



CONY and Camp Good Days & Special Times Event and Marketing Ideas

80 Plus Ideas to Promote Fundraising Events in Your Campground / RV Park

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CONY / Camp Good Days Promotion

General Information

Since 2012, Camp Good Days and CONY have partnered to raise significant funds so more children with cancer can attend Camp Good Days and Special Times – a camping facility in the Fingers Lakes – and to provide support for the families of children with cancer.

Over the years, hundreds of thousands of dollars have been raised through this relationship, and the success is due in large part to the CONY members that get behind the program, along with their camping customers.

This document was originally created by the late Clyde Taylor, a longtime CONY consultant, and is meant to provide some ideas on how CONY members can get involved.

Please contact the CONY office with any questions you may have regarding this program or to order materials to support your local efforts.

CONY & Camp Good Days Marketing Promotion – Member Participation

Here's the bottom line – this promotion is about helping kids with cancer and their respective families as they all cope with this difficult situation. CONY members have raised - and can raise - significant funds to support the children and their families who participate in Camp Good Days and Special Times programs. All sums help...from a little change in the jar to a big donation at an auction.

Customized promotions by CONY members are encouraged. To help with this process, Taylor Communications has produced an extensive list of ideas that can be used as “idea starters” to help CONY members develop their own custom promotions.

CONY will provide members with materials such as press release templates, and "big check" photos taken during the CONY Exposition for members to use in media coverage for the promotion. CONY will also utilize social media and the consumer website to promote activities related to Camp Good Days fundraising.

Camp Good Days will provide news about the fundraising via their website and social media. CONY and Camp Good Days celebrate the success of the promotion by having a special presentation during the CONY Exposition & Trade Show when a check will be presented to Camp Good Days by CONY. Members who raise funds can have their picture taken with a Camp Good Day representative and a "Big Check" showing their tally.

80+ Ideas for Raising Funds to Support the CONY / Camp Good Days Promotion at Your Campground / RV Park

The following list was created to help you “jump-start” the creative process in the development of your own unique promotion for this program at your campground / RV park. Use the ideas presented herein to get you thinking, “Will this work for me?” Or, “What else can I do to make this idea even better?” Be as creative as possible but more importantly, commit to doing something that works for you that will help you raise significant cash donations for Camp Good Days.

By design, the following list does not provide you with a great deal of input on how to implement each of the ideas at your campground / RV park, just a quick framework you can customize to fit your plan. These are just ideas designed to help you “take it from here.”

The very best of luck as you develop your promotional support program And, thank you for supporting this program; which in turn, supports children with cancer and their families.

And now, here is the list of ideas to help you create your own custom program for this promotion:

50/50 Raffle.

These raffles are easy and they can help you raise some significant funds. Just get a roll of tickets (with duplicate ticket numbers). Ask for a donation for each ticket (you decide on the amount). Once a “sale is made,” put one of the duplicate tickets (with a number printed on the ticket) in a container and give the other one (with the same number printed on the ticket) to the customer. At the end of the weekend (or day) draw the winning ticket. The winner gets 50% of the total cash collected for the raffle and you get the other 50% for the CONY / Camp Good Days program. You can have these raffles throughout the season.

50/50 Progressive Raffle.

Same as above, but with an interesting “twist” that should be of interest to your seasonal campers and a way to get them to participate in the raffle more frequently. Here’s how it works: Every winner of the “weekly 50/50 raffle” will be included in a raffle that will be held at the end of the season...so the odds of winning are very good. Offer something of high value to the winner of this raffle. You can offer an assortment of goods and services or an additional cash prize. Note: You can put 10-15% of your winnings each week into a “fund” for the year-end progressive raffle as a way to “increase the pot.” This would provide you with one way to raise the value of the progressive raffle and encourage your seasonal campers to continue participating in the weekly 50/50 raffles.

Caring Campers Club.

Offer your campers a “Caring Campers Club” membership for the weekend for \$10. This membership gives them something of value (i.e., a discount in your camp store or restaurant, free mini golf for the weekend, free boat rental for the weekend, etc.). Tell your camping customers that their donations will be given to Camp Good Days. You may want to create a “yard sign” to indicate that the campers on this site have made a donation to Camp Good Days by paying for a Caring Campers Club membership.

