FREEZIN' FOR A REASON

2020 Participant Tool Kit Packet

3-2-1 Plunge Planning Tips
Donor Collection Form
Donor Receipts
Fundraiser Ideas
5 Days To $500
Social Media Suggested Posts
Sample Donation Letter
Event Flyer

CAMP FIRE SANDUSKY COUNTY

2100 Baker Rd
Fremont, OH 43420
www.campfiresc.org
3-2-1 PLUNGE PLANNING TIPS

Monthly planning tips to help you prepare for your plunge!

Planning for your plunge can be as easy as 3-2-1 jump! This will outline what you can do to start fundraising and planning your plunge in the months and days ahead of your jump!!

3 Months out
- Register to jump at www.campfiresc.org
- Why do this alone? Ask those around you if they would liek to join you in the jump to help raise money for youth!? 
- Set your fundraiser goal and share it!
- "Like" and "Follow" The 2020 Freezin For a Reason Facebook Page!

2 months out
- It’s never to early to start fundraising!
- Print your Participant Tool Kit and keep your donor form handy for the holidays!
- Request your Penguin Packets
- Ask businesses to sell your Penguins From December 9-January 9
- Ask your employer to sponsor you!
- Send Donation request letters to community businesses.

1 Month out
- Hold a Fundraiser: See fundraiser ideas
- Send out emails to Family and Friends.
- Really promote your Facebook Fundraiser!
- Let Camp Fire know you have reached your $100 fundraising mark to receive a t-shirt!
- Plan your jump gear or costume!
- Ask people to join you on the sideline to hold you towel and watch you plunge!

3 Days before your jump
- Do a last minute push for donations to reach your fundraising goal!
- Post a picture on Social Media of you in your jumping gear/Costume!
- Start sending donation Thank You receipts

2 Days before your jump
- Tell people why you are jumping for the kids with a last blast story about how Camp Fire or other youth programs helped you!!
- Collect Money for Donors in the community.
- Pick up your penguin sales money from community businesses!
- Take a picture of all the penguins donated and post it on social media thanking those donors in the community!

1 Days before your jump
- Pack your bag remember a towel, water shoes, and a clean change of clothes.
- Make sure you have people coming to support you and hold your towel!
- Put all of your donations together.
- Know how much Camp Fire appreciates all of your hard work in raising funds to support youth in Thriving and Finding their Spark at Camp Fire!

Camp Fire Sandusky County is a nonprofit 501 (c) 3
Let your donors know they may be eligible for tax deductions if they donate to any of your fundraising efforts
**Support Me as I Jump for the Youth in Our Community!**

2020 Freezin' For A Reason

All donations are tax deductible to the extent allowed by law. Have donors make checks payable to Camp Fire Sandusky County

<table>
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<th>Participant's Name</th>
<th>Donor's Name and Email</th>
<th>Amount</th>
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**Total Donations**

Be sure to ask donors if their employers match nonprofit donations. Turn in a match form for a chance to win additional Camp Fire gear!

This form is to be turned in at the event. To guarantee a t-shirt send tentative totals to mwonderly@campfiresc.org by January 9.
FUNDRAISING IDEAS!
Here are some creative ways to help raise money!

**Facebook Fundraiser**
You can raise money by creating a Facebook fundraiser linked to Camp Fire Sandusky County! Start a fundraiser, plug in your start and end date, enter your goal amount, and add a picture. Camp Fire will approve your fundraiser, there is no collecting money and 100 percent of the proceeds go to Camp Fire and count towards your $100 minimum for a shirt!

**Freeze your Boss!**
Talk to your favorite Leader in your organization and see if they would be willing to jump if you raise a certain amount! Let everyone at your organization know if they are willing and start generating funds to see your leader freeze!

**Buck a Jean Day**
Ask your company to do a Buck a Jean day, for a dollar or more staff can wear jeans/casual clothes to work to support your jump!

**Lottery Tree**
Sell tickets for a chance to win a lottery ticket tree. Buy the tickets yourself or have people donate the tickets to you.

**Host a Bake Sale**
Bake some items and take them to work. Sell them by donation and raise money for your jump.

**Plunge for Pennies**
Ask your local store or pace of employment if they would place a bucket by the cash register to collect pennies/ coins/dollars donated by customers to your jump! Get coffee containers and make jars with why you want to jump, your name, an image and your goal!

**Prime Parking**
Sell parking spaces at your work weekly or to the highest bidder for the winter months!

**Pie in the Face**
This is not only an end of camp tradition but can also help you raise money for your jump! Have people pay to nominate someone at your place of employment to get a pie in the face the Friday before your jump! Raise money while harnessing Camp Fire Tradition!

**Host a Bunco or Card Party**
Get your family and friends together to have “Fun for Funds”. One price entry fee and proceeds go to supporting your jump!

**E-bay.com**
Remember the garage sale idea? How ‘bout rounding up the goods from your friends and putting it all on ebay.com to be auctioned off? Use E-bays charity arm to sell your item as they do not charge a commission.

