



Welcome to the Team!

You are on the move, always ready to go, and now you are moving with purpose. As a member of Team Korey you are making sure every mile counts.

Each step helps a camper reclaim the **joy** of childhood.
Each mile helps a Camp Korey **grow** stronger.
Each finish line helps a family **heal**, together.

We know you are ready, let's get set to go!

With this guide as your toolkit, you will make the most of your Team Korey experience. Add your own creativity and ideas, and let this help get you started. Think of it as your training schedule for fundraising.

Questions? Please email team@campkorey.org.

Get Set & Ready to Go!

1. Set Your Goals

I will raise \$_____ by this date_____.

I will contact _____ people in order to reach my goal.

For example, your goal is to raise \$3,000. You estimate the average contribution to be \$50. If 50% of the people you contact contribute, you will need to contact 120 people to meet your goal.

2. Log-in to your Personal Fundraising Page

Upload a personal photo. Use a clear headshot so your contacts can easily recognize your smiling face!

Create a story connecting you to Camp Korey. Help your contacts understand why you are on the Team and how much their help means to you.

3. Create and print your very own Team Korey Wish Flag

Wish Flags are a Camp Korey tradition. Read more on page 3.

4. Create and Implement a Fundraising Plan

Use at least three ideas to maximize your success!

Build a camp of supporters

Run a successful email campaign

Develop a social media plan

Ask for gifts

Host an event

Involve your company or member organizations

5. Connect with Camp Korey on Social Media!

Follow Camp Korey on Facebook, Twitter and Instagram.

• facebook.com/campkorey

• twitter.com/campkorey

• instagram.com/campkorey

Tag [@CampKorey](https://twitter.com/CampKorey) when posting your story and photos.

Be part of the team! Use [#TeamKorey](https://twitter.com/TeamKorey) in posts.

Tags and hashtags have the same purpose - to increase visibility.

Tagging [@CampKorey](https://twitter.com/CampKorey) includes our followers and hashtags make things easier to find.

Build Your Campfire Circles

Campfire is a classic camp tradition, filled with storytelling, singing and friendships. Build your campfire circle of supporters by listing who you know and who you can contact for support.

Silly Songs (Friends)



Exciting Stories (Family)



Toasty Warm (Neighbors)



Yummy S'Mores (Colleagues)



Star Gazers (Others - be creative!)



Keys for Success

1. **Make it Personal**

Give your supporters a story - why are you supporting Camp Korey.

2. **Add Visuals**

A picture is worth a thousand words. Photos, videos and more add a personal touch and give supporters something to connect to.

3. **Get to know Camp Korey**

Be familiar with the Camp Korey Experience. Read over our Fact Sheet and website and talk to Camp Korey staff members. This will help you with your storytelling. Reach out to team@campkorey.org if you have questions regarding our programs.

4. **Don't Give Up**

Most donors need to receive more than one ask. Send out multiple asks in groups, let others be inspired as they see donations posted.

5. **Network**

Create resources such as business cards that you can quickly hand out after talking about your goal. Talk about your goal everyday!

6. **Plan an Event**

Have fun! Partner with a local venue, plan a BBQ, visit a local establishment.

7. **Hold a Raffle**

Reach out to local business owners for a gift-in-kind, support or sponsorship.

8. **Use Online Tools**

Promote yourself online using social media sites. Make your posts unique. Don't just ask for support, include photos, training updates, goals, camper stories and more. Include links to the Camp Korey website and blog.

9. **Set Clear Goals and Deadlines**

If you have a clear plan in place, you will make your goal. Look at the amount of time you have between signing up and the deadline. Organize your goals and deliverables in a timeline that fits your life.

10. **Diversify Your Contact Points**

Use a mixture of phone calls, emails, social media, personal letters and more. The more fundraising ideas you use, the better your chances are for success.

11. **Thank Everyone**

Your donors will receive a thank you from Camp Korey, but don't stop there. It's important to send a personal thank you, so they know how much you appreciate their support.

Email Fundraising

As soon as your URL is ready to go, it's time to start reaching out. Email is a quick and effective tool to use. Remember to keep your message short and to the point. Lengthy emails tend to lose the reader.

