



KEEÑGHEEFOÖÑEE ROAD RÄCE 2009

HELPING KIDS WITH CANCER GO TO CAMP





KEENCHEEFOONEE ROAD RACE 2009 CELEBRATING 27 YEARS OF SUNSHINE!

Dear Volunteer Counselors,

2009 marks our 9th annual Camp Sunshine Keencheefoonee Road Race and our 27th year of camp. For this year's road race, **I challenge you to help us reach a goal of \$125,000.** This goal will bring us to a total of \$1,009,000 raised over the past **nine** years of the Keencheefoonee Road Race! You can visit www.campsunshine.kintera.org to register for the race and set up your own personal fundraising page. On the next page you will find some ideas to help you reach our goal of \$125,000.

The walk/run will take place each Tuesday of summer camp. Participation in the event is completely voluntary but I encourage you to give it a shot! Raise at least \$50 to be a part of the morning fun. You can always be a "phantom runner" or sponsor another volunteer! Our efforts will put sunshine in the hearts of children with cancer.

It's simple! Register online at www.campsunshine.kintera.org; this will give you access to several fabulous online fundraising tools. You can then let your friends and family know about your personal site through email, MySpace, Facebook, Twitter, phone, fax, mail or word of mouth! Enclosed are a few materials that will make it easy for you to participate:

- **Sample letter for prospective donors and sponsors** - Feel free to use this or to create your own letter! You can also pull content from Camp Sunshine's website at www.mycampsunshine.com.
- **Individual donor list** - If you get cash or check donations, be sure to document them on this list. This helps you determine which donor gift each donor will receive.
- **Corporate sponsor form** - Present this form, along with a personal letter or visit from you, to companies that you think might be interested in a corporate sponsorship of the race.

Mail your early donations to Lindsey at the Camp Sunshine office; bring any other donations you receive to camp with you. If your friends use the website, you won't have to do anything!

If you have any questions or need any additional information, call Lindsey at the Camp Sunshine office at 404.325.7979 or email Lindsey@mycampsunshine.com. We will give you a race update at the May 16 staff orientation. Please join us in celebrating 27 years of sunshine for many children with cancer in Georgia this summer. I look forward to seeing you on Keencheefoonee Road in June!

Sincerely,

Gary Palgon
13 Year Volunteer and 2009 Road Race Committee Chairman

27 FUNDRAISING IDEAS TO CELEBRATE 27 YEARS OF SUNSHINE!



- Send a donation request letter or email to 27 people
- Bake cookies or cupcakes and give them to 27 people with a note, asking them to donate in your honor
- Do a 27 Days to Camp Sunshine campaign and have a jar at the office for people to put change in each day before Camp begins (starting May 18 for teen week and May 25 for junior week)
- Have a dinner or dessert party; invite 27 people and ask them to donate to Camp Sunshine
- Target and visit 27 business owners or executives and ask them to sponsor the race
- Put 27 flyers up on different community bulletin boards
- Get a competition started among your friends, co-workers or family members to see who can get the most donations
- Christmas in June! Request donations from friends and family in lieu of Christmas or Birthday gifts
- Include a list of activities from camp in your donation request letter and ask for support for specific activities
- Hold an auction of baked goods where items go to the highest bidder
- Have a garage sale for Camp Sunshine
- Ask a restaurant to donate 10% of its proceeds from one night to Camp Sunshine and invite all your friends to eat dinner there that night
- Hold a neighborhood dog wash for donations to Camp Sunshine
- Let your kids set up a lemonade stand to raise money
- Mow 27 yards at \$27 each (or let your teenage son do it!)
- Hold a movie night or other party at your home and charge \$2.70 (or \$27!) to attend
- Recycle 27 pounds of aluminum
- Bake dog treats and sell them for \$2.70 per bag
- Sell 27 CDs you no longer listen to
- Offer dog walking services for \$27
- Sell 27 DVDs you no longer watch
- Make a bet you know you will win - or donate to Camp if you lose!
- Baby sit for a friend, neighbor or relative for \$27
- Ask your pizza delivery location to donate \$1 of every pizza sold on a Friday
- Ask your health professionals to sponsor you - your dentist, doctor, nurses, acupuncturist, chiropractor, yoga instructor, personal trainer, physical therapist, etc.
- Promote yourself! Send your story to your local newspaper, television station or other media outlets to see if they will do a story on you. Be sure to promote the link to your Kintera site so that people who see your story can donate!
- Sell items you no longer need on Ebay or Craigslist





SAMPLE LETTER FOR DONORS AND SPONSORS

FEEL FREE TO CREATE YOUR OWN!
THIS SAMPLE IS ALSO AVAILABLE AS AN
EMAIL TEMPLATE ON THE KINTERA SITE.

Date, 2009

Dear [name / friends / family / colleague] ,

As you know I am a volunteer [counselor / activity staff / medical staff] for Camp Sunshine, a summer camp for children with cancer, ages 7 to 18.

Children with cancer are normal kids with special needs who want to participate fully in the everyday experiences of growing up. Camp Sunshine provides kids with cancer the opportunity to enjoy activities like swimming, horseback riding, pottery and making friends!

