



Care Camps
Foundation

INSTRUCTIONS FOR: FACEBOOK FUNDRAISERS

This is an INCREDIBLY easy way to raise thousands of dollars for Care Camps with about 15 minutes of work. It builds community with your staff & allows you to include your campers in the fun!

1. Pick a day for you, your team, and your campers to launch your Facebook fundraisers. With your team, we suggest setting a minimum goal for their fundraisers, with a contest and great prizes for the ones who raise the most money to incentivize them to get excited about it. For staff it could be things like: a free day off, “king/queen for the day” with special privileges, dinner at their favorite restaurant, etc. Include your seasonal campers in the efforts and ask them to join you!
2. Set a fundraising goal for the entire campground, and post results as they come in on the fundraising thermometer. Post it prominently behind your front desk for all to see! It is a great way to get the guests involved and staff excited. They love to know how you are doing with reaching your goal.
3. Print the poster provided on the Fun-Raising Toolkit and customize with the details of the launch day of your campground’s Facebook Fundraising event. Post around the campground and staff areas.
4. Post about your team fundraiser on your campground Facebook page in advance and create an “Event” with the date you are kicking off the fundraisers. Ask all your campers to get involved! Post the instructions (or the poster) so they know how to participate.
5. On the designated day, remind each of your campground staff to post a fundraiser for Care Camps on their personal Facebook pages. Send out an alert to all your campers so they remember to start their fundraisers too!

Here’s How to Create Your Easy Facebook Fundraiser in One Minute:

- Step 1: “Like” the Care Camps Facebook page. <https://www.facebook.com/CareCamps>
- On your Facebook Home page, scroll down the column on the left-hand side. Click “See More”
- Click “Fundraisers”
- Click “Select a Non-Profit”. Search for “Care Camps”
- Fill in the details for your fundraiser including personalized title and set a goal of \$500 and submit!

Tips for Success:

- **Want to win?** Maximize how much you raise on your fundraiser is by “inviting” as many of your Facebook friends as possible to support your fundraiser. It takes less than 60 seconds to set up the fundraiser itself, and about 5-10 minutes to invite a ton of friends to participate.
 - Create 2-3 reminder posts on your campground & personal page to remind friends & campers to give!
6. At the end of the fundraising period, ask each of your staff and campers to send a screenshot of how much they have raised. Add up the total, and make sure to post the results at your front desk, on Facebook, and in your back office for all to celebrate! Give out the prizes for the top staff at a staff meeting and celebrate what you have accomplished together as a team!
 7. **The best part of this fundraiser is that you don’t have to remit the funds yourself: Facebook does it for you!** Note: We want to make sure we give you credit for what you have raised! Facebook won’t tell us, so in order to credit your campground with the funds raised by your team, please send us an email with the total raised in your event so we can give you proper credit on social media, on our website, and in the annual fundraising report!

Send an email with the total combined donations raised to: info@carecamps.org

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