



INSTRUCTIONS FOR HOW TO BUILD A DONATION INTO YOUR PRICE

This is the easiest way your campground can start supporting the kids with almost NO WORK!

Research proves that marketing your giving will result in **increased sales and profits**. The best part is that you can build charitable giving into your budget and the donation cost is passed onto your customers. Customers & employees both love supporting a business they see giving back and making a positive impact!

First, determine how much you would like to donate with each camper night and build it into your pricing structure. *Can you add 50¢ per night? \$1 per night?*

Now it is time to market your giving so that customers can feel great about choosing to support YOU!

1. On your website, add the following description to the top of your home page, and on each of your site descriptions. This way your potential customers know that staying with you will result in something amazing for the kids!

We are proud to support Care Camps and help children with cancer get to camp. Every night you stay with us, we will make a donation to bring joy, hope, and the healing power of the outdoors to children facing cancer and their families. Thank you for choosing our campground and being a part of this gift!

2. Hang the Care Camps Fundraising Thermometer behind your front desk, where your customers and employees can see it. Set your annual giving goal based on the donation amount per night and multiply it by your anticipated number of camper nights. (Example: 10,000 total camper nights x \$1/night = a goal of \$10,000.) Post your annual giving goal at the top of the thermometer for all to see!
3. Once a month, run your report with the total number of camper nights and multiply it by your selected donation. Total up your donation and post it on the fundraising thermometer for all to see!

AMP IT UP!

DOUBLE the positive impact this has by doing this and talking about the donation as part of your weekly or monthly staff meetings. This allows your employees to feel a part of this gift and creates a sense of pride for what they do every day!

- Post on social media every month that shares the huge impact your campers have in raising money for the kids. This creates positive goodwill for both your campers and your team!
- Use the "What is Care Camps" info sheet to educate your team about what Care Camps is so they can answer questions from your guests. Post a copy of the flier in the break room and at the front desk for guests who want to know more.

THANK YOU FOR CHOOSING TO MAKE A BIG DIFFERENCE IN THE LIVES OF CHILDREN WITH CANCER!

ONCE A MONTH, SEND YOUR DONATION FOR CARE CAMPS FUNDS TO:

CARE CAMPS US: 1440 ½ Grand Ave, Billings, MT 59102

CARE CAMPS CANADA: PO Box 20023, RPO Bayfield Street North, Barrie, Ontario L4M 6E9
or go to www.CareCamps.org to make an easy donation online!

QUESTIONS? IDEAS? CONTACT US AT INFO@CARECAMPS.ORG OR 1-800-431-0513