Mini Golf Tournament.

Create a mini golf tournament for your campers. Charge a fee to participate in the tournament and offer prizes / awards for the winning golfer (or team). You may want to consider offering a putting / golf clinic for an additional fee. Contact a local golf pro to see if he or she would donate their time for this clinic. In addition, you can raise more funds if you offer your golf tournament participants food / drinks during the event. The idea is to make it a big deal about raising money, not about the “inflated cost” to play miniature golf. This can be very successful if it is promoted as an important fundraiser for kids with cancer.

Disc Golf Tournament.

Obviously, this only works if you have a disc golf course. Follow the same guidelines as presented above (for the mini golf tournament).

Fishing Rodeo / Tournament.

Create a fishing rodeo / tournament for your campers. There is a fee charged to participate. Awards given to largest fish (in various categories), most fish caught, etc. Follow many of the same guidelines as presented above (for the mini golf tournament).

White Elephant Sale.

Have an auction where individual campers donate items to be sold. The items can be of value or not. This becomes a very fun activity / event for your campers and one that can raise a sizable amount of money for the cause.

Seasonal Campers Dinner and Auction.

Offer your seasonal campers a year-end thank you dinner and fundraiser. In addition to doing a dinner for your campers, have an auction following the dinner. The proceeds are donated to Camp Good Days.

Donate Recyclable Bottles / Cans.

Place large containers at various locations throughout your campground / RV park for campers to place their empty bottles and cans. Include a sign on the containers indicating that the funds from the deposits will be donated to Camp Good Days.

“Old Fashion Days” Hot Dogs & Drinks.

Offer a special “old fashion days” lunch for your campers with the proceeds being donated to Camp Good Days. Talk to your food vendors about making a donation for this promotion (either in free food / goods or discounted goods and services). In many cases, hot dog vendors and soft drink vendors will donate products if you give them some promotional consideration for their contribution to the special cause / promotion. Consider selling hot dogs and soft drinks for \$1 each. Then have other items for sale at your normal price (i.e., dessert, chips, etc.).

Camp Good Days Donation Jars / Barrels – (with add-on opportunities).

In addition to having campers buy a balloon and putting their money for the contribution in the Camp Good Days barrels, consider a loose change jar for the event or an “open request” jar.

Coffee and Doughnuts.

Sell coffee and doughnuts during the weekends with proceeds (your profits) going to Camp Good Days. Consider having a “tip jar” on hand for additional donations to Camp Good Days during the sale. Talk to your doughnut supplier, they may be willing to offer you special pricing for this promotion if you are willing to give them promotional consideration and recognition for being a Camp Good Days “partner” in your promotion.

Pizza Night.

Get your local pizza merchant(s) to co-sponsor an event where you have special pricing (and delivery) of pizzas to your campground / RV park. The pizza merchant(s) give you a percentage of sales during this event that is donated to Camp Good Days. This can be promoted in a number of ways to build awareness and success.

Pizza Coupon.

This is similar to the above mentioned promotion, except that it is on-going. Your participating pizza merchants agree to make a donation to Camp Good Days (through you) for every pizza sold to your customers during the camping season. A special coupon can be produced that is given to the pizza vendor(s) by your customers for the event. Get creative, you can even offer additional bundled food / beverages at a discount that provides a “win-win” for everyone, including Camp Good Days.

Bake Sale.

Have a bake sale – which includes items made and donated by your campers. The proceeds go to Camp Good Days. This event will be popular with your seasonal campers.

Golf Tournament at Local Golf Course.

Put together a golf tournament at a local golf course. Work with the golf course to put together a nice tournament that includes food and beverages. A portion of the entry fees are donated to Camp Good Days.

Golf Lessons and Discounted Greens Fees.

Make arrangements with a local golf course to offer golf lessons to your campers and a discount to play on their course. Make arrangements with the golf course to “rebate” back to you a percentage of this revenue for Camp Good Days.

Bowling Tournament at a Local Bowling Alley

Follow the same guidelines as outlined for the golf tournament.

