



# Sample Passover COVID-19 (Coronavirus) Email Campaigns

**Email:** March 2020 #3

**Subject:** Passover: Taking action in a crisis

**Sender:** The Jewish Federation of <COMMUNITY>

**Date:** 3/29

Dear <NAME>,

In the Passover story, our ancestors lives were turned upside down. Just like ours are now. Life in <COMMUNITY> today looks very different than it did only a few short weeks ago because of the COVID-19 pandemic. While we're grappling with maintaining a community without leaving our homes and the ancient Jews struggled with creating a community on-the-go, Passover should remind and inspire us to stay connected regardless of our circumstances.

To ensure our community stays strong, Federation is:

- <SAMPLE LANGUAGE> Organizing forums for 181 different organizations and synagogues to share best practice and ideas
- <SAMPLE LANGUAGE> Pledging \$500,000 from our emergency reserve fund to support our community's response to COVID-19
- <SAMPLE LANGUAGE> Establishing a \$5 million fundraising goal for our COVID-19 response
- <SAMPLE LANGUAGE> Identifying the pressing needs facing our community's organizations and individuals, and mobilizing to meet them
- <SAMPLE LANGUAGE> Keeping our community informed and connected with vital resources

During this Passover season, our freedoms may be limited—there are restrictions on where we can go and who we can see—but we are still free to create the community we want and need.

**Making a charitable gift** unites us, helps us care for each other, and ensures that our Jewish collective identity serves as a force for good and togetherness.

[We thank you for your past gift of <CORE GIFT>, which made a difference for so many.] Today, in the spirit of our ancestors, please consider a contribution of <ASK> to keep our community intact.

<DONATE NOW>

Wishing you good health and a Happy Passover!

**Email:** March 2020 #4 - RESEND of email #3 to unopened

**Subject:** How the Passover story inspires us to invest in our community

**Sender:** <PERSON>

**Date:** 4/1

As you're gearing up for Passover in these unusual times, I wanted to make sure you saw this message. Please consider making a gift to Federation's Annual Campaign. With the number of people and institutions who need support during these times growing on a daily basis, your contribution today means more than ever before.

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Wishing you good health and a Happy Passover!



For more resources curated and created by JFNA, please visit [JewishTogether.org](https://www.jewishtogether.org)

**Email:** March 2020 #5 -

**Subject:** Now is the time to open our (virtual) doors

**Sender:** The Jewish Federation

**Date:** 4/6

Dear <NAME>

The COVID-19 pandemic has forced our synagogues and JCCs to close. The lights are turned off in our offices and stores. Our neighbors are staying in their apartments and houses. And many of us have been told to stay home.

But despite these circumstances, we can't afford for our community to shut down—especially with Passover coming up.

During one part of the seder (the traditional Passover meal), we open the door to our home, a reminder of the mitzvah (commandment) to invite guests into our home so they can observe the holiday of Passover.

While we cannot physically bring guests into our home this Passover, that open door should inspire us to help in other ways. In times like this, with the COVID-19 pandemic weighing heavily on society, we know that nearly everyone in our community could use some extra help. For professionals who are not receiving a paycheck, parents unable to find childcare, vulnerable and homebound seniors who need access to health care, and the many others struggling with the repercussions of this outbreak, your support makes all the difference.

This is the moment when, with your help, <FEDERATION NAME> best serves our community.

<SAMPLE LANGUAGE: The Jewish Federation's Annual Campaign is an ideal way to support our community. Your dollars will provide the desperately needed assistance at a time when the needs are greater than ever. In fact, just a few weeks ago, Federation pledged \$500,000 from our emergency reserve fund to support our community's COVID-19 response. This funding is drawn directly from Federation's Annual Campaign, which, in turn, is powered by generous community members like you.>

[Your past gift of <CORE GIFT> made a palpable difference.]

Today, please consider a contribution of <ASK> to strengthen and secure the future of Greater Washington's Jewish community.

Join the thousands of caring individuals who give to keep our community strong.

<DONATE NOW>

Wishing you good health,



For more resources curated and created by JFNA, please visit [JewishTogether.org](https://www.jewishtogether.org)