



## Sample Donor Scenarios – Ask Conversations

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### Scenario 1: Jason Schwartz

#### Background

- Former camper (2004-2010) and counselor (2011-2013)
- Just promoted to VP at tech company acquired by Google
- Single; lives in family home inherited from grandparents
- Passionate about environmental sustainability and outdoor education
- Increased giving from \$500 to \$1,000 annually two years ago
- Attended alumni bowling & beer event in the city in 2023
- Frequently posts camp throwback photos on social media and recruited four friends as first-time donors via peer-to-peer campaign on Giving Tuesday 2025

#### The Ask

Amount: \$5,000

Purpose: Fund summer 2025 "Green Camp Initiative" – adding solar-powered lights, garden and composting project; and environmental education visiting faculty.

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### Scenario 2: Stephanie and James Gorman

#### Background

- Stephanie is a former camper and staff (1982-1993); James worked at camp in 1993 and met Stephanie during staff week
- Both are attorneys - Stephanie is a litigator; James is in-house counsel for a medical device company
- Two daughters (25 and 27) who attended private sports camps
- Have given \$2,500 annually for past four years; matched 1:1 by James' company
- Members of their law school's Dean's Circle annual giving society at \$20,000
- Stephanie recently rotated off camp's Alumni Advisory Board after serving 6 years



**Major Gifts**  
FOR YOUR CAMP



### **The Ask**

Amount: \$25,000

Purpose: To renovate and name a family suite as part of current campaign to renovate and expand staff housing.

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### **Scenario 3: Ruth Zimmerman**

#### **Background**

- Grandmother of four campers (ages 7-14); two of her three adult children send their kids to camp
- Widow; late husband, Myron, was successful cardboard box manufacturer and former federation President who believed strongly in Jewish community
- Annual giving has grown from \$1,800 to \$10,000 over past 7 years. Gives via Donor Advised Fund at federation
- Attended donor Shabbat the last three years; always accompanies the family for drop-off and pickup at camp
- At last donor Shabbat mentioned it would be wonderful if all Jewish families could have the joy that her family experiences at camp

#### **The Ask**

Amount: \$100,000

Purpose: Create the "Myron Zimmerman Memorial Scholarship," a permanent fund generating annual scholarships for children of families facing financial need.