

## **Kids to Camp Campaign and Shalom Lodge Campaign Talking Points**

1. **Permission** - *Would it be ok if I visited with you about Camp Shalom and the campaign I'm helping with?*
2. **Visit** - catch up
3. **A. If you are unsure if they are familiar with Camp Shalom:** *Are you familiar with Camp Shalom and their ministry?*

**If Yes:** *Great!* Tell them why Camp Shalom is important to you. Tell your Shalom story. Ask them if they have a story

**If No:** *Can I tell you about it?* Explain Camp Shalom's ministry and share your story - why is it important to you?

**OR**

**B. If you know they are familiar with Camp Shalom:** Tell them why Camp Shalom is important to you. Tell your Shalom story. Ask them their Shalom story

4. Camp Shalom has campaigns related to two initiatives right now.
  - a. **Kids to Camp.** Are you familiar with camp's commitment to making sure any kid who wants to experience Camp Shalom can come to camp? We want to increase the camperships (scholarships to help kids be able to go to camp) available and keep the cost of attending camp down. This is the Kids to Camp campaign.

**If Yes:** *Great!* I'm sure you understand how important camperships are. Discuss why you feel every child needs an opportunity to attend camp. Refer to information in 2024 Year End Appeal letter.

**If No:** *Can I tell you about it?* Explain camperships if necessary. Explain how Kids to Camp will help underwrite campership campers. Tell a story about kids you know who received a campership.

- b. **Shalom Lodge.** We are also raising the remaining funds needed to finish the construction of the Shalom Lodge. We are down to about \$90,000 needed to complete the Shalom Lodge. Are you familiar with the Shalom Lodge project?

**If Yes:** *Great!* I'm sure you understand how it will benefit campers, staff and outside groups. Refer to campaign information.

**If No:** *Can I tell you about it?* Refer to campaign information and share how you feel the Shalom Lodge will benefit campers, staff and outside groups

5. Would you be **willing to support camp** by making a pledge to the Kids to Camp initiative? To the Shalom Lodge Campaign? They do not need to be paid today; you can pay any time this year.

**If Yes:** *Thank you so much. There are several ways you can fulfill your pledge or make a gift.* Explain the different options on the pledge form and continue talking through and completing the pledge form. If it would be helpful, offer for Tom to have separate/follow-up conversation.

**If No:** *Thanks anyway. We really appreciate your consideration and openness to listening. If you ever want to know more about Camp Shalom, check out their website or let me know and I will connect you with people who can answer your questions.*

6. **Turn in pledge form** to: [ Tom: [tombley@campshalomia.org](mailto:tombley@campshalomia.org) ] or [ Samantha: [sschulze414@gmail.com](mailto:sschulze414@gmail.com) ].
7. **Follow up** with a personal note or email the next day.