Manage Your Addresses

- Keep track of who you have emailed and when. Use a spreadsheet to keep track of each time you reached out.

Email Everyone

- You never know if you never ask. Reach out to friends, family, local businesses and more.
- Check your company policies and email co-workers if permitted.

Follow Up

- Plan for brief email reminders to those who have not responded. You can include how your training is going and more about your reasons for participating.
- Write personal thank you messages to each supporter. Let them know how much their support means to you.

Tips for Success

Use at least three ideas to maximize your success!

- Make it personal but short. Share why Camp Korey is so important to you. Help them understand the Camp Korey Experience, include links to the Camp Korey website or Fact Sheet.
- Don't forget to include your fundraising link in your email. Be sure it stands out for those who quickly skim the email.
- Educate your donors on Camp Korey and why they should care. Camp Korey has a Fact Sheet to help you get started.
- Ask for your contacts to forward the message to others.
- Keep supporters updated! Let them know when you have achieved different milestones.
- Use a timeline to stay on track, just like when you are training!

How Camp Can Help

You are not just a fund-raiser, but a team member, with support from Camp Korey. Not only are we cheering you on, giving you training tips, but we are also here to help you reach your goal. Please contact team@campkorey.org for assistance.

Resources

- A personal fundraising page to help you manage your goal, receive donations and connect online.
- Access to the Team Korey/Camp Korey logo and select photos.
- A letter for support to be used to validate the authenticity and intention of your fundraising efforts.
- Example donation request and thank you letters.
- A variety of promotional templates including social media graphics and flyers available online at campkorey.org/teamkorey.

(Resources may vary by event.)

How to Involve Your Company

Be sure to check you company's policies in relation to requesting support from your coworkers and matching donations.

Matching Gifts

Employee matching gifts are grants employers make to match charitable giving from it's employees. Double your donations by checking your company's matching gifts policy.

Start a Corporate Team

Challenge yourself and coworkers to participate in any of our athletic events. Train and fundraise together as you work to help Camp Korey empower children and families living with life-altering medical conditions.

Staff Newsletter/Intra-net

Increase exposure by reaching out to your HR and Communications department. If your company has a method of sharing staff news, be sure to get yourself and Team Korey included.

How to Host an Event

Events are a great way to have fun, advocate and gain support. Hosting an event can bring together your network and introduce you to new individuals and organizations.

Invite Others to Help

Create a committee to divide and conquer. Network with your friends to find their strengths and skills that can be helpful for your event.

Date, Time & Budget

Planning is key to a successful event, so research your date, make a budget with potential costs and revenue.

Understand Your Community

Whatever type of event you choose, be sure it is an event that matches the culture of your community. This also applies for your venue. Choose a venue that is supportive of what you are trying to accomplish. Don't forget to reach out to local businesses for support, you can ask for in-kind donations, raffle items and more.

Promote

Post fliers, create a press release, use social media, send out invitations and more. Get the word out about the event. Don't forget to also promote at the event, with information about Camp Korey and why you are participating. Bring something quick and easy to hand out and share.

Guidelines for Event Promotions

- Event promotions should reflect Team Korey and Camp Korey as beneficiaries and not sponsors. Example: Proceeds from this event will benefit Camp Korey.
- All promotional materials related to an event and using the Camp Korey name and logo must be approved by Camp Korey prior to distribution. This includes events like casual days at the office, birthday parties, BBQ/dinners and more.

Wish Flags

Wish flags are a Camp Korey tradition. Each camper writes their wish on a flag that hangs in our facility. As a Team Korey member, use the flag below to write or draw your wish. It can be anything you want and dream of accomplishing or seeing. Your wish flag can help you showcase your Camp Korey story.

My Wish

My name is _____ . On _____ I will _____ with other Team Korey members in support of the joy, growth and healing provided by Camp Korey. Camp Korey helps children and their families living with life-altering medical conditions reclaim the joys of childhood. I have a goal to raise _____ for campers, will you help me?

Ask me more about my wish and why I support Camp Korey.