



Thank you for being a part of the Camp Korey Community Campaign!

Thank you for joining our passionate group of community members who are working diligently to help Camp Korey's mission to provide transformative camp experiences for children living with serious medical conditions!

Ready . . . Set . . . Go! Let us Start Fundraising!

Step 1: Set your goal!

We do not have a minimum fundraising requirement but we also encourage all participants to try their hardest and go above and beyond!

Step 2: Set Up Your Personal Fundraising Page

Camp Korey is using CrowdRise to create all personal fundraising pages. You may find instructions for creating your page on our Campaign's official fundraising page.

Camp Korey Website: campkorey.org/camp-korey-community-campaign/

CrowdRise Team Website: crowdrise.com/o/en/campaign/camp-korey-community-campaign

Step 3: Personalize Your Page

CrowdRise allows you to personalize your fundraising page through uploading photos, sharing stories, and posting updates. We encourage all participants to share what makes them unique and why they are supporting Camp Korey through this campaign.

Step 4: Share! Share! Share!

Through Crowdrise, you are able to share your personal fundraising page to all of your friends and family by posting links on social media and sending emails.

Make sure to follow Camp Korey on social media to get updates about camp and use those updates to get your supporters excited about who you are running for!

- [Facebook.com/campkorey](https://www.facebook.com/campkorey)
- [Twitter.com/campkorey](https://twitter.com/campkorey)
- [Instagram.com/campkorey](https://www.instagram.com/campkorey)

Remember the more you share, the more you raise! Tag [@CampKorey](#) when sharing your story, posting photos or updates, or to connect with fellow fundraisers. We love to see what you are up to and encourage you along the way!

Keys for Success

1. Make it Personal

- Give your supporters a story. Answer the question: Why am I 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. Camp Korey is happy to share photos with you, but we would love to see some of your own as well. Get out to camp for a volunteer day, or post photos of you running in a Camp Korey t-shirt. Every little bit helps.

3. Get to Know Camp Korey

- Be familiar with the Camp Korey experience. Read over our Fun Fact Sheet and FAQs included in this packet, go through our website and social media, or schedule a time to stop by or chat with one of our employees or volunteers. Reach out to us at info@campkorey.org if you have questions regarding our programs, scheduling a tour of camp, or anything else. We are always happy to help.

4. Don't Give Up!

- Most donors need to receive more than one ask. Try not to get discouraged if you aren't receiving donations right away; it takes time and patience to reach our goals. Send out multiple emails, keep posting on social media, and don't forget you have a network of support within Camp Korey. We want you to succeed!

5. Network

- Create resources such as business cards that you can quickly hand out after talking about your goal. Make sure to talk about it every day!

6. Host an Event

- Have fun with your fundraising! Try collaborating with a local venue; host a BBQ, hold a car wash or training day. Get creative and make it personal. The more you care about your goal, the more others will want to support you.

7. 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.

8. Thank Everyone!

- Your donors will receive an acknowledgment from Crowdrise or Camp Korey depending on how they give, but do not stop there. It is important to send a personal thank you, so they know how much you appreciate their support.

Fundraising Tips:

- Keep your messaging short and to the point.
- Keep track of who you emailed and when.
- Email everyone. If you don't ask, you can't receive.
- Follow up! Plan brief email or social media updates for your supporters and make sure you circle back to anyone who you have reached out to but hasn't given yet.

Checklist for Success:

- ✓ Set up your personal fundraising page
- ✓ Share with everyone your story and fundraising goal
 - Maximize your effort by using at least three different tools (Social Media, Email, Phone Calls, Snail Mail, etc.)
 - Don't forget to include your fundraising link in emails and social media posts
- ✓ Keep you supporters and Camp Korey updated on your fundraising goals and milestones
- ✓ Use a timeline to stay on track and reach your goals

How Camp Korey Can Help

You are not just a fundraiser, but also a team member and more importantly a part of the Camp Korey family. We want to cheer you on and encourage you along the way but we also want to help you reach your goal. Please contact info@campkorey.org at any time if you need assistance or have any questions.

FAQs

What is Camp Korey?

Camp Korey is named for Korey Rose, a vivacious teen who lost his battle against bone cancer at age eighteen. His father, Tim Rose, founded Camp Korey in 2005 with his family to honor Korey's memory and create a safe haven for other families dealing with childhood illness and life-altering medical conditions. At Camp Korey, kids escape the worries of their health issues, make new friends, overcome challenges, and experience the many joys of childhood. The community's generous support allows for our programs to be 100% cost-free for our campers and families!

What is the SeriousFun Children's Network?

Founded by Paul Newman, SeriousFun Children's Network is a global network of 16 independently managed and financed camps. Through our Global Partnership Program (GPP), SeriousFun works in collaboration with other international organizations to deliver the camp experience to children with serious illness in more remote parts of the world.

How much does it cost to send a child to camp for a week?

All of our campers are coping with serious and life-altering medical conditions. In order to provide a safe and empowering week-long session at camp, our personnel, program, and medical costs add up to about \$2,500 per child, per week. Inspired by Paul Newman's vision to give these children an extraordinary camp experience free of charge, Camp Korey provides all of its services at no cost to the families. We are entirely supported through charitable donations from individuals, corporations, and foundations.

What goes on at Camp Korey when you are not having summer camp?

Camp Korey continues to serve children and families in the off-season! While school is in session, we use Friday, Saturday, and Sunday to host Family Weekends, Teen Weekends, and Family Day Adventures. We also coordinate our Camp to You hospital outreach program at partner hospitals and healthcare centers throughout the Puget Sound Region, Spokane, and Portland.

How are my donors acknowledged for their gift?

Every donor who contributes any amount to your fundraising page online will receive an emailed receipt for their contribution from Crowdrise. If you have donors who would like to donate through personal checks they will receive an acknowledgement letter from Camp Korey for their donation and we will reflect the donation on your personal fundraising page. Contact skoch@campkorey.org if you have any questions about acknowledgements or how we track donations.

If I increase my fundraising goal, am I committed to that higher amount?

Excellent question, and the answer is, “No”. If you decide to increase your overall fundraising goal, you will not be penalized for not reaching it. If you want to shoot for the stars and try to raise \$10,000 to cover the expenses of a day of the Family Weekend program, go for it! Once you create a page, you can log in and change the goal listed on your page at any time you so desire.

What do I do with checks and cash?

Please ask donors to make checks payable to “Camp Korey,” and write your name in the memo line, or include a note with the check to let us know it is for a Team Korey participant. Checks should be mailed to **Camp Korey, Attn: Camp Korey Community Campaign, 19031 33rd Ave W, Suite 211 Lynnwood, WA 98036**

Please deposit cash donations into a checking account and send a check made payable to Camp Korey, or make a gift online with a credit card. Should the donor wish to receive an acknowledgement letter, please include the total amount donated and the donor’s mailing address.

We are so excited to have you as part of community campaign!
Please do not hesitate to get in touch with us at info@campkorey.org