

# SESSION BY ROLE: DEVELOPMENT PROFESSIONALS

Hosted By:

Havi Goldscher, Chief Development Officer, Capital Camps & Retreat Center  
Lauren Perlin, Development Director, Camps Airy & Louise

FOUNDATION FOR JEWISH CAMPS

**LEADERS  
ASSEMBLY**



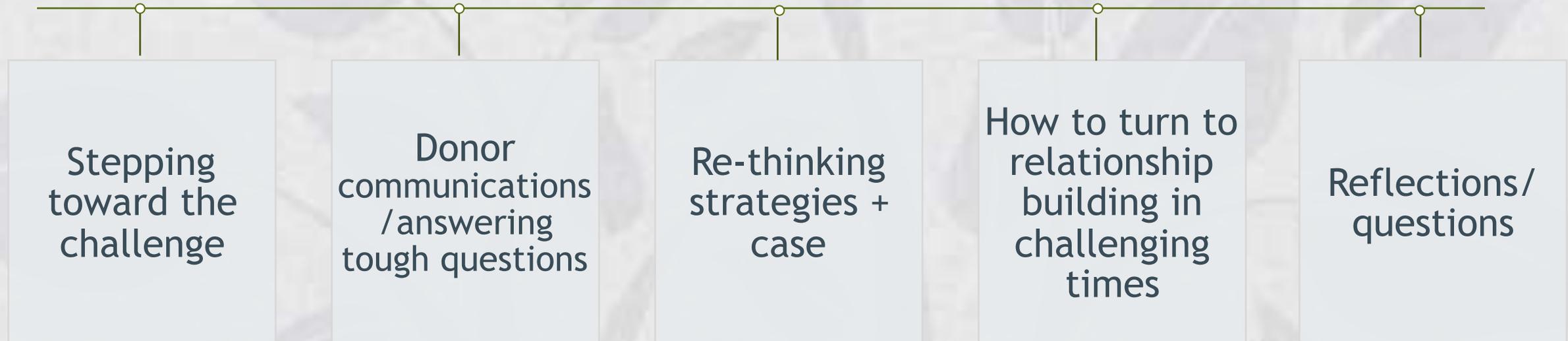
# Fundraising in the Face of COVID-19

Foundation for Jewish Camp Leaders Assembly 2020

Monday, March 16, 2020: 10:45 am - 11:45 am Central

**Amy Schiffman & Jamie Klobuchar, Giving Tree Associates**

# Agenda



# Stepping Toward the Challenge

## Donors + Crisis Communications

- Donors have a stake in how you respond to the crisis (even if they are not parents or alum)
- Make it clear you have a plan - builds trust and communicates crisis impact
- Boardsource crisis communications
- Be clear about timing (or what you don't know; when will you decide if camp is proceeding as planned?)
- How are you helping families in need?
- Talking to our leadership

# More on Donor Communications

## Be a Steady Presence

- Tell them what you don't know (certainty outweighs expediency)
- What are your goals for the short and longer term?
- If you reach an important goal, let them know
- Are there special ways they can help? Short list.

## Asking for Continued Support

“Let them know that as your work continues, their support is more valuable and needed than ever before. Your work continues - and they want it to - so ask for their help.”



# Understanding Your Financial Position

**Endowment**

**Reserves**

**Cash on hand**

**Financial assistance**

**Extended pledge payments**

# Re-Thinking Events and Fundraising Tactics

- Consider the ROI
- Cancel vs. postpone vs. virtual
- Returning \$?
- Review or re-negotiate contracts
- Purchase insurance
- Direct response - solicitation vs. stewardship





## Long Term Planning: Lessons from 2008-09

- Focus on maintaining relationships
- Who needs additional cultivation/stewardship?
- How can your team partner to achieve this? Especially from home...
- Know your donors: who responds to urgency + crisis?
- Testimonials and communications from board, leadership + current donors

# Institutional Funders/Foundations/Major Donors

- [E-Jewish Philanthropy Article](#)
- Reach out now - communicate, ask for advice
- Document your actions and challenges
- Don't assume anything
- Document and confirm responses
- Regular stewardship communications - messaging around gift impact



# Repositioning Your Case

## Builds on case for operating;

Clear, compelling, urgent  
Outlines greatest needs and opportunities

---

## Position the donor as partner

in camp's future: "Would you consider partnering with us to address these challenges?"

---

## Focused on the donor

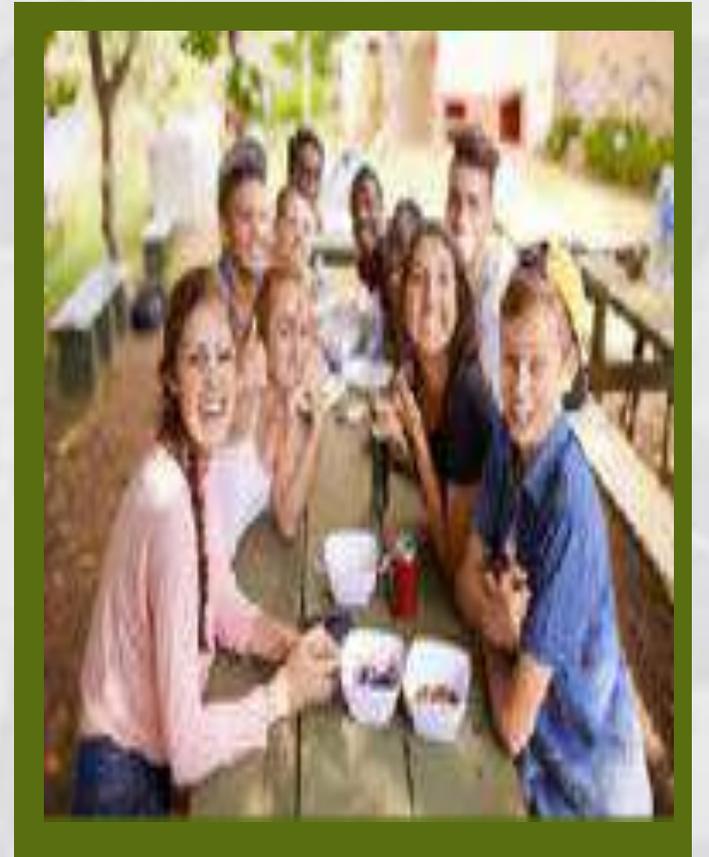
And the results the donor wants to achieve (not camp's wants/needs)

---

## Tell Stories

Make it real, urgent:  
(86% of top 3% households by wealth give to meet critical needs)

---



A group of people, including children and adults, are sitting on the ground outdoors. They appear to be engaged in an activity, possibly a picnic or a group exercise. The scene is dimly lit, and the image has a dark blue overlay. The text "Case Scenarios + Questions" is centered over the image.

# Case Scenarios + Questions



# Thank you!

Contact us: **Amy Schiffman & Jamie Klobuchar**

[amy@givingtreeassociates.com](mailto:amy@givingtreeassociates.com) | 847.942.6071

[www.givingtreeassociates.com](http://www.givingtreeassociates.com)

