



Day Camps

2021 MATCHING GRANT

You Got it – NOW WHAT?



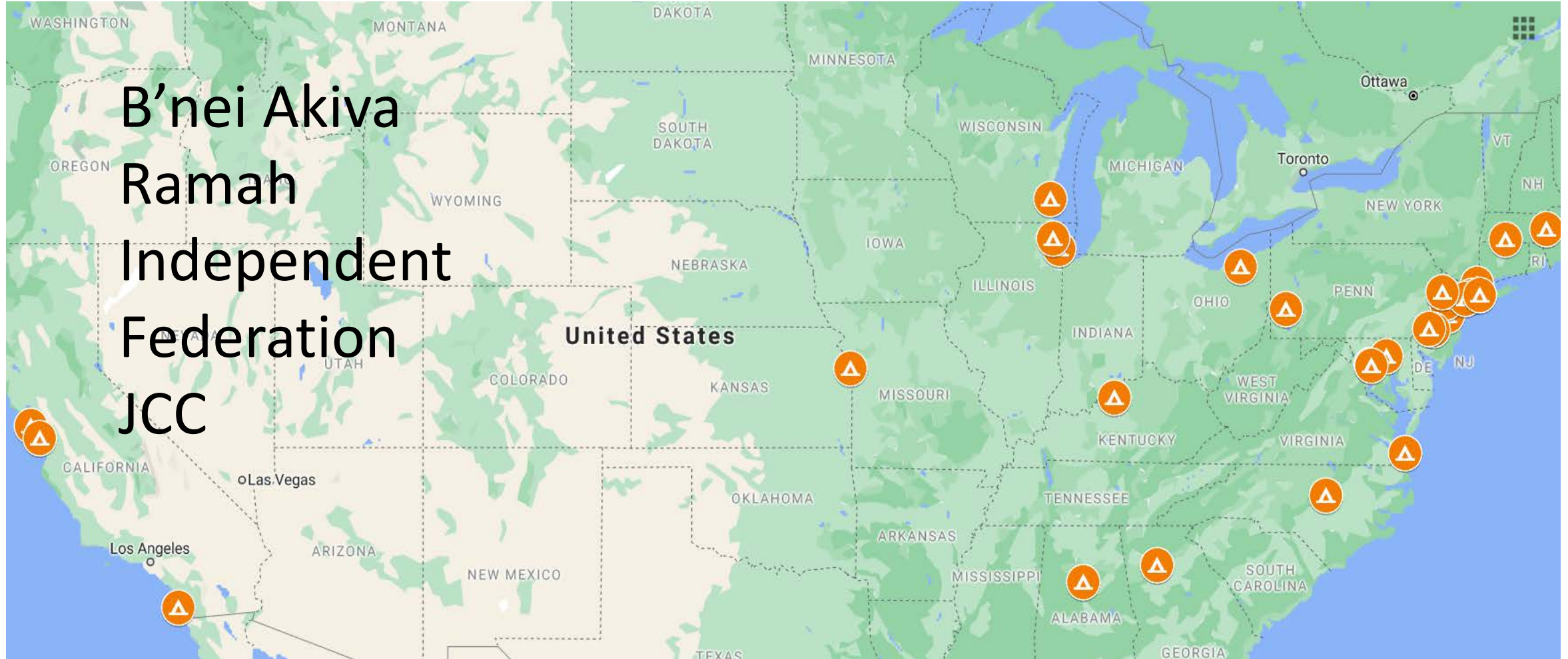
welcome!

Update your **ZOOM name** to include your camp or organization.



Welcome!

Please share in the chat: **where you are** and **the camp you love!**





AGENDA

- Why We Care About Day Camps
- Grant Timeline
- Communications
- 5 Tips to Crush Your Goals
- Help



Harold, Winnie and the Team





- agenda
- Why we CARE about Day Camps



Grant Timeline

Send in Agreement: by June 1

June 1, 2021-June 30, 2022

ONE YEAR

Final Grant Report Due: July 31, 2022



Day Camps

2021 MATCHING GRANT

Grant Website jcamp180.org/day-camp-2021

Resources day-camp-2021-resources

Problems? Email grants@hgf.org



Day Camps

2021 MATCHING GRANT

Full grant guidelines and information session
Coming in June

Watch your email!

Describe in 1 or
2 words your
project.
Put in chat.



