



Supporting pediatric oncology camps so children with cancer
can experience the healing power of the outdoors.

Getting Started Guide for Campgrounds



1. Save and Utilize the Campaign Donation QR Code

This QR code links directly to the campaign'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 or seasonal staff from across your campground operations. Empower your committee with decision-making authority and a modest budget to organize successful fundraisers. Leadership involvement can help drive energy and commitment.

3. Plan Fundraisers

See our "Fundraising Ideas for Campgrounds" guide

- On-Site & Guest-Focused Fundraisers
- Event-Based Fundraisers
- Staff & Community Engagement Fundraisers
- Digital & Local Partner Fundraisers

4. Set a Fundraising Goal

Set a meaningful and realistic goal (e.g., \$500, \$1,000 or more). Break it into smaller milestones and celebrate along the way. Use internal incentives—like team rewards or a staff pizza party—to help build momentum.



5. Spread the Word

Promote your campaign throughout September.

- On-site: Display signs, flyers, and QR codes at your camp store, office, and common areas.
- Online: Share updates through your website, email list, and social media platforms.
- Photos & Videos: Show your guests and staff having fun to inspire donations.
- Be sure to tag Care Camps Foundation so we can highlight your efforts!

6. Engage Your Team

Involve staff in planning and promoting your events. Encourage them to share your campaign with friends, family, and guests. Offer small prizes or public recognition for those who go above and beyond.

8. Track Your Progress

Care Camps Foundation will provide weekly updates and fundraising tips. Keep an eye on your totals and celebrate progress with your team and guests.

Thank You

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

Need help or want to brainstorm ideas?

Contact Jenna Berneck at jenna@carecamps.org