



2011 Keencheefoonee Road Race

Helping send kids with cancer
to summer camp!



11TH ANNUAL KEENCHEEFOONEE ROAD RACE

Dear Camp Sunshine Parents,

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! We hope that you will sign up to participate as a Virtual Runner or create a Camper Team in honor of your child by visiting:

www.mycampsunshine.kintera.org/roadrace2011.

This year we are again inviting Camp Sunshine families to participate in fundraising for this event. **Participation is completely voluntary.** Parents and campers are considered “Virtual Runners” because running in the actual race is limited to camp volunteers - you can help out and you don’t even have to train!! **Your stories are the most compelling reasons for why Camp Sunshine is important; we hope you’ll be willing to share them.**

You can create your own Camper Team in honor of your child! It’s really easy to create a team - just visit the [Keencheefoonee Road Race website](http://www.mycampsunshine.kintera.org/roadrace2011) and set it up. Lindsey Monroe, in the Camp Sunshine Office, can also help walk you through this process. Once your site is set up, simply send the link out to your friends and family so that they can learn about (and help support) Camp Sunshine and what your camper looks forward to every summer! Your personal site will also give you access to several tools you can use to get the message out, including direct access to Email, Twitter and Facebook.

Included are a few materials that will make it easy for you to participate:

- **Sample Letter for prospective donors and sponsors** - You can use this as a starting point or write your own letter from scratch! Tell people why you think helping Camp Sunshine continue its year round programs is important!
- **Individual Donor List** - You can track cash or check donations here or on your Road Race website.
- **Corporate Sponsor Form** - Present this form, along with a personal letter or visit, to companies you think might be interested in a corporate sponsorship for 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 personal Road Race 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. Please join us in celebrating 29 years of sunshine for many children with cancer in Georgia this summer.

Sincerely,

Gary Palgon
15 Year Volunteer and 2011 Road Race Committee Chairman

EASY FUNDRAISING IDEAS TO CELEBRATE 29 YEARS OF SUNSHINE!

- 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 child's 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
- 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
- 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
- Have a garage sale for Camp Sunshine
- 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.



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.





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, 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 29 years of sunshine, our family is participating in the Keencheefoonee Road Race - 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 reasons why! If you created a **Camper Race Team in honor of your child**, 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 / \$1000 to help send one child to camp]. Please get your donation to me before camp by Friday, June 10, or you can go online and donate at:

www.mycampsunshine.kintera.org/roadrace2011

[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.

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



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