

Here is one easy way you can make a BIG difference for kids with cancer!



Care Camps
Foundation

Instructions for: Weekly Prize Raffle

Along with a traditional 50/50 raffle, this is the easiest of all fundraisers, but can raise even more money, because you aren't giving away half the pot. Small, seasonal campgrounds can raise tens of thousands of dollars by getting their staff engaged and excited about supporting Care Camps!

- 1) This requires a weekly prize (or package of prizes). Prizes can be anything from a firewood package with a bundle of wood, magic fire and fire starter, to a free night of camping, or even their choice of T-shirt from your store. Giving away custom items with your campground name on them is also a great marketing tool. Look for an item in your store that hasn't moved. Put it together with a coupon for a free round of golf or ice cream coupons. Look at the clearance section when you are out shopping. You never know what you will find. Anything goes. You could raffle a nice water bottle and raise over \$500. On the busier weekends, you could have up to 5 items (Winners Choice-The first name drawn picks their prize first, second name picks second etc).
- 2) Set a fundraising goal at the beginning of the season and keep track 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 we are doing with reaching our goal.
- 3) Add the drawing to your weekly schedule of events.
- 4) It is essential to have a staff member or passionate seasonal volunteer go site to site to offer entries into the drawing with a donation to Care Camps. This personal touch is what sells the tickets and can raise tens of thousands of dollars in a season! We suggest offering 1 entry for a \$5 donation and 5 entries for a \$20 donation. It is important to get the staff and seasonal campers excited about the raffles and Care Camps. They often like to see who can raise the most money. In fact, watch what happens when you make it a contest, and offer a prize at the end of the season! If you are short staffed, you can recruit seasonal campers to help you sell tickets each week. Use the "Volunteer Sign Up Sheet" to allow them to commit in advance and remind them the day before.
- 5) When telling guests about the drawing, ensure that they know about Care Camps and what their donation is going towards. Make sure to bring along a laminated copy of the "What is Care Camps" info sheet provided to educate all staff, volunteers, and guests about Care Camps so they can answer questions from your guests. Keep a copy of the "What is Care Camps" sheet displayed at your front desk.
- 6) You can keep track of entries one of two ways: by selling tickets and having purchasers fill out their information on the back of the ticket and physically drawing the winning ticket each week, or use a spreadsheet with each guest name and site number on it with the number of entries each site has and then use an online virtual drawing (pickerwheel.com) to select the winner/s. By using the spreadsheet, you will also know which sites have not participated and can make sure you don't miss the opportunity to include everyone by going back later if they weren't available earlier.
- 7) After the drawing, post the winner in a prominent area. Make sure to let them know the amount that was raised for Care Camps and thank them for their support. Announce the winner Saturday evening at a social event if possible. If your system allows you to text your campers, you can send out the winning name via text!

Remit your donations online at www.CareCamps.org, or mail your checks to:

US Address for Care Camps:

1440 ½ Grand Ave
Billings, MT 59102

Canadian Address for Care Camps:

PO Box 20023
RPO Bayfield Street North
Barrie, Ontario L4M 6E9

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