



# INSTRUCTIONS FOR: **PICK A WEEKEND TO GIVE BACK**

**This is an EASY way your campground can start supporting the kids with almost NO WORK!**

Research proves that customers and employees both LOVE to be a part of supporting a business they see giving back. By choosing a “give back weekend” you can share the positive impact you have on the world. Research shows it will result in **increased sales and profits and bring job satisfaction to your team.**

1. Choose what weekend you want to run the promotion, and how much you will donate. Do you want to require a 2 night-stay and donate one Saturday night’s revenue? Or even 50% of a Saturday night stay?
2. Using the posters in the toolkit, add the date for your event and how customers can participate, and hang the posters around your local community and at your campground in the months leading up to the event. The goal is to raise awareness for this weekend, generate goodwill in your community for your business, and increase the number of campers staying at your campground.
3. Create a post on social media and send out an email to all of your regular campers with a link to book sites to announce the event. Ask your team and your customers to share the post on their pages and forward the email to any friends that may want to come camp!
4. On the home page of your website, add the event promotion on the top of the page to generate increased traffic. This way your potential customers know that you are changing the world for a child with cancer!
5. Hang the Care Camps Fundraising Thermometer behind your front desk, where your customers and employees can see it, with the event poster next to it. Set your giving goal based on the donation amount per night and number of campers expected that weekend. (Example: 115 total camper nights x \$40/night = a goal of \$4,600.) Post your giving goal at the top of the thermometer for all to see!
6. Create reminder posts on social media every week for the two months leading up to the event. We suggest doing paid “boosts” or ads on social media to campers in your trade area to bring in increased business and maximize the positive goodwill generated for your campground. Make sure to add the link to book sites!
7. During this weekend and year-round, invite customers to make a donation to Care Camps using the donation cash boxes on your counter. (Call us if you need a new box!)
8. Send a reminder email to your customer email database 1 week before the event with a link to book sites.
9. The day after your event, 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 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!
- Do a 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!**

**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](http://WWW.CARECAMPS.ORG) TO MAKE AN EASY DONATION ONLINE!