

# Compete for Kids Supports Long View Superstores' Mission

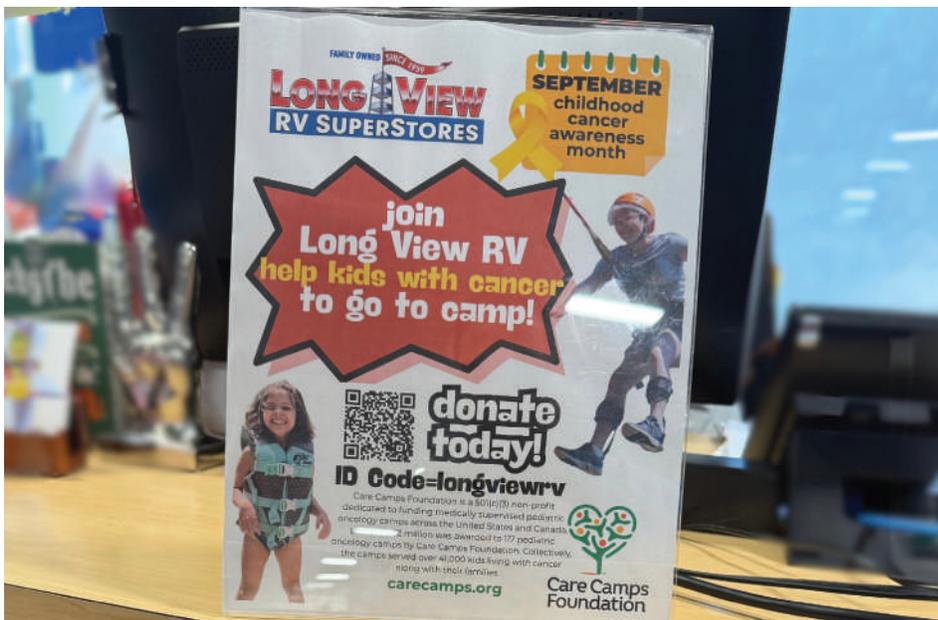
By Travis O. Pryor

Lexi Roberts of Long View RV Superstores in Windsor Locks, CT, is taking her place as a young leader in the RV industry. In addition to Long View receiving a Top 50 Dealer recognition, Roberts earned the 2025 NCM/Duane Spader Leadership Development Scholarship and joined the RV Industry Association Emerging Leaders Coalition Class of 2026, Roberts, Long View's dealership coordinator, is also Connecticut State Delegate for RVDA and an active 20 Group member.

But perhaps closest to her heart is joining charitable causes, such as Compete for Kids, a fundraising initiative aimed at supporting children with cancer through outdoor experiences. Long View was honored as the top fundraising dealer in 2025 by Care Camps Foundation during the RVDA Convention/Expo in November.

This campaign, created by Care Camps Foundation, an RVDA-approved charitable organization, encourages RV dealerships across the U.S. and Canada to raise funds for pediatric oncology camps. These camps provide children with cancer the opportunity to enjoy nature, make friends, and experience healing in a supportive environment.

Care Camps supports more than 120 camps, allowing thousands of children to attend summer camps designed for their needs. For more information, visit [www.carecamps.org](http://www.carecamps.org).



Roberts recently took some time to chat with RVDA about the program and Long View's involvement.

**RVDA:** What inspired Long View RV Superstores to join the Compete for Kids campaign?

**LEXI ROBERTS:** Last year at the RVDA convention, I learned about Care Camps for the first time and immediately felt like their mission lined up with what we're passionate about - getting people outdoors and giving families a chance to connect and recharge. When RVDA made the announcement about the first-ever

Compete for Kids challenge, it honestly felt like a no-brainer. The way they framed it, as a friendly competition that could send more kids with cancer to camp, made it really easy to say yes. Signing up was simple, the cause was meaningful, and it felt like such a natural extension of what we already believe in as an RV dealership.

**RVDA:** How did your team prepare and get motivated for the fundraiser?

**LEXI ROBERTS:** Honestly, it started really simply: First, I signed us up for the challenge. Care Camps had already put together some great fundraising templates and ideas, so I started using those, pulling together our own resources, and then sharing the plan with our team. I didn't just say, "We're doing a fundraiser." I explained what Care Camps does, who they serve, and what these camps mean for kids going through cancer treatment: time outside, away from hospitals, where they can just be kids again. Once the team heard that, they were genuinely excited to learn more and help get more people involved. It quickly turned into a dealership-wide effort, and sales, service, and parts all had a way to participate. At that point, it stopped feeling like "raising money" and started feeling like "we're sending kids to camp," and that is what really energized the team.



Continued on page 20

**RVDA:** *What were some of the fun or creative ways your dealership encouraged donations?*

**LEXI ROBERTS:** We started by using some of the tools Care Camps had already created. They provided QR code printouts, slide graphics for our TVs, and social media assets. That gave us a really good base and made it easy for customers to see what we were supporting and how to get involved. From there, I was trying to come up with new and interesting ideas to help our customers easily see what we were doing. I started sharing some of the ideas that I had with the rest of the team, and we just kept building on those ideas and improving them. I was talking with one manager, and he suggested doing a graphic that customers who donated could sign and we would hang up, similar to what you sometimes see in grocery stores. I then shared that idea to some members of our parts team, and they came up with the design we should use, and we used AI to create it. It became a fun, visual way for people to participate and feel like they were part of something meaningful.