Communications

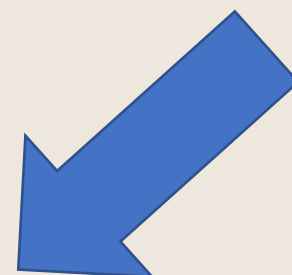




You've Got the **Stories**,
You Know the **Impact**

Year-Round Communications Calendar

MESSAGES	"Remember and come back"	"Camp is valuable, send your kids"	"We value you and care about your professional growth"	"Remember and stay engaged"		"Camp is a valuable community asset, it is a good investment, thank you for your support and keep giving"
MONTHLY THEMES 2013	CAMPERS	PARENTS	STAFF	ALUMNI	LAY LEADERS	DONORS
Jan: New Year - Power of Possibility/Choice	Staff coming back - bios	Aid App, Parent Manual	App Reminder/Forms Info	Annual Report, Winter Events	Annual Report	
Feb: Tu B'Shevat - Shomrei Ha'Adamah, Tikkun Olam (Repairing/Protecting World)	"I Heart RC" Campaign	Camper Forms	"I Heart RC" Campaign	"I Heart RC" Campaign, Annual Appeal		
Mar: Purim - Power of Words/One, Wonder of Childhood	Camp FAQs	Camp FAQs	Summer logistics, FAQs	Spring Fundraiser Info, Info about camper scholarship needs with stories		
Apr: Pesach - Freedom, Liberation	What's new at camp?	Aid Reminder, Forms & Info	Final prep for summer	Push for Spring fundraiser		
May: Camp Prep - Importance of support and preparation before the journey	Get excited! Programs & what's in store	Get prepared! Communications Brit (agreement)	Packing, Reminders, Travel, etc.	Advertise June Open House and schedule summer tours/Shabbat visits, Reunion Registration		
June - July	* FOLLOW SUMMER COMMUNICATION PLAN *					
Aug: School Starts - Friendship	Summer recap & highlights	CSI Survey Push	Post-Summer Survey	Power of Summer Camp Stories		
Sep: High Holidays - Reflection, Kehillah (Community)	Mail Camper Directory & Slide Show DVD	Early Bird Info, 2014 Dates & Rates	Thank you!	Review of Reunion	Summer Review and Highlights	
Oct: Sukkot - Masa (Journey)	Events, News Missing you.	EB Reminder, Events, Why Camp?	2014 App Info	Fall Events	CSI Survey Results	



Summer Media Checklist

Check when complete	Type of content	Description	Location + description
	<p>Photos</p> <ul style="list-style-type: none">- Create a sub-list- Places at camp- Adult/counselor interactivity- Special places- Camp leadership- Holidays		
	<p>Video</p> <ul style="list-style-type: none">- Camp plays- Testimonials- Alumni visits- Special occasions- Signature events- Holidays		
	<p>Stories/Testimonials</p>		
	<p>MP3</p> <ul style="list-style-type: none">- Campfire songs- Shabbat songs		

Questions?



In one word, or phrase...
How would describe the
impact of your project?

What makes it special?







• 5 TIPS to Crush your Goals



5 Tips

Share
Create
Engage
Invite
Thank

1



SHARE
Your story
Make Your Case



*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.



RMHC

Keeping families close

Your 25¢
helps families
stay close.



GIVE THE GIFT OF
TOGETHERNESS



What is camp's
impact for
donors?

Post in Chat.

2

CREATE
A plan and
stick to it



Get organized by creating a strategy and work plan. Successful fund-raising programs have a calendar of planned activities, clearly laid out areas of responsibility and preparation of necessary resources and materials.

5 steps for effective major donor fundraising

For Example

Strategy
End of Year
Events
Direct Mail
Major Gifts

For Example

Strategy	Description
End of Year	Email Campaign
Events	Dinner
Direct Mail	Back to Camp
Major Gifts	Cultivate and Ask Major Donors

For Example

Strategy	Description	Audience
End of Year	Email Campaign	Alumni and non returning donors
Events	Dinner	Current & Prospective Donors
Direct Mail	Back to Camp	Alumni
Major Gifts	Cultivate and Ask Major Donors	Current and Prospective Donors

For Example

Strategy	Description	Audience	\$ Goal
End of Year	Email Campaign	Alumni and non returning donors	\$10,000
Events	Dinner	Current & Prospective Donors	\$10,000
Direct Mail	Back to Camp	Alumni	\$10,000
Major Gifts	Cultivate and Ask Major Donors	Current and Prospective Donors	\$50,000

For Example

Strategy	Description	Audience	\$ Goal	Who will do
End of Year	Email Campaign	Alumni and non returning donors	\$10,000	Me and Alumni chair
Events	Dinner	Current & Prospective Donors	\$10,000	Me, committee
Direct Mail	Back to Camp	Alumni	\$10,000	Me
Major Gifts	Cultivate and Ask Major Donors	Current and Prospective Donors	\$50,000	Me BD Chair

For Example


Strategy	Description	Audience	\$ Goal	Who will do	By When
End of Year	Email Campaign	Alumni and non returning donors	\$10,000	Me and Alumni chair	Dec
Events	Dinner	Current & Prospective Donors	\$10,000	Me, committee	April
Direct Mail	Back to Camp	Alumni	\$10,000	Me	May
Major Gifts	Cultivate and Ask Major Donors	Current and Prospective Donors	\$50,000	Me BD Chair	2 a month

3



ENGAGE
everyone





Winning the hearts and minds of everyone connected to camp will change the behaviors and structure of donor relations. It is how you build a culture of philanthropy. It is where every contribution of service, items or money is recognized as philanthropy.

This is true community engagement at every level where everyone share the responsibility and joy of giving.



4



INVITE
It's all about
relationships

Asking = Inviting

*People give because they believe in the organization and because they are asked to become part of the camp's life.
People give to people who they like, trust and respect.*



5

**THANK
Again and Again**



People want to be....

Recognized and valued for the gifts they make

Feel good about their giving

*Understand how their money is used
and what difference it makes*

To feel involved and part of something

To know they are really listened to.

Tom Ahern







Bonus



Have Fun





AND CELEBRATE
you CRUSHED it



QUESTIONS?

Jill Paul

Jill@hgf.org

Calendly



Want more
fundraising
coaching?

Fundraising drop-in office hours
Wednesdays at 2 pm EST
With Julia Riseman

Day Camp Toolkit - <https://jcamp180.org/toolkit>



Case for Support, Direct Mail Appeal, Email Appeal
Invitation to Inner Circle Call, Thank You Letter
Maximizing Online Giving

Summary
We got you covered.





Do
what
you
do
best...