

## **GIJP Mock Solicitation Case Study #2**

### **The Mid Career Couple**

**Joan and Bruce Silver** live in the Buck Head section of Atlanta. They made “aliyah” to Georgia from New York twenty years ago when Bruce relocated to take a senior management position with Home Depot. Both Joan and Bruce were reared in philanthropic Jewish families and they, themselves, have continued the tradition of Jewish communal involvement in a broad range of Jewish organizations. However, they are particularly passionate about Jewish day school education.

Their four children graduated from the Katherine and Jacob Greenfield Hebrew Academy. Bruce served on the board for ten years before assuming the chairmanship for the past three years. Joan is the quintessential volunteer who has headed up their gala committee for five years. The Silvers are founding partners of PEJE (Partnership for Excellence in Jewish Education). While they are aware of the value of a connection to Israel and a Jewish camping experience (along with Jewish day school education) in the evolution of creating a Jewish-minded young adult, they are singularly passionate about day schools.

Camp Judaea has just completed a three-year strategic plan which includes the acquisition of ten acres of woodlands abutting the current site. This acquisition will transform Camp Judaea into an impressive habitat that will strengthen the camp’s reputation. With few prospects within their current circle of stakeholders, the Silvers have been tapped as pivotal lead donors. However, preliminary overtures have been spurned by them. That said, Joan and Bruce have recently agreed to meet with the camp director and board chair.