



Crafting Your Case for Philanthropy at Camp

What is Your Case for Philanthropy?

A case for philanthropy at camp (a.k.a. case for support or case for giving) is a set of compelling reasons why donors should care about and actively support camp philanthropically. An effective case speaks to the most common question donors think about when considering a gift:

- *Why me?* – how does camp align with and advance my values and priorities?
- *Why now?* – what’s the urgency, deadline, start date, construction schedule, matching grant expiring, etc.
- *Why this project/program?_*– will the proposed project achieve the impact I want from my philanthropy? How?
- *Why this much money?* – what’s the financial context and related impact? how will my gift fit in their plan to make their funding goal?

Don’t confuse this case – which is a rhetorical argument for giving to camp – with the tangible document or printed brochure called a “case statement” often used in capital campaign fundraising.

An effective case for support provides consistent messaging and helps you communicate a clear, unified, and compelling vision to donors and prospects.

With this fundamental building block, your team can tailor variations, individualized asks, and resources to support all fundraising initiatives for camp.

Camp leadership, professional and lay, and ideally all camp inner circle should be familiar with the case and able to articulate why philanthropy is critical to camp and the most compelling reasons for donors to direct their philanthropy to camp.

Start with Why

State your mission – the reason camp exists – and vision for the future.

Donor perspective: *How are they committed to making the world and our future more like I want it to be?*

Move to How

Briefly describe how you pursue your mission through your core programs and services and the audiences you serve.

Donor perspective: *They’re focused on activities, serving communities, and reaching people I care about.*



The Impact of Camp

Briefly describe the impact of camp's work on the lives of campers, counselors, and staff, and on the Jewish community (and more broadly, Israel, the shared Jewish future, etc).

Choose a few core themes where your camp particularly focuses and excels e.g. (Identity, Community, Skills Building, Leadership Development, Israel)

Donor Perspective: *These align with the values and issues that I care about. This is the kind of impact I want from my giving.*

Current State

Briefly describe the most urgent challenges and issues camp is facing today in achieving mission and serving audiences.

Donor Perspective: *Wow, I never thought of camp as being so complex and challenging. They've got some challenges that I may be able to help resolve.*

The Solution(s)

What is the proposed solution – project, program, facility, or new initiative- that will address the challenges, solve the problems we seek to solve, etc.?

Donor Perspective: *I can see this as an opportunity for me to help make a difference.*

Philanthropy Matters

Describe how/why philanthropic giving plays a critical role in camp's ability to fulfill your mission, serve your audiences, and continue to advance core values today.

Why does philanthropy matter so much more now than before? What is the role of philanthropy/donors in partnering with camp to address pressing challenges or launch bold new initiatives?

Donor Perspective: *Hmm, I've never thought of camp as needing the level of financial support as other organizations I care about. My gift now can achieve a lot, solve a problem, make a difference and help camp make the world more like I want it to be.*

Call to Action

What to do next? What options do you offer a prospective donor to engage in a meaningful way to explore their giving interest and options? Include contact person name, email, phone.

Donor Perspective: *It's clear what I should do to move forward with a discussion with camp leadership about what I can do for camp. I'm jazzed about the possibilities.*