together NOW* for CAMP NAME

Will You Join *All Together NOW* for CAMP NAME?

Your Gift to CAMP NAME — NOW with 50% More Impact

NEEDED NOW: Your Gift for Jewish Camp Values

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

The COVID-19 crisis has shown us just how much our world needs Jewish camp values such as resilience, creativity, compassion, and generosity.

Unfortunately, the pandemic has also struck a devastating financial blow to nonprofit Jewish camps across the country, including CAMP NAME.

The Harold Grinspoon Foundation has stepped up with a challenge grant to inspire you. **For every $2 you give to CAMP NAME NOW, the Foundation will add $1.**

**Can we count on you to help us recover quickly and keep camp strong for all the summers to come?** Give here now. LINK

Loss of camper tuition — our primary source of income — means that we must depend more than ever on the philanthropy of people who love CAMP NAME. People like you.

**Your donation of $XX, $XXX, or $XXXX will immediately be increased by 50%.** Give here now. LINK

Your support will help us stabilize our 2020 financial picture. Then we can get to work making CAMP NAME as strong as ever.

At camp, the next time we (INSERT iconic camp tradition, site, song, prayer, game), you will be right there with us — your arms linked with ours — **because of your generous response today.**

In such uncertain times, we can lean on Jewish camp values. Thank you for helping to ensure a strong, bright future for CAMP NAME.

With deep gratitude,

NAME, TITLE

P.S. You can put your gift to work immediately — and add a 50% match — by using our giving page <LINK> now. Thank you!