



Creating Compelling Donor Offers

Adapted from Veritus Group's donor offer methodology

A **donor offer** shows donors exactly what their gift will accomplish. It answers: *"What problem will I solve, and what will my specific gift achieve?"*

The best offer is the one that makes the donor say: *"YES! This is exactly what I want to support!"*

Start with knowing your donor's passions, values & interests (Discovery)

- Their favorite part of camp
- Values that matter most
- If they could solve one problem
- What they seek to accomplish through their giving

Look to match your donor's passion and camp's giving opportunities

<i>If They Care About...</i>	<i>Consider an Offer that Funds...</i>
Jewish identity & continuity	Shabbat programming, Israel education, Jewish life staff
Access & equity	Scholarship fund, inclusion, vocational training
Nature & environment	Waterfront, outdoor adventure, sustainability programs
Arts & creativity	Judaica, music/dance programs, theater productions
Health & Wellbeing	MESH facilities and staff; fitness equipment; sabbatical
Leadership development	CIT program, teen leadership, professional development fund
Safety & security	Health center upgrades, lifeguard training, security systems
Staff quality	Staff recruitment, training, competitive wages



5-Step Process for Crafting Your Donor Offers

1. Pick Your Program/Project

Start with ONE specific camp program or project available for funding.

Examples: scholarship; staff training & retention; waterfront improvements; arts & music program; MESH; inclusion.

2. Calculate the TRUE Cost

Work with your budget and finance committee to determine:

- Direct costs (staff salaries, supplies, equipment)
- Overhead (facilities, insurance, admin support)
- Total annual cost for this program
- Cost per camper

3. Support with Relevant Stories

Craft 2-3 stories that bring this program/project to life.

4. Break It Into "Fundable Pieces"

Make it tangible by showing what different gift levels accomplish:

Examples:

- \$1,800 = One week of camp; \$5,400 = Full session for one camper
- \$1,200 = One canoe trip; \$12,000 = Fund the full canoe program
- \$150,000 = Build one new cabin; \$600,000 = Build a new camper village



5. Create a One-Page Offer

HEADLINE: State the Problem

"15 families applied for scholarships. We could only fund 8."

The Need (2-3 sentences + one story)

Briefly describe why this matters. Share one family's story showing the need.

Your Solution (2-3 sentences)

Explain how camp addresses this—your track record, your approach.

The Gap (1 sentence with numbers)

"This summer, we need \$60,000 to provide scholarships for 20 campers."

What Your Gift Accomplishes:

- \$1,800 – One week of camp
- \$3,600 – Full summer for one child
- \$18,000 – Camp for 5 children
- \$36,000 – Camp for 10 children

The Ask (1 sentence)

"Will you fund a life-changing summer of Jewish joy and discovery for [X campers] with a gift of \$[amount]?"

Double Check

Before sharing with your donor, ask yourself:

- Does it speak to the donor's passions, interests, values?
- Does it convey urgency and emotion?
- Is the solution clear and believable?
- Are the numbers specific?
- Does it answer: "What will MY gift accomplish?"
- Does it include a powerful story that illustrates the need and impact?