Welcome to CamperShip Challenge

We’re so excited to have you join our fundraising efforts! Supporters like you are so important in making sure camp stays free for everyone who attends.

In this toolkit, you’ll find everything you need to start your CamperShip Challenge page, tips and tricks to make your fundraiser successful, and lots of support along the way!
Creating Your Page

Create your own fundraising page by clicking “Start Your Event Page” on the main Campership Challenge page. Follow the steps to set up your page. Once you’ve created your own Campership Challenge page, there are a few things you should personalize!

Set Your Goal
Setting a goal for your fundraiser is your first step. We start everyone off at a $200 goal. It’s reachable and a great place to start. You are welcome to move it to what fits you best. Once you’ve reached your goal, you can always keep increasing it to raise more funds.
Tell Your Story

Your friends and family want to support things that are important to you, and your story is the first thing people will see when they go to your fundraising page. We set up a general story of our organization, but you should personalize it so it fits you!

It's important to communicate how our organization has impacted your life and why you've decided to fundraise on our behalf. Creating an emotional connection is important!

Check out this great example!

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Help us make camp happen!

Since 1988 one of Children's Cancer Connection biggest programs has been Camp Heart Connection. CCC has been dedicated to providing camps for Iowa children affected by childhood cancer. They also provide an identical week of camp for siblings of children diagnosed. At Children's Cancer Connection we believe in serving the entire family through the entire journey. Day Camp and Family camp are also available throughout the year for families to connect and create lifelong memories.

No one is ever charged any amount to come to Oncology and Sibling Camp, and we work year round to make sure we can provide a magical experience for our campers! It costs about $500 to send one child to camp.

This summer will be my fourth year of camp! I've been everything from an area director to a volunteer coordinator to a program director. Camp brings so many amazing people together and the joy that carries throughout the week is exciting. I can't explain in words what this camp means to our hundreds of campers, their families and myself. I will say that it’s described as the best week of the year and a true family. It's simply magical.

Can you help support my Campership Challenge page to ensure that at least one camper is completely covered this year?
**Start To Fundraise**

Fundraising is what this challenge is all about! Not only will you be helping support camp programs, but you'll also be able to earn incentives.

**Share on Social Media**
The best way to get the word out fast is to share your fundraising page on social media - Facebook, Twitter, Instagram and even Snapchat! Make sure you share what it's for, and why supporting your cause is important.

Pro Tip: Create challenges to get your donors actively involved.
Example: If my page raises $100 in an hour, I will do 100 push-ups!

**Reach Out Personally**
Start with friends and family when you're getting ready to roll out your Campership Challenge page. They are the most likely to give and want to support things that are important to you! When you get them on board first, it lets the rest of your network see that people are already supporting your cause.

**Hold A Mini Fundraiser**
Your fundraising can be done outside of online giving. Some past participants have raised money through other avenues and had it go towards their Campership Challenge. One example is Alexis. She worked as a server at a restaurant and talked with her employer and coworkers to donate all the tip money from one night to her Campership Challenge.

**Say Thank You**
Thank those that have given to you. You can even publically thank them by tagging them in a post. This helps get people excited, thinking, "Oh, they donated, so I should too!" If they don't want to be publically recognized, you can shoot them a text, or message them on social media!
Keep it Going
Just getting a page started isn’t going to get your to your fundraising goal. Make sure you are consistently sharing your story and communicating with your network.

Showing your milestones
There are five easy times you can communicate the importance of what you’re doing and gain excitement while you fundraise.

1. When you first release your Campership Challenge page.

2. When you are halfway to your goal.

3. When you are close to your goal or Campership Challenge is almost over, but you just need a tiny bit more help to reach your goal.

4. When Campership Challenge is over or you’ve reached your goal.

5. When you have your final total and can thank everyone who supported you.
Post Examples
Below are some communications you can use to jumpstart your fundraising. They touch on some of the milestones we mentioned before. Adjust them so they fit your story, style and network! Don’t forget to personalize them and make them your own.

**Announcement Post**
This one goes out as soon as you’re done setting up your Campership Challenge page.

Twitter:
Hi everyone! I am so excited to join Campership Challenge and raise funds to support camp programs for families affected by childhood cancer. Will you help me keep camp free? #CC2020 (Your Fundraising Link)

Facebook:
Hey! I just signed up for Campership Challenge. This awesome fundraiser supports camp programs for families affected by childhood cancer. I’m a (camper/staff member/family member/friend) of Camp Heart Connection and I would love your help keeping camp free to almost 500 kids each summer. Will you donate? (Your Fundraising Link)

**Halfway to Your Goal Post**
These posts are for when you’re halfway to your goal.

Twitter:
Halfway—only $XX more until my Campership Challenge goal is met. Please help me reach my goal and support camp! #CC2020 (Your Fundraising Link)

Facebook:
Thank you to everyone who’s donated so far—we’re halfway there! Only $XX more until my Campership Challenge goal is met. Camp Heart Connection is special to not only me, but hundreds of kids across the state. Please help me reach my goal and support camp programs!

**Reached Your Goal Post**
These posts are for when you reach your goal.

Twitter:
I made it to my goal—Thank you to everyone who helped me reach my goal. I’m not done supporting camp, so if you can, keep giving! #CC2020 (Your Fundraising Link)

Facebook:
Thank you to everyone who’s donated—I made it to my goal for Campership Challenge! Camp Heart Connection is special to not only me, but hundreds of kids across the state. I’m going to keep fundraising, so if you can, I’d love to have your support! (Your Fundraising Link)
Questions? Reach Out!

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