



Our Camp. Our Home. Our Future.

Major Gifts Committee Solicitation Prep

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 שְׁבַשְׁמַיִם, צוֹר יִשְׂרָאֵל
וְגוֹאֲלוֹ, בְּרַךְ אֶת מְדִינַת
יִשְׂרָאֵל, רֵאשִׁית צְמִיחַת
גְּאֻלְתָּנוּ. הֲגֵן עָלֶיךָ בְּאֲבֵרַת
חֲסָדֶךָ, וּפְרֵשׁ עָלֶיךָ סִכַּת
שְׁלוֹמֶךָ, וְשַׁלַּח אוֹרְךָ וְאִמְתָּךְ
לְרֵאשִׁיָּהּ, שְׂרִיָּהּ וְיוֹעֲצֵיהָ
וְתִקְנָם בְּעֵצָה טוֹבָה
מִלְּפָנֶיךָ. חֲזֵק אֶת יְדֵי מְגִנֵּי
אֶרֶץ קְדֻשָׁנוּ, וְהַנְּחִילֵם
אֱלֹהֵינוּ יְשׁוּעָה וְעֵטְרַת נְצַחון
תְּעַטְרֵם, וְנִתַּתְּ שְׁלוֹם בְּאֶרֶץ
וְשִׁמַּחַת עוֹלָם לְיוֹשְׁבֵיהָ

ונאמר אמן

What is Your Story?



The Five Rights

Successful solicitations have the "Five Rights" in place:

- Right Time
- Right Place
- Right People Asking
- Right Project or Program
- Right Amount

Engagement Process

Schedule

Prepare

Visit

Follow-up

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](#)



Overcoming Objections

Text Conversation:

Committee Member: It's [Your Name]. Can I meet with you to chat about HSJ?

Potential Donor: My spouse and I are chairing the [insert local community initiative]. I appreciate all you're doing for Jacobs, but we are fully committed to to what we are doing in our community right now. I am always happy to see you, but I am not going to be participating in the campaign.

Overcoming Objections

Potential Response: “I understand that your primary commitment is to your local community. How fortunate that our camp experiences helped build us into Jewish leaders!

That sense of gratitude is what drives our desire to have the entire Jacobs family - past and present and future - participate in this campaign in some way. I hope that you will consider participating at a comfortable level during the public phase of this campaign.”



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.

Financial Update

As of 4/15/2024 The Our Camp Our Home Our Future Campaign has raised:

Private giving consisting of cash and pledges \$7,034,242

Gifts in Kind \$0

Planned Giving \$50,000

Total from all funding sources \$ 7,534,242

Number of Gifts Received 60

