



INSTRUCTIONS FOR: CARNIVAL

Planning for this event requires longer lead time and more logistical orchestration but can provide a wonderful guest experience and great social media content while raising significant funds to support Care Camps! It is also a great way to bring fantastic PR and awareness about your park to your community!

1. Identify a good date and time during your high season that would be great to offer a “Fair” style experience to guests and your local community. Check your local community calendars to ensure the least amount of competition for your event.
2. Plan games: water balloons, three legged races, cornhole tournaments, and more! Find ideas here and make a list of what you would like. Don’t worry, the goal will be getting volunteers to run them!
<https://www.pinterest.com/carnivalsavers/carnival-games/>
3. Time to get your community involved! With several months lead time, begin to contact vendors: bounce houses, carnival game rentals, cotton candy stands, food trucks, dunk tank, and local entertainment groups to make this a great event! Tell them about Care Camps and what you are raising money for and ask vendors if they can donate their products or share their revenue with the cause, as well as promote the event to your community through their social media audiences!
4. Reach out to local civic groups such as Kiwanis, Exchange Club, Optimists, Boy & Girl Scout troops, church groups, and ask if they would support the cause and sign up to put together a booth or two for the event from your list. Ask if they can provide prizes for the winners. If not, you will need to purchase prizes for their booths. Invite 2-3 local celebrities to volunteer for the dunk tank or have the campground owners fill that role. Keep track of booths using a simple excel spreadsheet with the name of the booth, who is manning it, phone and email contact info, and who is responsible for prizes.
5. Find 1-3 local companies to sponsor the cost of game rentals & prizes. Tell them about Care Camps and what they would be helping raise money for. To promote their business they would get their logo on the posters, name in the press release to media, shout outs on social media, & a free table for their company at the event. (See donation request letter in toolkit.)
6. Using the poster template, print and customize with the day and time of the event and your campground information. Print enough posters to hang around your entire community and your campground!
7. Utilizing the “Volunteer Sign Up Form”, ask campers (*especially your seasonals*) to volunteer. They can sell tickets or man carnival booths, monitor bounce houses for safety, etc. This will allow campers without kids a chance to be involved.
8. Utilize the “What is Care Camps” info sheet to educate all volunteers/employees who are volunteering about Care Camps so they can answer questions from your guests. Keep copies of the “What is Care Camps” sheet laminated with your sign-up sheets and around your park for easy reference.
9. Purchase necessary supplies, including rolls of tickets and prizes for game winners! This could be free mini golf coupons, discounted admissions, ice cream coupons, candy bags, or bulk merchandise from sites like OrientalTrading.com or the dollar store. Stickers, glow sticks, sunglasses, etc make great prizes!
10. Send out a press release to all local media (radio, TV, newspapers) about your event and ask them to share information about the event and the cause with the community in advance and attend to cover the event. Make sure to send them a email the day before the event and invite them to attend to cover the event.
11. Set pricing for your tickets. Each ticket provides the chance to play one game and win prizes. Suggested price \$1.00/ ticket, keeping in mind the cost for prizes, rentals, and vendors.
12. Be at the ticketing table to greet every guest & community member & be an ambassador for your campground!
13. Count the event ticket sales and sponsorships: deduct expenses for vendors, prizes, and supplies and then send the amazing donations you have raised to help precious kids with cancer in your area attend Care Camps!

PLEASE REMIT ALL CARE CAMPS FUNDS MONTHLY 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