



Care Camps  
Foundation

# Fundraising Ideas

## for RV Dealerships

### IN-STORE & DEALERSHIP FUNDRAISERS

- **Service for a Cause** – Offer discounted oil changes, inspections, or RV wash packages with a suggested donation to Care Camps.
- **Round-Up at Checkout** – Ask customers to round up their purchases to the nearest dollar (or more) as a donation.
- **Display a Donation Jar** – Set up branded donation jars at checkout areas, including your campaign QR code and ID.
- **Sell Branded Merchandise** – Design and sell limited-edition T-shirts, hats, or decals, with proceeds supporting the campaign.
- **Host a Raffle or Giveaway** – Offer the chance to win camping gear, RV accessories, or a weekend RV rental in exchange for a donation.

### EVENT-BASED FUNDRAISERS

- **Community RV Showcase** – Host a weekend open house with live music, food trucks, and family activities, encouraging donations at entry.
- **Campout at the Dealership** – Invite customers to a one-night campout in their RVs on your lot or a nearby campground.
- **Customer Appreciation BBQ** – Host a free meal for customers and staff and invite donations during the event.
- **Dog Wash or Car Wash Day** – Organize a fun wash day with volunteers and collect donations per wash.
- **Test Drives for a Cause** – Pledge to donate a set amount (e.g., \$10–\$50) for every RV test drive during a designated week.



### EMPLOYEE ENGAGEMENT FUNDRAISERS

- **Staff Bake Sale or Chili Cook-Off** – Host a friendly food competition and sell items to staff and customers.
- **Jeans or Casual Day** – Allow staff to dress casually in exchange for a donation.
- **Team Challenge Fundraiser** – Create friendly competition among teams to raise the most money.
- **Silent Auction** – Collect donated goods or services from local businesses and host an auction in-store or online.

### DIGITAL & COMMUNITY-BASED FUNDRAISERS

- **Social Media Donation Challenge** – Encourage followers to donate and share why they support the cause.
- **Partner with Local Businesses** – Ask local restaurants or retailers to donate a portion of sales for a day.
- **Online Fundraising Page** – Promote your campaign via email and social media using your QR code.

### Thank You

Your dealership is making a meaningful difference in the lives of children with cancer. Thank you for stepping up and joining the **Compete for Kids** campaign. Together, we're helping kids find joy, hope and healing in the great outdoors.

### Need help or want to brainstorm ideas?

[See our RV Dealer Giving Guide](#)

or, contact Jenna Berneck at [jenna@carecamps.org](mailto:jenna@carecamps.org).



Care Camps  
Foundation