Annual Fundraising Campaign

General Program Overview

Making An Impact!

CAMP
HERTKO HOLLOW
For kids with diabetes

PURPOSE OF THE CAMPAIGN

- To enlist a large number of people to actively support Camp Hertko Hollow's work with diabetic children.
- To discover and develop leadership and to give volunteers an opportunity to offer significant service to Camp Hertko Hollow and to their community.
- To interpret the work of Camp Hertko Hollow to participants and other community contacts.
- To raise funds needed to sustain and expand programs for Camp Hertko Hollow in Iowa communities.
- To expand Camp Hertko Hollow's base of regular contributors within the state of Iowa and to further expand all giving levels from all individuals in all areas.
- To provide individuals and their communities the opportunity to further engage with Camp Hertko Hollow in a giving capacity.

Sustaining & Surpassing Fundraising Goals

- Annual Support Campaign
- Total Campaign $60,000

- Total Donors 1000
- Total Campaigners 50

- Leadership/Board $ 7500
- Major Gifts $10,500
- Community & Special Gifts $42,000

Campaign Segments

- **Leadership Campaign**-Advance giving of board Members and Staff. These gifts should be counted in the campaign segment in which the board member campaigns.
- **Major Gifts Campaign**-Campaign segment operated as a small group within the campaign structure focusing on gifts that have the potential to be at Major Gift level. This campaign, formerly known as 'Dr. Hertko's Special Names', operates with 2-4 key campaigners would focus on 4-6 major gifts each. This segment of the campaign should represent 50% or greater of the goal. This Major Gift campaign kicks-off during the month of October. One month prior to the November 1 official kick-off fundraising date.
- **Community** Campaign-This campaign segment operates over a 4 week period. The campaign structure uses broad organizational structure with multi-levels (see flow chart) and a large number of volunteers (campaigners). Each campaigner makes 20-25 calls with gifts ranging from $10 and up, although most are under $50.
- **Special Gifts-**Special Gifts are those gifts secured by staff or volunteers that typically occur outside of the traditional campaign window. However, they are directed towards the Annual Campaign and occur with regularity.

Minimum Standards of Delivery

- 100% of Board Members and exempt staff will be invited to make a personal gift.
- 100% of Board Members will secure at least three gifts.
- Volunteers (campaigners) will receive weekly campaigner, updates, recruitment and production reports throughout the Annual Campaign.
- Recruitment of the organization must be face-to-face accomplished by volunteers. A staff member may assist in the recruitment, acting in a supportive role for top volunteer leadership enlistment.
- The Annual Campaign schedule should be rigidly adhered to.
- Campaigners are recognized for reaching their goals.
- Report meetings are held regularly.
- Each person recruited will be given a job description and a campaign packet with timeline.

General Schedule

• Campaign planning/training	March-June
• Board Approval of Goal/Plan	June/July Meeting
• Leadership Gifts (Board & Staff)	September/October
• Captains & Teams/Community Campaign	October/November
• Campaign Wrap-Up	November/December
• Final Recognition	December 1
• Special Gifts	On-Going

Donor Recognition

- Camp Hertko Hollow considers adopting the following donor recognition levels:

$250+	Patron/Friend of CHH	Plaque
$500+	Benefactor of CHH	Plaque
$1000+	Grand Club	Plaque/Photo of colleague w/ story Special Acknowledgement in Newsletter and other media.

Campaigner Recognition

- Camp Hertko Hollow, Inc. considers adopting the following volunteer/campaigner recognition levels:

- Quota Buster — Each campaigner who raises the following level through the Annual Campaign will receive recognition in the weekly on-line Annual Campaign newsletter.

  $1000 Club — Each campaigner who raises the following level through the Annual Campaign will receive recognition in the weekly newsletter on-line.

  Top 10 Campaigners — The top ten individual campaigners will be recognized in all weekly newsletters on-line.

  Top Team — Each member of the top fundraising team will receive a special recognition gift.

  Top Campaign Leader — The Annual Campaign will recognize the top Captain and his/her team with the most funds pledged/raised with a special gift.

  Campaign Chair(s) — Recognition for the overall Chari(s) of the campaign will be given a special gift from CHH.

Public Relations-Campaign Materials

- Annual Campaign Brochure (8 1/2x11 folded)
- Annual Campaign packet of campaign and pledge materials(also provided online)
  - Every campaigner has campaign and promotional material to give to prospective donors
  - States the case

  - Pledge Cards-word document or cut cardstock
  - Snap Audit-Tracks donor history on pledges and donations

  - Campaigner Manual

Organizational Chart

Next Steps

- Board agrees to current general campaign plan
- Chair of Campaign needs to be recruited from the Board of Directors
- Initiate **2010** Annual Campaign fund drive