



welcome  
to the  
crusade!

# Ready, set, go!

## **WELCOME TO THE CRUSADE!**

Thank you for joining us for our 2023 Camp Susquehanna Fundraising Campaign,  
*CRUSADE FOR A CAUSE!*

We are looking forward to working with you to raise money for our campers, spread the word about the wonderful things that happen at Camp Susquehanna, and have LOTS of fun!

This document will guide you through setting up your campaign, some tips and tricks to be successful, and some fun suggestions! We will go over all of this information during our “Cocktail Hour” at 6PM on February 22<sup>nd</sup> on Zoom: <https://us02web.zoom.us/j/85706426282> but if you want to get a head start, here we go!



# 5-Minute Setup

## WELCOME TO THE CRUSADE!

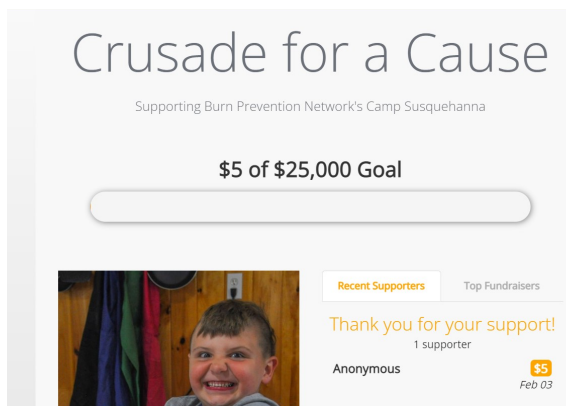
For those of you who have fundraised with our online campaigns in the past, we will be using a new, much simpler platform. There will be a few differences from last time.

Here is the link to set up your page:

<http://weblink.donorperfect.com/BurnPreventionNetworksCampSusquehanna/CrusadeforaCause>

It only takes a few minutes to set up your page, it's super quick and easy!

When you click the link you should see this including James' super cute face:



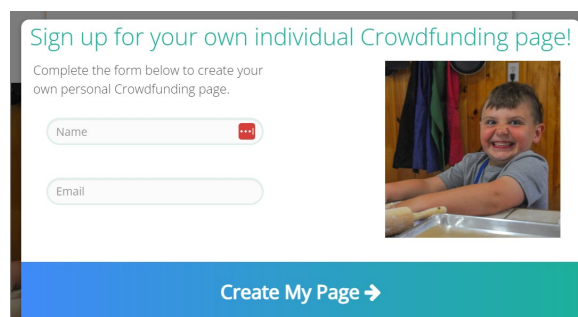
### Step One: Click "Create my own fundraising page"



# Almost there...

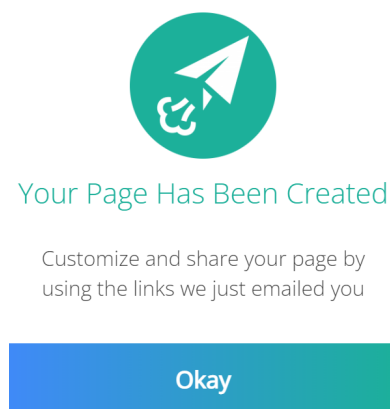
## Step Two: Name Your Team and Provide Email

- Fill in your name and email
- Please note: If you would like to use a team name, use the following format TEAM NAME OR COMPANY NAME (your name) – for example: BPN STARS (Jess Banks) – If you are not participating with a team, use just your name)

A screenshot of a web form titled "Sign up for your own individual Crowdfunding page!". Below the title, it says "Complete the form below to create your own personal Crowdfunding page." There are two input fields: "Name" and "Email". To the right of the "Name" field is a small red icon with three dots. To the right of the "Email" field is a small red icon with a checkmark. Below the input fields is a blue button with the text "Create My Page" and a right-pointing arrow. To the right of the form is a small photo of a smiling boy.

