



2011 Keencheefoonee Road Race

Helping send kids with cancer
to summer camp!



11TH ANNUAL KEENCHEEFOONEE ROAD RACE CELEBRATING 29 YEARS OF SUNSHINE!

Dear Volunteer Counselors,

The Keencheefoonee Road Race began 11 years ago when the volunteer counselors had to miss the Peachtree Road Race because summer camp was held over the July 4th holiday. This year, we return to that initial backdrop as summer camp once again falls on Independence Day. It is a unique year – and this should prove to be a unique race! You can sign up to participate by visiting www.mycampsunshine.kintera.org/roadrace2011.

The walk/run will take place each Tuesday of summer camp – June 28 and July 5. Participation in the event is completely voluntary but I encourage you to give it a shot! Simply raise at least \$50 to be a part of the fun. You can even be a “virtual runner” or sponsor another volunteer! Our efforts will put sunshine in the hearts of children with cancer.

New this year:

- Every participant who raises \$500 or more will receive an exclusive 16oz Camp Sunshine tumbler!
- To save on costs for Camp Sunshine and for our volunteers, we are not offering t-shirts as incentive items for all donors this year. Instead, we will have a limited number of camp t-shirts available if you wish to give them to some of your top donors as thank you gifts. You will need to provide sizes and quantities needed and you will be responsible for your own shipping. Please [contact Lindsey Monroe](#) to obtain shirts or if you have any questions about this change!

It's easy to participate! Register online at www.mycampsunshine.kintera.org/roadrace2011; this will give you access to several great online fundraising tools. Once your site is set up, it's easy to send out your information through Facebook, email, LinkedIn, Twitter, and word of mouth!

This packet is full of useful information to help you!

- **Sample letter** for prospective donors and sponsors – You can use this as a starting point or write your own letter from scratch! A great source for content and inspiration is the Camp Sunshine website at www.mycampsunshine.com.
- **Individual donor list** – If you get cash or check donations, be sure to document them on your personal Kintera site. This will help you to 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 that you receive before camp can be mailed to Lindsey at the Camp Sunshine office or simply brought to camp. If your donors use your Kintera fundraising page, you don'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. **You can also contact me anytime!** We'll have a race update at the May 21 staff orientation. I hope you will join us in celebrating 29 years of sunshine and help send more kids with cancer to summer camp. I look forward to seeing you on Keencheefoonee Road this summer!

Sincerely,

Gary Palgon
15 Year Volunteer and 2011 Road Race Committee Chairman
gmpalgon@gmail.com

29 FUNDRAISING IDEAS TO CELEBRATE 29 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 29 days
- **Send a donation request letter or email to at least 29 people**
- Bake cookies or cupcakes and give them to 29 people with a note, asking them to donate in your honor
- **Do a 29 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 29 people and ask them to donate to Camp Sunshine
- **Target and visit 29 business owners or executives and ask them to sponsor the race**
- Put 29 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 29 yards at \$29 each (or let your teenage son do it!)**
- Hold a movie night or other party at your home and charge \$2.90 (or \$29) to attend
- **Recycle 29 pounds of aluminum**
- Bake dog treats and sell them for \$2.90 per bag
- **Sell 29 CDs you no longer listen to**
- Offer dog walking services for \$29
- **Sell 29 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 \$29**
- 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.**
- Do something crazy! Promise to dye your hair, bungee jump, run wearing a silly costume, or something else silly if people will help you reach your goal.





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, 2011

Dear [name / friends / family / colleague] ,

As you may 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 29 years of sunshine, I will be participating in the Keencheefoonee Road Race - a volunteer 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].

[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 or why you volunteer.]

Would you consider [sponsoring me / donating to] this event? My goal is to raise [your own amount / \$1000 to help send one child to camp].

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

www.mycampsunshine.kintera.org/roadrace2011

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 2011 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

Contact Person: _____

Address: _____

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

Because you are a **volunteer fundraiser**, we want to reward you for your hard work! If you raise \$500 or more, you can choose to receive this exclusive 16oz Camp Sunshine tumbler! An embroidered Camp Sunshine patch is featured between the double walls of the tumbler. It is BPA free, shatter resistant, dishwasher and freezer safe.



NEWSFLASH: Donor T-Shirts

A major change this year is that Camp Sunshine is no longer offering camp t-shirts to all donors. Instead, it will be up to you! We will have a limited number of t-shirts available if you would like to send them to your top donors as a thank you gift (There's no set rule for what a "top" donor is). If you would like to receive shirts for this purpose, you will need to provide sizes and quantities and you will be responsible for shipping.

Please **contact Lindsey Monroe** at 404-325-7979 to obtain shirts or if you have any questions about this change.

2011 RACE COMMITTEE

Gary Palgon, Chairman

Katie Birkbeck
Diane Borchers
Jane Clark
Rowena Davison
Rebecca Garman

Emily Garner
Lisa McGregor
Sissy McLaughlin
Patrick Reagin
Ansley Riedel

Kristine Rudolph
Vinnie Skelly
Jeff Smith
Fred Soller
Mary Katherine White

Promote Your Efforts Through Social Media!

While a phone call or personal letter from you to potential donors is certainly optimum, social media sites are an easy and efficient way to communicate your efforts to raise money for Camp Sunshine. **You can easily promote your personal Kintera website on 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! Here’s what you do...

1. Visit www.mycampsunshine.kintera.org/roadrace2011 and create a personal fundraising page for yourself
2. Copy the URL for your personal page
3. Log in to your favorite social networking sites and add a post!

Here’s a hint: try using a URL shortener such as <http://ow.ly> or <http://bit.ly/> to easily create a very short URL instead of the very long Kintera one (especially great for Twitter!)

If you have any questions, please contact Gary Palgon, Chairman of the 11th Annual Keencheefoonee Road Race at GMPalgon@gmail.com or on Facebook, Twitter ([@GaryPalgon](https://twitter.com/GaryPalgon)), or LinkedIn (GaryPalgon)!

Camp Sunshine is on Twitter! Follow us at [@mycampsunshine](https://twitter.com/mycampsunshine) !

For Facebook

1. Log on to your Facebook page
2. Next to “Share”, select “Link.”
3. Paste your entire Kintera link and click Attach
4. Paste a message in the “Say something about this link...” box that comes up. It could read something like “Help me send kids with cancer to Camp Sunshine”
5. Click “Share” to post!

For Twitter

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

For LinkedIn

1. Log on to your LinkedIn page
2. Type a message in your Update box - something like “Help me send kids with cancer to Camp Sunshine” and be sure to attach your bit.ly or ow.ly link (you can also use your complete Kintera link if you want to)
3. Click “Share”!
4. You can also link a Twitter account to your LinkedIn account and share the message in both places at the same time! It’s easy - just click the box with the bluebird icon and enter your Twitter info before you share your update.



facebook

[@mycampsunshine](https://twitter.com/mycampsunshine)

twitter

LinkedIn

myspace.com