Bowling Discount Fees (or free shoe rentals).

Follow the same guidelines as outlined for discounted golf greens fees.

Movie Night.

Show a movie (as current or popular as possible) at your campground / RV park and charge a fee to attend. Also, sell food and beverages for the movie. All of the proceeds go to Camp Good Days.

Local Movie Theater Discount Tickets.

Many local movie theaters will offer you discount tickets (i.e., group discount tickets) for fundraisers / event promotions. Talk to the management of your local movie theater to see what they can offer you in support of the Camp Good Days promotion.

Talent Show.

Host a talent show for your campers. This fun and entertaining event can raise funds for Camp Good Days in two ways: entry fee for participants and food / beverage sales. Have awards for the talent show winners and establish specific criteria for participants to follow (i.e., amount of time “on stage” per act, acceptable behavior / content of talent, etc.).

Karaoke Night.

Follow guidelines and ideas presented above for the talent show.

Breakfast with Santa.

Have a Breakfast with Santa with proceeds going to Camp Good Days. Have a donation jar /barrel nearby for individual contributions when someone wants to have their picture taken with Santa.

Breakfast with Santa – and photos with Santa!

In addition to Breakfast with Santa, consider having someone on-hand to take digital pictures with Santa for a fee. These pictures can be quickly printed by going to a local retail store (i.e., Walgreens or CVS) with a photo kiosk. The photos can be delivered to the campers later that day. Charge at least \$5 per photo with Santa. Your profit per photo should be around \$4 each.

Breakfast with Santa – and more!

In addition to the Breakfast with Santa (and photos with Santa), consider having a holiday craft sales as part of the event. You can earn revenue from this by charging your camping “vendors” a fee to sell their goods / services.

Breakfast with the Easter Bunny.

Follow the same recommendations as previously discussed for Breakfast with Santa and Photos with Santa.

BBQ Dinners (Provided by vendors).

Many communities have companies that do BBQ dinners for organizations as a fundraiser. Contact the ones near you and see if this is an option for consideration. Note: I (Clyde Taylor) know of many organizations that have made thousands of dollars doing these barbeques with very little effort on their part.

Kid’s Day Carnival.

Create a kid’s day event that includes games, activities, prizes, etc. Each event “cost” a predetermined amount of tickets. The tickets are sold in advance and throughout the event. Food and beverages are also sold. This can raise a significant amount of money if your activities and events are exciting enough. Get your older seasonal campers to volunteer to help. Hopefully, the younger ones will be too busy attending the event and buying tickets!

Murder Mystery Dinner.

This can be a fun and lucrative fundraiser. Go online to learn more. There are many different ways you “host” one of these events. Take a look at the option(s) that could work for you.

Euchre Tournament.

Euchre tournaments are easy to “host” and fun to do. Charge an entry fee to participate and charge for beverages and drinks. You can even consider having a silent auction as part of the event to raise additional funds. You should budget for prizes / awards for the event.

Bunko Tournament.

This is another popular team game that is easy to “host” and do. Follow the same guidelines as outlined for the Euchre Tournament. Note: Go online to learn more about Bunko if you’re not familiar with this game. It is a very popular group game where participants play with dice instead of cards.

Bingo.

Not much more to say here. This is an easy one to do and many of you already offer it as an activity. Just “build in” a revenue component for Camp Good Days and you have a winner!

Camp Good Days Signature Sundae.

Many of you sell ice cream. Consider creating a specialty sundae for the Camp Good Days promotion. Charge a premium price for the sundae and donate the proceeds to Camp Good Day. Promote the sundae as being special and that a portion of every purchase goes to Camp Good Days.

Face Painting.

Offer face painting on select weekends or during select events. Get some of your seasonal volunteers (with some artistic ability) to do the face painting. Charge a fee and donate the proceeds to Camp Good Days.

Italian Dinner.

Offer an Italian dinner to your campers with the proceeds going to Camp Good Days. Usually, the profit for Italian dinners is fairly high so the funds raised make this a worthwhile event for your consideration.

Pancake Breakfast.

Same as above (Italian dinner), the proceeds go to Camp Good Days and the food costs compared to what you can charge make this an attractive fundraiser.

