

2023 Fundraising Toolkit

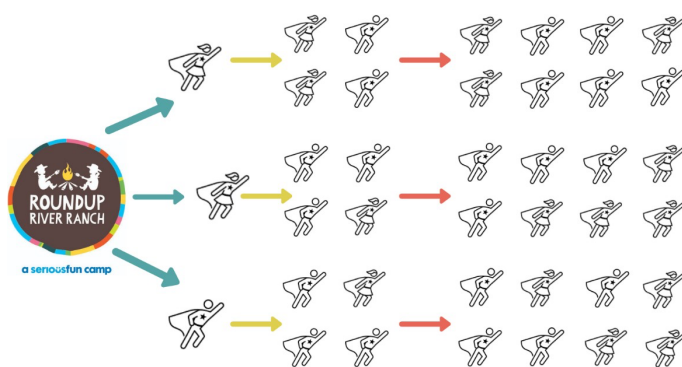


TOGETHER WE CAN SPONSOR 100 CAMPERS IN 100 DAYS

At Roundup River Ranch, every camper attends camp for free! To support our campers this summer, we are counting down to camp by raising the money to fund campers for the 2023 summer. It takes about \$3,000 to send a kid to camp and we want to celebrate the community that supports them! Therefore, starting March 4, each dollar raised either donated individually or raised by a team will allow another camper to experience the "best week of their life".

This toolkit has what you need to start your own team on our Classy fundraising page to fundraise for your chosen goal. Whether you fundraise for \$500 to support the campaign, or create a goal to sponsor three campers at \$9,000, the total will all be combined towards our overall goal of \$300,000.

But don't worry, you are not alone during this fundraiser. Our Development team will be there to offer guidance to make sure you are supported! We know during this campaign, just like at camp, working together and supporting each other is how we are successful!



Why are we doing this?

Simply put, we want to raise support for Roundup River Ranch programs through a dedicated peer-to-peer fundraising campaign. Our team and campers Countdown every year to the first day of camp, and this year, we want to spread the cheer throughout our community!

Peer-to-peer fundraising is a great way for an organization to expand their reach through their constituent's network. By partnering with our known supporters (which is you!), we can spread the word about RRR far and wide.

How to donate to Countdown to Camp

If you just want to donate to the campaign, whether \$20 or \$3,000, it is easy to make a difference. There are three easy steps:

1. Go to roundupriverranch.org/CountdownToCamp
2. At the top of the page below click on **DONATE NOW**
3. Complete the prompts on the donate page

You did it! Thank you for supporting our campers this summer.

How to create your own team and start fundraising

Are you inspired to create your own team, talk to your community and encourage others to donate? Fantastic! Creating your own team seems like the perfect fit.

1. Go to roundupriverranch.org/CountdownToCamp and click **CREATE YOUR TEAM**
2. Select as **AN INDIVIDUAL**
3. Select LOG IN if you've used Classy before for former fundraising OR create an Account



Create

FIRST: Enter your email & choose a password then click next

SECOND: Follow the prompts to fill in your name

Login

Enter your email & password

4. Choose a personal fundraising goal
5. Add a personal headline
 - a. Examples: I'm Celebrating the Courage of Campers
6. Don't worry about a short URL! You can make one if it helps sharing your team with family and friends.
7. Click Next – *You're almost done!*
8. You can choose a personal photo or another that showcases why you are fundraising.
9. You only need to fill out the member Questions with the red stars: address, city, state, zip

That's it! You're done! Thank you for making a team and fundraising.

Building your list & crafting your plan

Peer-to-peer fundraising works because you are connecting with people that you know, be it family, friends, neighbors, teammates, colleagues – everyone!

Take a moment and think about the people around you who are everyday heroes. Are they people who have inspired you, or walked with you through a difficult season? Maybe they are going through a challenging time and you want to encourage them by dedicating your efforts in their honor. No matter who the people on your list are, remember that this campaign should be fun and enjoyable for you AND your super-duper team!

Here's what to do:

1. Decide who you want to ask to participate.
2. Determine the best way to reach out to them (email, a phone call, social media, etc.).
3. Share your Sponsor a Camper page with your list.
4. Don't forget to follow up with people you haven't heard from – text, emails, and social media messages all work well.
5. Be positive and encouraging throughout the campaign and be sure to thank your supporters for their awesomeness!
6. Don't forget that Roundup River Ranch is here to help you. If you need support of any kind, don't hesitate to reach out to Kelly Schiffer at kschiffer@roundupriverranch.org.

Sharing your Sponsor a Camper team through Facebook, Twitter, email, or text is incredibly easy. Click [HERE](#) for instructions or follow these simple steps:

From your phone...

1. Visit roundupriverranch.org/CountdownToCamp
2. Access your Sponsorship team
3. Select the **Menu icon** (3 little lines) at the top of the screen
4. Choose **Share this page**
5. Pick how you'd like to share your page and complete the prompts

From a desktop/laptop...

1. Visit roundupriverranch.org/CountdownToCamp
2. Access your Sponsorship team
3. Select the **Share arrow** at the top right of the screen
4. Pick how you'd like to share your page and complete the prompts