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## Ask for Support

<table>
<thead>
<tr>
<th>Day</th>
<th>Description</th>
<th>Total per day</th>
<th>Weekly Total</th>
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<tbody>
<tr>
<td>Day 1</td>
<td>Set up a Facebook Fundraiser and Donate $25 to yourself</td>
<td>$25</td>
<td>$25</td>
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<tr>
<td>Day 2</td>
<td>Share your Facebook fundraiser and invite 5 of your Facebook friends to donate $25 to help you reach your fundraising goals!</td>
<td>$125</td>
<td>$150</td>
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<td>Day 3</td>
<td>Send an email to 5 friends asking for a $10 donation to help you plunge!</td>
<td>$50</td>
<td>$200</td>
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<td>Day 4</td>
<td>Bring your Donor Collection Form to work and ask your organization to sponsor you for $250</td>
<td>$250</td>
<td>$450</td>
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<tr>
<td>Day 5</td>
<td>Send an email to 5 friends asking for a $10 donation to help you plunge!</td>
<td>$50</td>
<td>$500</td>
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## Ask Your Community For Support!

### Request Your Penguins Now...

Approach your community businesses to sell Penguins on your behalf. You can request packets of Penguins and all proceeds will go to support your jump! These Penguins are free to all jumpers and come in packs of 50 and 100. Businesses should sell each bear for $1. Customers can write their name on the Penguin and the business can proudly display them at their facilities!

Camp Fire Sandusky County is a nonprofit 501 (c) 3
Let your donors know they may be eligible for tax deductions if they donate to any of your fundraising efforts.
Help me support the thousands of youth in our community to reengage in nature, commit to Thrive and find their spark! Please donate to my Freezin' For A Reason Jump #CFfreezin

I'm Freezin' for a Reason, to support local youth! Please help me raise my fundraiser goal by donating to watch me jump January 18! It would be COOL if you did! #CFfreezin

It's winter in Ohio sounds like a good time to stand around a Camp Fire, or jump into a ice cold Pond!!? Help me Support our local youth by donating to my fundraiser for Camp Fire Sandusky County! I will be jumping on January 18th! #CFfreezin

I'll be Freezin for a Reason, January 18, for Camp Fire Sandusky County! The youth need our support to become leaders in our community! Help support my efforts in raising money to jump! If I raise (fill in your goal) I will video tape my jump and post it (on a platform) for you to see! #CFfreezin

You can make an impact for the youth of our community! Help me reach my fundraising goal as I jump to support Camp Fire Sandusky County programming! #CFfreezin

Create a Page on Facebook

Create an event page on your facebook page and invite people to like and share your page. Link your facebook page to all of your social media posts so people have a landing page!

Free Fundraising Thermometer

Add a free Thermometer to your facebook page or posts to show your donors where you are with respect to your goal:
http://www.coolfundraisingideas.net/thermometer/

Helpful Tips

Get creative! Feel free to edit and personalize these ideas!
Make sure you link your Facebook page to your social media posts
Have fun by adding pictures from your jump in previous years
Go live and make the ask! People love a good video!
Make sure you always let people know "why" you are doing this jump! It's not just for you it's for the hundreds of youth served in our community!
Make sure you use the hashtag #CFfreezin
Share the flyer attached to this packet on your social media page
Dear (insert name):

I am writing to ask for your help in building the youth in our community! On January 18, 2020, I will be jumping into the icy waters at Camp Fire Sandusky County to support youth in our community to Thrive and find their Spark!

I know you're getting cold just thinking about jumping in January, but while the cold is temporary, the impact this will have on the lives of hundreds of youth across our communities will last a lifetime! Your donation supports Camp Fire year-round programming including Before- and After-School programming, Clubs, Summer Camps, Scholarships and so much more!

I have set a personal fundraising goal of $(dollar amount), and I need your help to reach this goal! I'm asking you to plunge with me by supporting my fundraiser efforts from the comfort of your warm home by sending a Check to Camp Fire Sandusky County on behalf of me taking the Freezin for a Reason Plunge! Please make your check payable to Camp Fire Sandusky County and return it to me in the envelope I have provided by January 9, 2020. If you would prefer to use a credit or debit card go to campfiresc.org and use the donate tab. Please enter in the comments you are donating to support me in my fundraising efforts!

Thank you for supporting me and more importantly for supporting the youth in our community! I'll do my best to make my supporters proud and will update you with photos of me Freezin For A Reason! To learn more about Camp Fire Programs or Freezin For A Reason, check out www.campfiresc.org.

Sincerely,

(Your name)

Camp Fire is a 501(c) 3 nonprofit organization. Your donation is tax deductible to the extent allowed by law.
CAMP FIRE SANDUSKY COUNTY

Freezin' For A Reason
January 18, 2020
Check in Begins at 11:00am
Plunge Time: 12:15 p.m.

GO ANKLES DEEP OR JUMP IN!
EITHER WAY, WHEN YOU BRAVE OUR ICY POND, YOU'RE HELPING YOUTH FIND THEIR SPARK IN A CAMP FIRE PROGRAM!

Any plunger raising $100 or more and pre-registered by January 9, 2020 will receive a commemorative, long sleeve shirt, hot beverage and food!

Event located at
Camp Fire- Misty Meadows
2100 Baker Road
Fremont, OH 43420

Come to jump or to watch!
Free to spectators
Follow the event on facebook or #Cffreezin

To Register or for more details go to
www.campfiresc.org
or call (419)332-8641