Produce Sale.

Many local merchants / farmers will be willing to come to your campground / RV park to sell their produce. Discuss a revenue-sharing split that provides you with a percentage of the sales or an upfront fee that gets donated to Camp Good Days. Be sure to promote this at your campground / RV park so your campers know that a portion of the sales goes to Camp Good Days. This is a win-win for everyone.

Craft Night.

Find someone in your family or camping community / volunteer who is good with crafts. Create a specific craft that will be made by participants during the event and charge accordingly. Charge a “fee” that incorporates the cost of materials and “profit” for Camp Good Days. Also, offer dessert, coffee, tea, etc. for a price.

Campsite Sale (variation of a yard sale).

Organize a campsite “yard sale” where campers can put items out for resale. Charge an entry fee for participation and develop the “structure/ guidelines” for the sale. Suggest, but don’t require, that participants donate a part of their proceeds to Camp Good Days over and above the entry fee. It’s a quick and unique way to raise funds!

Flamingo Flocking.

This popular fundraiser is being used around the country by youth groups and it can work for you! Here's how it works: Purchase 10 pink plastic flamingos (at a home center that sells yard decorations). Place them on a campsite at night or early in the a.m. or when the campers are gone. Include a note that tells the campers they have been flocked. For \$5, you will remove the flamingos from their site. But for \$10, you will move them to another campsite – of their choice with a new note stating who just “flocked them” with the pink flamingos. This can go on-and-on, especially with your seasonal campers. However, make sure you don't flock a campsite more than once and make sure everyone knows this is a fundraiser for Camp Good Days. It will get a lot of people talking!

Cardboard Boat Race.

If you have a body of water, consider having teams build cardboard boats. Each team / person pays an entry fee to participate. Awards / prizes are given to the winners of the race and/or most creative boats. You can do this with life-size boats that are “manned” during the race or small boats that float along during the race until one wins or you have the “last one standing” winner. Sell food and beverages during the event to increase the amount of money raised for Camp Good Days.

Auction.

Have a campground-wide auction of goods and services. This can raise significant funds if organized properly and you have merchants and campers willing to make donations for the auction.

“Yes We Can” Chain.

Sell pre-cut slips of paper for \$1 that gets added to the other pieces of paper to create a “Yes We Can” chain for the Camp Good Days promotion. This chain can be strung throughout a recreation hall, restaurant, etc. to “showcase” the cause / promotion. Individuals can write their names on the slips of paper.

CONY / Camp Good Days “Fun Bucks” Promotion.

This unique promotion could really turn into a revenue producer and “funding machine” for Camp Good Days if done properly! Here's how it works: Produce some “paper bills” that has a \$1 value. It should have the CONY / Camp Good Days promotion logo on it and it should show a promotional value of \$1 each. Sell the money to your campers for \$1 each and then let your customers use the “Fun Bucks” like they would real dollar bills. You must be willing to donate a percentage of each of these dollars to the Camp Good Days promotion (i.e., 5%). And, you must be willing to have certain items in your store on sale if purchased with the “Fun Bucks”. This allows you to showcase certain products and services that you want to sell (i.e., some of your more profitable items and/or slower movers). You can even consider having some of the items for sale as “double your fun” items. (50% items).

Cake Walk.

Have some of your seasonal campers / volunteers bake cakes or cupcakes for sale during the cake walk. Participants pay a fee (i.e., \$2 to \$5) to participate. The game is played like musical chairs with individuals walking in a circle on paper squares tapped to the floor. Participants stop walking when the music stops. The person standing on the winning square wins a cake. You decide which square is the winning square at the beginning of each walk so it isn't predictable / known by the players ahead of time. Or, place the cake items on corresponding squares to see what the winner gets.

Consignment Sale / Shop.

This can be an on-going event or a weekend event. Slightly used items are brought in for resale to the “consignment shop.” Campers can make a purchase and the revenue is split between you and the person(s) selling the merchandise. A recommended split is 25% to 30% for you and the balance for the seller. Your proceeds are donated to Camp Good Days.

Bike-A-Thon.

Have teams or individuals pay an entry fee to participate in this event. Proceeds go to Camp Good Days.

