

# 10<sup>th</sup> Annual Keencheefoonee Road Race



**Helping Kids With Cancer Go To Camp**



# 10TH ANNUAL KEENCHEEFOONEE ROAD RACE

Dear Camp Sunshine Parents,

Over the last ten years, the Camp Sunshine Keencheefoonee Road Race has raised more than \$1,000,000, allowing Camp Sunshine campers to attend summer camp at no cost. In addition to volunteering a week of their time for summer camp, many cabin and activity counselors get up extra early to walk or run on Tuesday morning during camp in exchange for sponsorship from friends, family and business contacts. We're hoping that you might be willing to get your contacts involved as well.

As we celebrate the 10th anniversary of the Keencheefoonee Road Race and our 28th year of camp, we are inviting Camp Sunshine families to participate in fundraising for this event. **Participation is completely voluntary.** Parents and campers are considered "Virtual Runners" and participation in the actual race on race day is limited to camp volunteers. However, you can follow the race's progress on the race website and via **Twitter, Facebook** and **The Daily Sunshine!**

We are challenging ourselves to reach a goal of \$201,000. If you raise at least \$50, you'll receive a Camp Sunshine t-shirt. There are other incentives for raising more money as well! You can sign up now by visiting [www.mycampsunshine.kintera.org](http://www.mycampsunshine.kintera.org).

**Create or join a team to raise money honoring a camper** – 20 teams have already been created, each one highlighting a different camper. We encourage you to either join a team or create one for your own child. This way, your friends and family will learn about Camp Sunshine and what the campers love and look forward to at Camp Sunshine each year.

**It's easy to participate!** Register online at [www.mycampsunshine.kintera.org](http://www.mycampsunshine.kintera.org); this will give you access to several fabulous online fundraising tools. You can then let everyone know about your site through email, MySpace, Facebook, Twitter, LinkedIn, phone, fax, mail or word of mouth!

**Included 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! This is also available as an email template on Kintera. You can even pull content from Camp Sunshine's website at [www.mycampsunshine.com](http://www.mycampsunshine.com).
- **Individual donor list** – If you get cash or check donations, be sure to document them on on your Kintera site. This will help you keep track of how much you raise!
- **Corporate sponsor form** – Present this form, along with a personal letter or visit, to companies that you think might be interested in a corporate sponsorship of the race.

Any cash or check donations you receive can be mailed to Lindsey at the Camp Sunshine office. Be sure to get them in by **Friday, June 11** so we can include the amounts in the total each week on race day. If donations come in on your Kintera page you won't have to do anything at all!

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](mailto:Lindsey@mycampsunshine.com). Please join us in celebrating 10 years of the Keencheefoonee Road Race and 28 years of sunshine for many children with cancer in Georgia this summer.

Sincerely,

Gary Palgon  
14 Year Volunteer and 2010 Road Race Committee Chairman

# 28 FUNDRAISING IDEAS TO CELEBRATE 28 YEARS OF SUNSHINE!

- 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
- Post Camp Sunshine trivia on your Facebook or Twitter page with a link to your Kintera page every day for 28 days
- Send a donation request letter or email to at least 28 people
- Bake cookies or cupcakes and give them to 28 people with a note, asking them to donate in your honor
- Do a 28 Days to Camp Sunshine campaign and have a jar at the office for people to put change in each day before Camp begins
- Have a dinner or dessert party; invite 28 people and ask them to donate to Camp Sunshine
- Target and visit 28 business owners or executives and ask them to sponsor the race
- Put 28 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 28 yards at \$28 each (or let your teenage son do it!)
- Hold a movie night or other party at your home and charge \$2.80 (or \$28) to attend
- Recycle 28 pounds of aluminum
- Bake dog treats and sell them for \$2.80 per bag
- Sell 28 CDs you no longer listen to
- Offer dog walking services for \$28
- Sell 28 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 \$28
- 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.





# 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, 2010

Dear [name / friends / family / colleague] ,

As you may know, my [child / brother / sister] [attends / attended] 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 28 years of sunshine, our family is participating in the Keencheefoonee Road Race as a "Virtual Runner" - it's a volunteer event to raise money that will send more children to Camp Sunshine. Keencheefoonee is the name of the road where the summer camp is located.

I am fundraising for Camp Sunshine [in honor of / in memory of] [camper / family member / etc.]. [State your reason why].

[If you joined a **Camper Race Team**, you may want to include your camper's story here! You could also want to include a personal story for why camp is important to you].

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]. If you donate \$50 or more, you will receive a Camp Sunshine t-shirt.

Please get your donation to me before camp by Friday, June 10, or you can go online and donate at:

**[www.mycampsunshine.kintera.org](http://www.mycampsunshine.kintera.org)**

[or you can include a link to your personal or Team page on Kintera]

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]

\* 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 2010 Keencheefoonee Road Race

**\$25,000 Sunshine Sponsor:** Provide 50 children a camping experience like none other! Your company will have the opportunity to name the event, a listing on the back of the race T-shirt, a feature in our Postcards Newsletter (distribution of 12,000), your link on the Camp Sunshine and road race websites, product exclusivity, a paver in the Camp Sunshine Brick Walkway, acknowledgement in the Camp Sunshine Sunny Daze Yearbook (distribution of 3500) and all press materials.

