

SCRIPTED TEXT

SOCIAL MEDIA / ADS

The sample text below can be paired with any of the existing social / ad graphics included in the toolkit. Copy and paste the text below into the social media platform or ads you run.

SAMPLE 1

☀️ Summer Camp Opportunity! 🌲 We're thrilled to announce grants for Russian speaking Jewish campers this summer! Visit jewishcamp.org/RSJ to check your eligibility and learn more.

SAMPLE 2

☀️ GRANT ALERT! jewishcamp.org/RSJ ☀️ Want to give your child an epic summer? For parents and campers born in countries which were formerly part of the Soviet Union, you are now eligible to receive funding which can be used in addition to other grants, like One Happy Camper. At least one parent or the camper themselves must have been born in a country which was part of the former Soviet Union and consider Judaism part of their identity.

SAMPLE 3

Едем в лагерь? 🏕️ We're a participating camp in @jewishcamp's RSJ Program, which means we have grants available for Russian speaking Jewish campers this summer. To learn more and check your eligibility, please visit jewishcamp.org/RSJ

SAMPLE 4

jewishcamp.org/RSJ - Overnight Camper Grants for Russian Speaking Jewish Campers

CAMPAIGN TEXT

HEADLINE

Jewish Summer Camp Grants Available for Russian Speaking Jewish Campers

FINE PRINT

To be eligible, at least one parent or the camper themselves must have been born in a country of the former Soviet Union, including: Armenia, Azerbaijan, Belarus, Estonia, Georgia, Kazakhstan, Kyrgyzstan, Latvia, Lithuania, Moldova, Russia, Tajikistan, Turkmenistan, Ukraine, or Uzbekistan, and consider Judaism part of their identity.

Each qualified camper may be eligible to receive a grant.

To apply, contact a participating camp from the list on jewishcamp.org/RSJ to get started.