Chili Cook Off.

Have individuals compete for the best chili. The chili provides you with the “main course” for a fundraiser meal for your campers. Charge a fee to sample the various types of chili and have other items for sale during the event (such as salad, bread, dessert). Or, have a “one price” option. Let campers vote for their favorite chili by producing ballot forms for the event. Award prizes to the winners (in various categories).

Crock Pot Cook Off.

Follow the same guideline as outlined for the chili cook off.

Ice Cream Social.

Sponsor an ice cream social with proceeds donated to Camp Good Days.

Strawberry Social / Festival.

Strawberries are great in June and a big hit with customers. Sponsor a strawberry social (with shortcake and/or ice cream) and donate the proceeds to Camp Good Days.

Kids Café.

Host a special luncheon designed to appeal to kids. Include entertainment and activities for kids and a goodie bag when they leave. Charge a price for the event that includes funds for Camp Good Days.

Womanless Beauty Pageant and Dinner.

Host a dinner that includes a mock womanless beauty pageant (men dressed like women). This can be very entertaining! Have prizes for various categories (i.e., best hair, best make-up, best legs, etc.). Proceeds are donated to Camp Good Days.

Breakfast Pizza.

Breakfast pizzas are very popular. Work with a local pizza merchant to supply you with pizzas for a Saturday or Sunday morning offering. The pizza can be sold by the slice (on site) or by the whole pie (for advance orders). Proceeds are donated to Camp Good Days.

“Night Out” Special Packages.

Collaborate with local merchants (i.e., restaurants, entertainment establishments) to offer your campers a night out on the town. Predetermine the “financial split” with the merchants for this promotion. Then, promote the details of the package(s) with your camping customers.

Car Wash.

Recruit some of your seasonal campers to host a car wash at your campground / RV park. Proceeds are donated to Camp Good Days. If possible, wash the cars close to the entrance of your facility to encourage “drive by” customers to stop and have their cars washed. Provide food and beverages for your volunteers as way of saying “thanks.”

Pie and Cake Sale (or auction).

Sell cakes and pies that are donated by your campers. This simple event can raise several hundred dollars for Camp Good Days.

Luau.

Have a luau that includes music, food, beverages and activities. This fun event should be priced accordingly and include funds for Camp Good Days in the “ticket price.”

Popcorn Fundraiser.

This is a traditional fundraiser. Go online and review the many options available to you for consideration.

Cookie Dough Fundraiser.

This is a traditional fundraiser. Go online and review the many options available to you for consideration.

Candy Fundraiser.

This is a traditional fundraiser. Go online and review the many options available to you for consideration.

Lollypop Fundraiser.

This is a traditional fundraiser. Go online and review the many options available to you for consideration.

How Many Are in the Jar?

This list of ideas wouldn't be complete without including this option. Fill a jar with candy or pennies and ask your customer to guess how many pieces of candy or pennies are in the jar. The person who gets closest to the right answer wins. There is a \$1 fee to guess and the proceeds are donated to Camp Good Days. You decide what the person wins.

Dance-A-Thon.

Participants get sponsors who agree to pay a fee for every hour a person / couple dances. Prizes are awarded and the money raised goes to Camp Good Days.

Haunted Hike.

Create a haunted hike along a trail in your campground / RV Park (if you have one). Charge an admission fee to take the haunted hike. This requires that you have volunteers to “man” the haunted hike area. Proceeds are donated to Camp Good Days.

Olde English Pub Night.

Host a dinner that includes some English beer (if you have the permits to sell beer) and English style food. Also, include a darts tournament and entertainment. Sell tickets to the event and include “profit” for the Camp Good Days promotion.

Music Concert.

Work with a local band to do a concert at your campground / RV park. Charge an admission fee to attend with proceeds donated to Camp Good Days. If possible, get the band to reduce their rate for the event since the funds are going to charity. Also, sell food and beverages.

Fundraising Catalog Sales.

There are many fundraising catalogs available for your consideration. Go online and review the options that might work for you. Just place the catalogs out in high traffic areas and let your customers place their orders. You get a percentage of all sales which can be donated to Camp Good Days.

