



CAMPERSHIP CHALLENGE

For Camp Heart Connection

2023 Campership Challenge Toolkit



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 will find everything you need to start your Campership Challenge page. Tips and tricks to make your fundraiser successful are also included.

Welcome to Campership Challenge

Creating Your Page

Create your own personal 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!

My Fundraising Page for CHC

Help Me Welcome Home Hundreds of Campers in 2023!

Camp Heart Connection is one of Children's Cancer Connection's largest programs. At CCC, we believe in serving the entire family through the entire journey, which makes our camp programming unique and unforgettable. CCC offers six different camp programs throughout the year including one weeklong Oncology Camp, one weeklong Sibling Camp, two weeklong Day Camps, two weekend Family Camps, and a weekend Teen Camp.

2023 is an exciting year for Camp Heart Connection as we return to pre-pandemic formatting. Camp programs offer families time to connect with others who truly understand what they're going through and create lifelong memories. They don't have to worry about the cost because all CHC Camps are offered to families completely FREE! 2023 will be my 6th year at CCC, so I am aiming to raise \$600. That's enough to send a person to camp in 2023. Donate through my page and help support these deserving families!



[Donate Now](#)

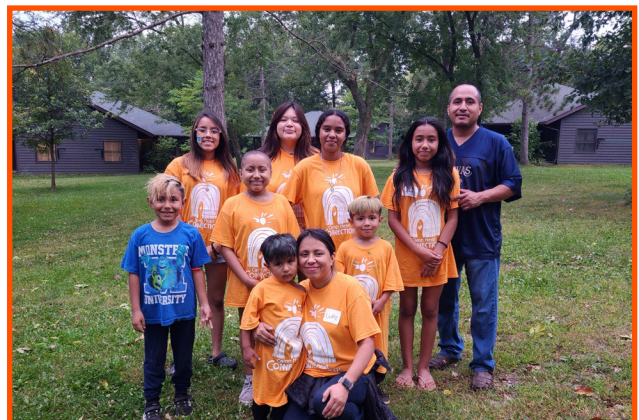
Set Your Goal

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.



[Donate Now](#)

Pro Tip: To jump-start your campaign, be the first one to donate! This is a great way to show that you're just as excited about the cause as all of your donors should be.



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!

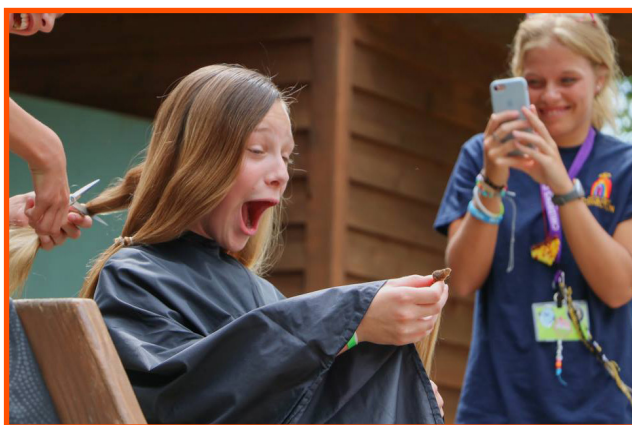
It's important to communicate how our organization has impacted your life and why you've decided to fundraise on our behalf. Creating an emotional connection is important!

Check out this great example!

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2023 is an exciting year for Camp Heart Connection, as it returns to pre-pandemic formatting. Camp programs offer families time to connect with others who truly understand what they're going through, with whom they can create lifelong memories. They don't have to worry about the cost because all CHC Camps are offered to families completely FREE! 2023 will be my sixth year being involved with CCC, so I am aiming to raise \$600. That's enough to send one person to camp in 2023. Donate through my page, and help support these deserving families!



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!

Camp Heart Connection is returning to pre-pandemic formatting, woohoo! 2023 will be my sixth summer at camp. I love camp because it's the perfect place for families to build relationships and have loads of fun. For my sixth year, I'd like to raise \$600 for camp. That's enough to send one camper and then some. Can you help me support camp programs for families affected by childhood cancer? Donate below or mail in a check to CCC with the memo "Campership Challenge- Your Name :"



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2022-2023 Campership Challenge

Support Campership Challenge 2023 and send deserving families to Camp Heart...

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 toward their Campership Challenge. One example is Alexis. She worked as a server at a restaurant. She talked with her employer and coworkers and asked them to donate all tip money from one night to her Campership Challenge. There are a lot of other ways you can do "mini fundraisers," so be creative! Just remember that checks should be made out to Children's Cancer Connection and have the memo "Campership Challenge - [Your Name]."

Say Thank You

Thank those that have given to you. You can even publicly 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 publicly 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 you 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 jump-start 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.

Facebook/Instagram:

Hey! I just signed up for Campership Challenge. This awesome fundraiser supports all 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 hundreds of Iowa families each year. Will you donate? (Your Fundraising Link - or link to bio)

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? #CC2023 (Your Fundraising Link)

Halfway to Your Goal Post

These posts are for when you're halfway to your goal.

Facebook/Instagram:

Thank you to everyone who has 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 families across the state. Please help me reach my goal and support camp programs! (Your Fundraising Link - or link to bio)

Twitter:

Halfway—only \$XX more until my Campership Challenge goal is met. Please help me reach my goal and support camp! #CC2023 (Your Fundraising Link)

Reached Your Goal Post

These posts are for when you reach your goal.

Facebook/Instagram:

Thank you to everyone who has 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 - or link to bio)

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! #CC2023 (Your Fundraising Link)

Resources

Access these graphics through the “Resources” tab while logged in to your fundraising page.



CAMPERSHIP CHALLENGE

Did you Know?

\$25
Supports Day Camp activities for one child.

\$50
Supports a night of S'mores at Camp Heart Connection.

\$100
Supports an entire family for a weekend of Family Camp.

Swipe up!



CAMPERSHIP CHALLENGE

Camp Heart Connection is **FREE** to Iowa families affected by childhood cancer.



Donate to make a difference.

Swipe up!



CAMPERSHIP CHALLENGE

Help me raise money for Camp Heart Connection!

Swipe up to donate!

\$10	\$10	\$10
\$25	\$25	\$25
\$50	\$50	\$100

Swipe up!



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\$10	\$10	\$10
\$25	\$25	\$25
\$50	\$50	\$100

Questions? Reach Out!

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Visit childrenscancerconnection.org for more information.



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