



# INSTRUCTIONS FOR: CHILI COOKOFF

**This event is the perfect way to get both your campers and community involved! In addition to engaging your campers to participate as either a chef or an attendee, you can invite your community to enter their best chili recipe or come attend the event for the tastings! It's a great way to raise awareness for your campground.**

1. Choose a day and time for the event. Determine the competitor entry fee and the quantity of chili each competitor must provide to compete, along with deadline for entry. (Suggested entry fee \$25 & 5 quarts minimum, which will provide enough for appx. 100, 1.5 oz samples.) Ask each competitor to serve their own chili to encourage votes for their concoction and tell them to invite all their friends to attend to increase their odds!
2. Find 2-5 local businesses to be sponsors for the event. This will dramatically increase the number of entries by providing a great prize for the winner, as well as increasing the amount you are able to raise for the charity. (Suggested sponsorship amount: \$1,000 per company. Each would get their logo on the posters, name in the press release, a public thank-you on Facebook, and ability to have a company table at the event.) Add a few smaller prizes for runners-up, including things like free mini golf, a free camp spot for a weekend, etc. With three major sponsors, you can provide a \$1,000 grand prize!
3. To promote the event: Print the poster template, customize, and hang posters around the campground and your community. Create social media posts on both business and personal pages and create an "Event" on your campground's Facebook page with all the details for both entering as a competitor and how to purchase tickets. Invite as many people as possible on the event page and ask your staff to invite their friends as well. For \$25 you can boost your event and reach many local people!
4. Send a press release to all regional newspapers, radio stations, TV stations, and more to announce your event and tell them how their viewers can 1) get more information on entering as a competitor and 2) how to purchase tickets to attend and sample the goods! Don't forget to tell them you are raising money to help kids with cancer get to camp! A Facebook event is a great place to house all this information in one place, and you can include the link to the event in your press release. Invite each of your campers (*especially seasonals*) friends, community service groups, restaurants, and local politicians and celebrities in your community to enter their best chili recipes.
5. Purchase 2-ounce paper tasting cups (# of tickets sold x # of entrants) along with spoons and napkins. Make sure you have plenty of garbage containers for the disposable cups and enough tables for all the entrants! (May need to borrow additional tables from a local church or civic group. Figure one 8' table per 3 entries.
6. Utilizing the "Volunteer Sign Up Form" provided, get community members and local service groups involved to help set up tables, sell tickets at the gate, empty garbage cans, tear down, etc. Many hands make light work!
7. Sell tickets to come taste all the entries for \$10 (Most people are happy to pay \$10 if it is a fundraiser.)
8. Give each chili chef an identifying name or number and make signs for each station. Create a "ballot box" and ballots (just scraps of paper) and attendees can taste each entry and then vote for the winner. Make sure to line up 2-3 volunteers to count ballots at the end so you can announce the winner at the designated time!
9. Invite the media to attend at the designated announcement time. Don't forget to take a picture of your winner and post to social media...and give the guest special recognition if they donate the winnings back to Care Camps!
10. Add up the entry fees, ticket sales, and sponsorships: deduct your expenses for disposable bowls and spoons, etc. and prize money, then send your amazing donation to Care Camps to help kids with cancer smile again!

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

**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](http://www.CareCamps.org) to make an easy donation online!

**QUESTIONS? IDEAS? CONTACT US AT [INFO@CARECAMPS.ORG](mailto:INFO@CARECAMPS.ORG) OR 1-800-431-0513**