## Step Three: Create Your Page

- Click Create My Page
- You will receive the following notice:



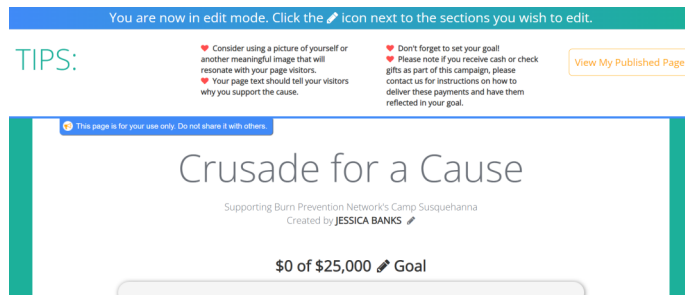
## Step Four: Retrieve Email

Head to your email! (Please note that it may take a few minutes for the email to show up, and if it doesn't please check spam). If you don't get it, contact us, we can send you the link.

- You will receive two emails. One subject line is "Support my fundraising effort" – which, after you personalize your page, you can forward to friends via email to let them know about your campaign!
- The second email's subject line is "Personalize your crowdfunding page" – In this email there is a button that says "personalize my page" ....click it and head to your campaign page!

# Plus One Step.

## Step Five: Personalize!



Start personalizing your page!

Anywhere you see a pencil, you can click on it and edit that portion of the page.

- If you'd like to change your team name, you can edit the name.
- Be sure to edit your goal – first timers, we suggest you start with \$250, and if you've campaigned for us before, we recommend you shoot for 10% more than you raised last time!
- You can edit your photo, if you have a favorite from camp, please feel free to swap that out.
- Lastly, you can personalize the blurb that explains why you're raising money for Camp – this is an important piece to tug at people's heart strings! Talk about what camp means to you. Tell your favorite story. Tell people why you go back every year....let us know why Camp is an important part of your life!

NEXT – click "View My published page" to see the beauty you've created!

Please note -Teams and team members will work a bit differently than last time. We will explain that further at our virtual event.



# Get Creative!

## Add the Fun!

You can take your campaign as far as you want ! We have come up with a few ideas that you can implement on your own to get people excited and willing to donate –

- Create a video challenge on social media:
  - “If you help me raise \$XXXXX, I will do one of the following live on Facebook”:
    - Shave my head
    - polar plunge
    - eat an entire birthday cake
    - (you get the idea!)
- Free giveaway
  - Make a bracelet that everyone gets if they donate
  - Hide Easter Eggs in the yards of all local donors
  - Throw a party at your house for all donors who give more than \$100
  - Decorated spring carnations or balloons for all donors



# Get Creative!

## Add the Fun!

- Thons
  - Dance-A-Thon
  - Dad-Joke-A-Thon
  - Fundraising at work? Ask your company if they will let folks wear jeans on a Friday for a \$20 donation or have a St. Patrick's Day outfit challenge and let co-workers pay for tickets to vote for the best costume!



**IMPORTANT NOTE:** Raffles can be very simple and lucrative, but can only be done with a county Small Games of Chance license. Please contact us if you are thinking of doing any type of raffle.

## Timeline

We will have a “soft launch” in February and the campaign will officially launch on 3/5/23 and run through 4/1/23. Our overall goal is \$25,000 but we will be shooting for more! At our virtual event, we’ll talk a bit more about what the “soft launch” means and your role in making the official launch a huge success!

On Sunday of each week during the campaigns, as a Team Crusader, you will receive a media “kit” via email – we will provide you with photos and other graphics, social media post samples and email templates that will include you can use to post and send out during that week. We will make this as easy as possible for you to have everything you need

# Success!

## Add the Fun!

A few tips to take to heart and share with your team members:

- Fundraising isn't a chore. It can be simple....and FUN!
- All campaign participants have the potential to meet and exceed their fundraising goals.
- It's not "if" a goal is met... it's "when" a goal is met.
- Meeting a goal doesn't mean that fundraising is completed. Keep going, always strive for more .

THANK YOU for your willingness to participate and raise money for Camp Susquehanna!  
Please don't hesitate to reach out with questions, ideas, or suggestions.