Singing Telegrams.

A singing telegram is one way to uniquely raise funds for Camp Good Days. Get some seasonal campers to agree to deliver the singing telegrams when you get orders for this service. Charge a fee for each telegram and consider giving your volunteers a nominal "tip" for each one delivered. Be sure your volunteers can sing well enough to do the job!

Basket Raffle.

Create attractive gift baskets that are raffled off to campers who purchase tickets. All proceeds are donated to Camp Good Days. If possible, get the baskets donated by select campers or local merchants.

Flower and Plant Sale.

Make arrangements with a local nursery to bring flowers / plants to your campground / RV park for sale. Make arrangements with the merchant on how the revenue will be split. Your share is donated to Camp Good Days.

Art Show.

Work with local artists to participate in an Art Show at your campground / RV park. Your revenue for Camp Good Days will come from the entry fees (from artists) and admission fees (from consumers). If possible, open the even to the public.

Box Lunches.

Work with a local deli to sell your campers box lunches that include a sandwich (different options), chips, a piece of fruit and a cookie. Make arrangements with the merchant on how the revenue will be split. Your share is donated to Camp Good Days.

Blind Auction.

Have an auction where all of the items are wrapped. Attendees make their buying decisions based on how the package looks, how it's wrapped, how it feels or smells, etc. Proceeds are donated to Camp Good Days.

Balloon Bust.

Fill 100 balloons with helium and slips of paper. Some of the slips of paper say "try again" while other offer the participants a free soda, free candy bar, free ice cream cone, etc. A person can purchase a balloon to burst / pop for \$1 each. This promotion will help you raise \$100 for Camp Good Days (if you're willing to donate the goods / items).

Balloon Raffle.

This very unique fundraiser will enable you to raise \$548 for Camp Good Days. Here's how it works: Fill 100 balloons with money and helium. The money in the balloons is distributed as follows: \$100 ea. in one balloon; \$50 ea. in two balloons; \$20 ea. in two balloons; \$10 ea. in two balloons; \$5 ea. in two balloons. The rest of the balloons have \$2 in each one. Each balloon sells for \$10 each.

Travelling Redneck Band.

Organize a redneck band from your seasonal campers. This group of individuals / volunteers learn a few songs that they can sing (along with playing a few simple instruments) for this promotion. Campers pay a fee to have the redneck band stop by a select campsite and sing and song or two for the campers. The cost to "hire" the band to entertain a group of campers should be in the \$20 to \$50 range. All of the proceeds are donated to Camp Good Days.

Goofy Olympics.

Individuals or teams can participate in the Goofy Olympics by paying an entry fee. A series of events are set up for the event. The winning teams are awarded prizes. This is an ideal venue to sell the CONY / Camp Good Days t-shirts. Food and beverages should be sold to increase the amount of money raised for Camp Good Days.

Fire Starters.

A group of volunteer campers are available to start the evening campfire for campers who pay a fee for the service. The cost of the service can vary from the basic fire start-up service; to stacking wood (purchased from you) and starting the fire; to stacking wood, starting the fire and setting up the chairs around the fire pit.

Coupon Book Sale.

Create a special coupon book that includes special discounts for goods and services from local merchants. This book can be sold to your camping customers. Your proceeds go to Camp Good Days.

Sell Paper Camp Good Days Balloons

Get some paper balloons recommended donation names or special message. Sell a balloon purchase in someone's name. Balloons are popular around campsite and as they are more people are usually encouraged to add to the collection and therefore increase the donation to Camp Good Days.

"Flock" a Fellow Guest with Flamingos

This is popular among seasonal campers. The campers pay a fee to have a "flock" of plastic pink flamingos stuck around their campsite, and a note is left with that guest that reads: You've been "Flocked" by (Insert name) to benefit Camp Good Days!" You would insert the name of the camper that bought the flocking rights. The camper that is flocked has to buy their way out by flocking another camper. You can set the rules (like a camper can't be flocked more than once), maximum flocking fines, allow campers not interested in participating to opt out (you can keep that confidential by doing the next flocking yourself). You might want to make sure your campers are interested in participating.

Get the best to you this summer and with your participation in this promotion!