



Our Camp. Our Home. Our Future.

Major Gifts Committee

Our Camp. Our Home. Our Future.
Building Jewish Leaders and Lifelong Friendships

Prayer for the State of Israel

Avinu shebashamayim,

Stronghold and redeemer of the people of Israel;
Bless the State of Israel that it may be the beginning of our redemption.

Shield it with Your love, spread over it the shelter of Your peace. Guide its leaders and advisors with Your light and Your truth. Help them with Your good counsel.

Strengthen the hands of those who defend our Holy Land. Deliver them; crown them with triumph. Bless the land with peace and its inhabitants with lasting joy.

And let us say, amen.

אָבִינוּ שֶׁבַשְׁמַיִם, צוּר יִשְׂרָאֵל
וְגוֹאֲלוֹ, בָּרַךְ אֶת מְדִינַת
יִשְׂרָאֵל, רֵאשִׁית צְמִיחַת
גְּאֻלַּתֵּנוּ. הֲגֵן עָלֶיהָ בְּאֲבֵרַת
חֶסֶדְךָ, וּפְרֹשׁ עָלֶיהָ סִכַּת
שְׁלוֹמְךָ, וְשַׁלַּח אוֹרְךָ וְאִמְתְּךָ
לְרֵאשִׁיָּהּ, שְׂרִיָּהּ וְיוֹעֲצֵיהָ
וְתַקְנֵם בְּעֵצָה טוֹבָה
מִלְּפָנֶיךָ. חֲזֵק אֶת יְדֵי מְגִנֵּי
אֶרֶץ קְדֻשָּׁנוּ, וְהַנְּחִילֵם
אֱלֹהֵינוּ יְשׁוּעָה וְעֵטְרַת נְצַחון
תְּעַטְרֵם, וְנִתַּתְּ שְׁלוֹם בְּאֶרֶץ
וְשִׁמַּחַת עוֹלָם לְיוֹשְׁבֵיהָ

ונאמר אמן

Engagement Process

Schedule

Prepare

Visit

Follow-up

Solicitation Process



1. Know Your Prospect

- Jacob and Kristin will put together a prospect sheet with all the information we've gathered about your prospect
- Please supplement your own information when key information is missing

2. Know The Project

- Study the Campaign materials - Presentation, Frequently Asked Questions, and Script that are provided.
- Don't be embarrassed if you don't know the answer to a question. Just get back to the prospect with an answer as soon as you can.
 - A Jacobs Camp staff member may accompany you on visits; he or she will be invaluable for Campaign information.

3. Cultivation

- Major gifts frequently require significant cultivation before being realized.
- You are in a position to conduct informal cultivation activities by entertaining at home, inviting a prospect to lunch, talking with likely prospects on the golf course, and so forth.
- Cultivation is a significant part of the Jacobs Camp Capital Campaign. Your first visits with prospective donors probably will not be actual solicitation calls.
- It's best to stress that you won't be asking them during the conversation
- Reaching out by email or text (depending on closeness with prospect) to explain that you're interested in talking with them about the Jacobs Camp Capital Campaign
- Include language about them waiting for a presentation before sharing their pledge with you

4. Preemptive Gifts

- Allowing prospects to establish their own gift levels without the benefit of a focused cultivation and formal solicitation almost always produces gifts that are lower than desired by Campaign leadership. The Jacobs Camp team encourages you to include this type of language in your conversations, texts and emails with prospects.
 - *"I know you may be thinking about an amount to contribute to the campaign. I'd request that you allow me to make our presentation and request for you to consider before making your commitment."*

5. Arrange Meeting- In Person or Zoom

- Major gifts require a personal contact. Use the phone only to make appointments.
- Find a time and a place when your prospect can give full attention to your presentation - in their home or your home work best
- **Inform Jacob and Kristin about the date and time of the meeting so we can provide personalized powerpoint and packet.**

6. Make the Case

- Talk about the reasons you are involved and why Jacobs Camp is worth your time and money.
- Explain the Campaign goals and explore areas of interest.
- Listen well. Discussion will allow a prospect to develop enthusiasm and talk about personal interest and inclinations.
- Be enthusiastic about your own interest and commitment to Jacobs Camp programs and projects.

7. Ask for a Specific Gift

- The ask amount will be determined in advance based on the Jacobs Camp Team's estimation of the best ask amount.
 - Your cultivation conversations should be taken into account when determining the ask amount
- After verbally asking for the gift, stay quiet and let the prospect consider and respond first

8. Utilize These Tactics for Overcoming Objections

- Gift Size - "wow that's a big ask of us"
 - We have seen many people stretch their giving for this campaign because of the importance of Jacobs Camp and the importance now. It will take our full community stretching to reach our goal
 - Your gift will have a multiplying effect
- Timing isn't great right now
 - There are opportunities for multi-year pledges, flexible pledge payments, delayed first pledge payment
- Not ready to make a decision
 - That's perfectly fine, others are taking time to make thoughtful investments, as well.
 - When would be a good time to continue our conversation?
 - Is there anything else we can provide to further inform your investment and involvement?



9. Discuss Payment Terms and Methods for Giving

- Gifts of \$100K+ can be paid over 5 years
- Gifts of less than \$100K can be paid over 3 years
- Camp can accept checks, gifts of stock, and online donations for Capital Campaign gifts
- Donors should discuss their gift with financial/tax advisor to take advantage of tax advantages

10. Named and Dedicated Gift Opportunities

- Discuss naming and dedication opportunities as a recognition strategy
- This will be important for some donors and not important for others

10. Closing The Meeting

- **If a pledge was made:** thank them for their pledge and inform them that Jacob will reach out with the paperwork to formalize the pledge
- **If they are not ready to make a pledge:** Thank them and ask if there's any other information they may find helpful. Set a reminder for you to follow up with them in 1-2 weeks.
- **In both cases:** Inform Jacob and Kristin about the outcome of the meeting by email

Powerpoint/Script/Packet

Jacobs Camp staff will provide you with everything that you'll need for a successful solicitation.

[Capital Campaign Presentation Template](#)

[Capital Campaign Solicitation Script](#)

[Capital Campaign Packet Template](#)



Frequently Asked Questions

- How much money do you expect to raise?
 - \$14M in need. We will publish a public goal in early 2025
- What is the campaign timeline?
 - Goal is to have all gifts solicited by December 2025
 - Public Phase: Early 2025
 - Athletic Complex finished by May 2024
 - Bayit finished by May 2025
 - Camper Cabins and Lakefront Pavilion schedule will be determined by fundraising progress and cash flow

Frequently Asked Questions

- Can I make my pledge payments over multiple years?
 - Gifts of \$100,000 or more may be up to 5 years
 - Gifts of less than \$100,000 may be paid up to 3 years
- In what ways can I make my gift?
 - A pledge up to 3 years or 5 years depending on amount
 - A one-time cash payment
 - Appreciated, marketable stocks and securities

Frequently Asked Questions

- My family previously named a space at camp. What happens to that naming?
 - We are incredibly grateful for the long-time support of so many of our Jacobs Camp alumni and families. With a few exceptions, most buildings have not been renovated in over 15 years. In cases where buildings were previously named or dedicated, we will have an individual conversation with those families first to see if they are interested in participating in the project and re-dedicating those spaces. In cases where gifts were made within the last 10 years, we will work individually with each case to determine if an appropriate naming opportunity is available in the new space where applicable. Regardless, it is our intention to honor every gift to Jacobs Camp in a meaningful and thoughtful way that reflects our generous community. We are planning a History and Donor Wall as part of the campaign that will honor all of those who have so generously supported Jacobs Camp.

