



# Getting Started Guide

## for RV Dealerships



### 1. Save and Utilize the Campaign Donation QR Code

This QR code links directly to your dealership's donation page. Display it in high-traffic areas, on your website, and across your social media channels to encourage donations.

### 2. Establish a Campaign Committee & Budget

Engage employees from across your dealership and at various levels. Empower your committee with decision-making authority and a modest budget to organize successful fundraisers. Leadership involvement can help motivate and support the campaign's success.

### 3. Plan Fundraisers

*See our "Fundraising Ideas for RV Dealerships" guide*

- In-Store & Dealership Fundraisers
- Event-Based Fundraisers
- Employee Engagement Fundraisers
- Digital & Community-Based Fundraisers

### 4. Set a Fundraising Goal

Choose a meaningful, attainable goal (e.g., \$500, \$1,000 or more). Break your goal into milestones and celebrate achievements along the way. Use internal incentives to build excitement—like rewarding a team member or hosting a fun dealership celebration.

### 5. Spread the Word

Promote your campaign throughout the month.

- In-store: Display posters, flyers, and QR codes at entryways and counters.
- Online: Share your campaign via your website, email newsletters, and social media.
- Photos & Videos: Show your team in action to inspire your community to give.
- Tag Care Camps Foundation so we can help amplify your efforts.

### 6. Engage Your Team

Motivate staff with competitions or fun events. Encourage employees to share the campaign with friends, family, and customers. Offer recognition or rewards for top contributors or team spirit.

### 7. Track Your Progress

Care Camps Foundation will provide weekly campaign updates and tips. Monitor your fundraising progress and celebrate successes with your team.

**Need help or want to brainstorm ideas?**

Contact Jenna Berneck at [jenna@carecamps.org](mailto:jenna@carecamps.org).