**\$10,000 Gold Medal Sponsor:** Send twenty children to camp! You will receive a listing on the back of the race T-shirt, your link on the Camp Sunshine and road race websites, product exclusivity, a paver in the Camp Sunshine Brick Walkway, and acknowledgement in the Sunny Daze Yearbook (distribution of 3500) and Postcards Newsletter and all press materials.

**\$5,000 Silver Medal Sponsor:** Send ten children to camp! You will receive a listing on the back of the race T-shirt, your link on the Camp Sunshine and road race websites, a paver in the Camp Sunshine Brick Walkway, and acknowledgement in the Camp Sunshine Sunny Daze Yearbook (distribution of 3500) and all press materials.

**\$2,500 Bronze Medal Sponsor:** Send five children to camp! You will receive a listing on the back of the race T-shirt, a paver in the Camp Sunshine Brick Walkway, and acknowledgement in the Camp Sunshine Sunny Daze Yearbook (distribution of 3500) and all press materials.

**\$1,000 Race Sponsor:** Send two children to camp! We will list your company on the back of the race T-shirt and acknowledge your company in the Camp Sunshine Sunny Daze Yearbook (distribution of 3500) and all press materials.

**Company:** \_\_\_\_\_

**Sponsorship Level:** \_\_\_\_\_ Sunshine \_\_\_\_\_ Gold \_\_\_\_\_ Silver \_\_\_\_\_ Bronze \_\_\_\_\_ Race

**Payment Method:** \_\_\_\_\_ Check Enclosed \_\_\_\_\_ Pay by Credit Card Online at [www.mycampsunshine.com](http://www.mycampsunshine.com)

**Contact Person:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Camp Counselor Name:** \_\_\_\_\_

- 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

All donors who give \$50 or more can choose to receive an official Camp Sunshine T-shirt!



Because you are a **volunteer fundraiser**, we want to reward YOU for your hard work! You can choose to receive one of the following items, based on how much money you collect for Camp Sunshine.\*

**Raise between \$500 - \$999  
and you can receive:**



### No Slip Grip Tumbler

- Holds 16 oz.
- Double wall insulation
- Stainless lid with side lock prevents spills
- No slip bottom

**Raise more than \$1000  
and you can receive:**



### Urban Sling

- Large main compartment
- MP3 pocket
- Earphone outlet
- Mesh beverage pocket
- Adjustable shoulder strap with cell phone holder.

## 2010 RACE COMMITTEE

Gary Palgon, Chairman  
Katie Birkbeck  
Jane Clark  
Rowena Davison  
Emily Garner  
Nikki Mataluni

Lisa McGregor  
Sissy McLaughlin  
Eric Newberg  
Patrick Reagin  
Stephanie Romanelli  
Kristine Rudolph

Vinnie Skelly  
Jeff Smith  
Fred Soller  
Kathy Wesley  
Mary Katherine White

\* Please note: Fundraisers will receive the highest level gift for the amount of money they raise unless they opt not to receive it.



# Promote Your Efforts Through Social Media!

Social media sites are probably the easiest and most efficient ways to communicate your efforts to raise money for Camp Sunshine. **You can easily promote your personal Kintera website to your Facebook and Twitter in the “Email” Tab when you login to My HQ on Kintera.** You can post a Facebook status or a tweet with a link to your page instantly from Kintera!

MySpace, Facebook, Twitter, Plaxo, LinkedIn... the list goes on. Here’s a great opportunity to leverage the social network you have worked so hard to build and help send kids with cancer to Camp Sunshine. It’s simple.

1. Visit [www.MyCampSunshine.Kintera.org](http://www.MyCampSunshine.Kintera.org) and create an entry for yourself (don’t forget to check out the Camper Race Teams and join one if you’d like!)
2. Copy the URL for your homepage (use Ctrl-C or Edit/Copy)
3. Use a URL shortener such as <http://tinyurl.com/> or <http://bit.ly/> to easily create a very short URL instead of the very long Kintera one (for example, Gary’s link is <http://tinyurl.com/yz8yz8t>).
4. Log in to your favorite social networking sites and add a post! Below are some examples.
5. **If you have any questions, please contact Gary Palgon**, Chairman of the 10th Annual Keencheefoonee Road Race at [GMPalgon@gmail.com](mailto:GMPalgon@gmail.com) or on Facebook, Twitter ([@GaryPalgon](#)), or LinkedIn (GaryPalgon)!

## For Twitter

(Use shortened URL)

1. Log on to Twitter
2. Create a tweet that says something like “Help me send kids with cancer to Camp Sunshine”
3. Be sure to include your tiny url or bit.ly link
4. Click “Tweet”!

## For LinkedIn

(Use shortened URL)

1. Log on to your LinkedIn page
2. Paste “Help me send kids with cancer to Camp Sunshine” and your tiny url or bit.ly link to your “Network Updates”
3. Click “Share”!

## For MySpace

(Use shortened URL)

1. Log on to MySpace
2. Paste “Help me send kids with cancer to Camp Sunshine” to “What are you doing right now?”
3. Be sure to include your tiny url or bit.ly link
4. Click “Update”!

## For Facebook

(You will need your entire Kintera link for this to work properly on Facebook!)

1. Log on to your Facebook page
2. Next to “Attach”, select “Link.”
3. Paste your entire Kintera link and click Attach
4. Paste a message in the “What’s on your mind?” box above your link. It could read something like “Help me send kids with cancer to Camp Sunshine”
5. Click “Share” to post!