**RVDA:** *How did you share the message of Care Camps Foundation with your customers?*

**LEXI ROBERTS:** We really leaned on visual pieces to start the conversation. We put up posters, used the slides Care Camps provided on our TVs, and made sure the materials were in spots where customers would naturally notice them. A lot of people asked about what they were seeing, and that opened the door for us to share about Compete for Kids and Care Camps. From there, we could explain what the foundation does, who it supports, and why we felt it was such a special fit for our dealership and our love for the outdoors.

**RVDA:** *What did it mean to your team when you learned you were the top fundraiser?*

**LEXI ROBERTS:** When I found out our dealership was the top fundraiser, it was a complete surprise. We were notified the day before that we would receive the award during RVDA's annual meeting at the Convention/Expo. Getting to bring home this award, our Top 50 award, and

the NCM/Spader scholarship, was really special for our team. We presented it at our monthly birthday lunch, a tradition started by our founder's wife, Shirley, to celebrate whoever has a birthday that month by getting everyone together. We shared the news, took a group photo, and you could really feel how proud everyone was. It was not just about being the first ones to win this special award, it was about the team seeing how their efforts made a real impact for such a special organization.



**RVDA:** *Was there a moment during the campaign that stood out to you as especially meaningful?*

**LEXI ROBERTS:** One of the moments that stands out the most to me was when I saw how our team really came together around this campaign. It started as something I signed us up for not knowing how it would go, but very quickly it turned into something everyone wanted to be part of. People from sales, service, and parts were sharing ideas, asking how they could help, and getting excited when they saw customers engaging with it. Watching everyone rally around a cause that makes such a real impact for kids with cancer was incredibly meaningful.

**RVDA:** *How did this effort bring your team together?*

**LEXI ROBERTS:** Compete for Kids brought us together in a really unique way. In the past, our charity efforts have usually centered around donating for every unit

sold or doing events like our Toys for Tots "Stuff a Trailer" drive. Those are wonderful, but this campaign felt different. Since the whole team helped shape the campaign, it felt like a shared project that truly belonged to the entire dealership.

**RVDA:** *What surprised you most about the campaign?*

**LEXI ROBERTS:** What surprised me most was how quickly it grew once we got started. I knew it was a great cause, but I did not expect the level of enthusiasm from both our team and our customers. Every time I shared what we were doing, someone had a new idea to make it better or wanted to know how they could help. Seeing that kind of momentum was a great reminder that when you share something meaningful, people really do want to be part of it.

**RVDA:** *What would you tell other dealerships who are thinking about joining Compete for Kids next year?*

**LEXI ROBERTS:** Just sign up! Care Camps gives you great resources to get started, so you do not have to spend a lot of time figuring everything out from scratch. If you spend even a little extra time on the setup and workshop ideas with your team, it is incredible to see how you can make it your own. Your employees will feel proud to be part of it, your customers will be impressed, and you will all know you are helping deserving kids have a chance to experience the outdoors in a really special way.

**RVDA:** *Why is supporting healing through the outdoors an important part of your company culture?*

**LEXI ROBERTS:** Our whole business is about helping people get out in their RVs and spend time together at campgrounds, parks, and all the special places they love. We have seen how powerful time outside can be for families. It gives people a chance to slow down, breathe, and really connect. Because of that, supporting initiatives focused on healing through the outdoors feels very natural. When we learned that Care Camps gives kids with cancer the chance to go to camp and experience that same feeling of freedom and togetherness, it felt like such a perfect fit. It makes me really happy to see that

the whole industry has embraced Care Camps and the idea that time outside can be healing. Being part of that effort and knowing we can help more kids get those camp experiences, means a lot to us.

**RVDA:** *How do you see Long View RV Superstores continuing its support for Care Camps Foundation in the future?*

**LEXI ROBERTS:** I see a big part of our ongoing support being about awareness and encouragement for other dealerships. We will be doing Compete for Kids again next year, and I will be talking about it with the other dealers I know and the groups I am part of. Any time I am at the convention, 20 Group meetings, or other industry events, I plan to keep sharing how easy it was to get started and how meaningful it was for our team and customers. At the store level, we will of course keep supporting Care Camps through Compete for Kids and other efforts, but I really want to help keep growing awareness across the industry. If we can help spark that interest or answer questions for other stores who are thinking



about it, I will consider that a big part of how Long View continues to support Care Camps.

**RVDA:** *What did your customers say about your involvement in the campaign?*

**LEXI ROBERTS:** A lot of customers first noticed the posters or the signed graphic and asked what it was all about. They really got excited about the campaign and some customers even mentioned that it made them feel even better about doing business with us, knowing that part of

what we are involved in goes toward helping kids with cancer have a chance to go to camp. It turned what could have been a simple transaction into something that felt a little more meaningful for them and for us.

**RVDA:** *How did it feel to accept the award on stage at RVDA on behalf of your team?*

**LEXI ROBERTS:** Walking up on stage during RVDA's annual meeting to accept the award on behalf of our team was really special. In that moment, my mind went straight to everyone back at the dealership who had helped make it happen and all the little things that added up to something so big for the kids that Care Camps serves. It truly felt like a team win. Accepting the award was about representing our whole dealership and everything they put into this campaign. It was great to be recognized, but what meant the most to me was knowing that together we made a real impact for kids with cancer and helped more of them have the chance to go to camp. ■

For RV dealers  
needing simple and easy  
FTC compliance  
**A2C covers A2Z.**  
*Accelerate2Compliance is your FTC compliance expert.*

Schedule a consultation  
with A2C today.  
[Accelerate2Compliance.com](https://Accelerate2Compliance.com)

**A2C**  
Accelerate2Compliance™