

Short Sheet # 4

Camper Sponsorship

As we take more and more kids to camp, and as the cost of camp and transportation escalates, the need to raise camp sponsorship in an area increases dramatically. We need to be both creative and legal in our planning. Most areas have their own strategies for raising money for kids to attend camp. Before doing anything, be sure to talk to your area director about this. An area strategy usually includes:

- **Approaching individual donors** who have a desire to see kids who have needs get to camp. Sometimes it is best to approach these folks with a particular kid in mind, matching the donor with the appropriate person. Other times, it helps to share the total need you have for several kids to get to camp. Either way, be sure you do this in conjunction with your area director and the overall financial strategy for your area.
- **Large Group Fund-raisers.** The best fund-raisers are the ones that reward the initiative of the kids. Car wash-a-thons and trash-athons work well because they reinforce ownership by those attending camp. Other fund-raisers include yard sales, bake sales or work projects in the community where adults sponsor kids to "improve the view." (Be sure your "a-thons" run according to IRS guidelines for tax-deductible gifts. Your area should have these on file.)
- **Smaller Group Projects.** Some people need work done around their homes or offices and will pay kids so they can attend camp. This can be a good opportunity for you to work alongside a smaller group of students before you go to camp, helping you build relationships and giving you a better idea of where they are.

Some areas work at raising the entire cost of the transportation, charging kids only the actual cost of camp. This is a lot of work for the area, but it does bring the cost of camp down to where more kids might respond.