This summer, as Camp Sunshine celebrates 27 years of sunshine, I will be participating in the Keencheefoonee Road Race - a volunteer staff event to raise money that will send more children to Camp Sunshine. Keencheefoonee is the name of the road where our summer camp is located. I will get up extra early Tuesday morning during camp and will [walk / run] to send more kids to summer camp!

I will be [running / walking] [in honor of / in memory of] [camper / family member / etc.]. [State your reason why].

[You may also want to include a personal story for why camp is important to you or why you volunteer]

Would you consider [sponsoring me / donating to] this event? My goal is to raise [your own amount / \$500 to help send one child to camp]. There are some awesome gifts for Keencheefoonee Road Race Donors:

- \$50 and up: Official Keencheefoonee Road Race T-shirt
- \$250 and up: Camp Sunshine Multi-Function Tote Bag
- \$500 and up: Camp Sunshine Umbrella and acknowledgement in the Camp Sunshine Sunny Daze Yearbook

Please get your donation to me before camp in early June or you can go online and donate at:

www.campsunshine.kintera.org

Although no child should have to endure childhood cancer, all children should be able to go to summer camp! I hope you will consider helping me send more kids with cancer to Camp Sunshine.

Sincerely,

[Your Name]
[Role at Camp]

* Please make checks payable to Camp Sunshine. Your donation is tax deductible to the extent allowed by the law. Camp Sunshine is a nonprofit 501(c)3 organization.



HELP KIDS WITH CANCER GO TO SUMMER CAMP!

BECOME A CORPORATE SPONSOR OF THE 2009 KEENCHEEFOONEE ROAD RACE

\$25,000 Sunshine Sponsor: Provide 50 children a camping experience like none other! With your donation, your company will have the opportunity to name the event, logo inclusion on the back of the official race T-shirt, a feature in the Camp Sunshine Postcards Newsletter, your link on the Camp Sunshine website, product exclusivity, a gift of recognition and acknowledgement in the Camp Sunshine Sunny Daze Yearbook and all press materials.

\$10,000 Gold Sponsor: Send twenty children to camp! You will receive your company logo on the back of the official race T-shirt, your link on the Camp Sunshine website, product exclusivity, a gift of recognition and acknowledgement in the Camp Sunshine Sunny Daze Yearbook and Postcards Newsletter and all press materials.

\$5,000 Silver Sponsor: Send ten children to camp! You will receive your company logo on the back of the official race T-shirt, your link on the Camp Sunshine website, a gift of recognition and acknowledgement in the Camp Sunshine Sunny Daze Yearbook and in all press materials.

\$2500 Bronze Sponsor: Send five children to camp! You will receive your company logo on the back of the official race T-shirt, your link on the Camp Sunshine website, a gift of recognition and acknowledgement in the Camp Sunshine Sunny Daze Yearbook and in all press materials.

\$1000 Race Sponsor: Send two children to camp! We will include your company logo on the back of the official race T-shirt, a gift of acknowledgement and list your company in the Camp Sunshine Sunny Daze Yearbook and all press materials.

Company: _____

Sponsorship Level: _____ Sunshine _____ Gold _____ Silver _____ Bronze _____ Race

Contact Person: _____

Phone: _____

Email: _____

Camp Counselor Name: _____

- Company logo is due by May 25, 2009
- Make checks payable to Camp Sunshine
- Camp Sunshine is a nonprofit 501c(3) organization; tax identification number 58-1872217
- Your donation is tax deductible to the extent allowed by law

RAISE OR DONATE TO EARN



Camp Sunshine Umbrella
\$500

Keep sunshine in your heart and the rain off your head with this bright, cheery umbrella!



Camp Sunshine Multi-function Tote
\$250

This versatile tote will help you get ready for anything! Zippered pockets and compartments provide lots of storage; can be shoulder or hand carried.



Official Race T-shirt
\$50

The 100% cotton Keencheefoonee Road Race T-shirt looks great for any activity, whether you're fishing, kayaking or just kicking back! Sizes: S, M, L, XL, 2XL



Promote the race on your Facebook, Twitter, MySpace or LinkedIn profile!

Be sure to include a link to www.campsunshine.kintera.org





A place to play. A place to feel safe. A place to giggle. A place to escape. Mere words can't describe Camp Sunshine because it's more than a place and more than a camp. It's a program that offers an infusion of love, support, fun, acceptance and hope for children with cancer - and it's in full swing all year long!

The Camp Sunshine Keencheefoonee Road Race is a walk/run that takes place during each week of camp. Our goal is to raise awareness and money to send children with cancer to camp. Volunteer counselors will get up extra early each Tuesday morning at summer camp to participate in this amazing event. Over the past eight years, more than \$880,000 has been raised by the friends, families and corporate sponsors of our volunteer staff.

To register for the race or to donate, visit

www.campsunshine.kintera.org

or call the Camp Sunshine office at 404.325.7979.

We hope you will support us on Keencheefoonee Road in June!

2009 RACE COMMITTEE

Gary Palgon, Chairman
Katie Birkbeck
Jane Clark
Rowena Davison
Lauren Evans
Emily Garner
Sissy McLaughlin
Eric Newberg
Patrick Reagin
Ed Riesmeyer
Kristine Rudolph
Vinnie Skelly
Jeff Smith
Kathy Wesley
Mary Katherine White

