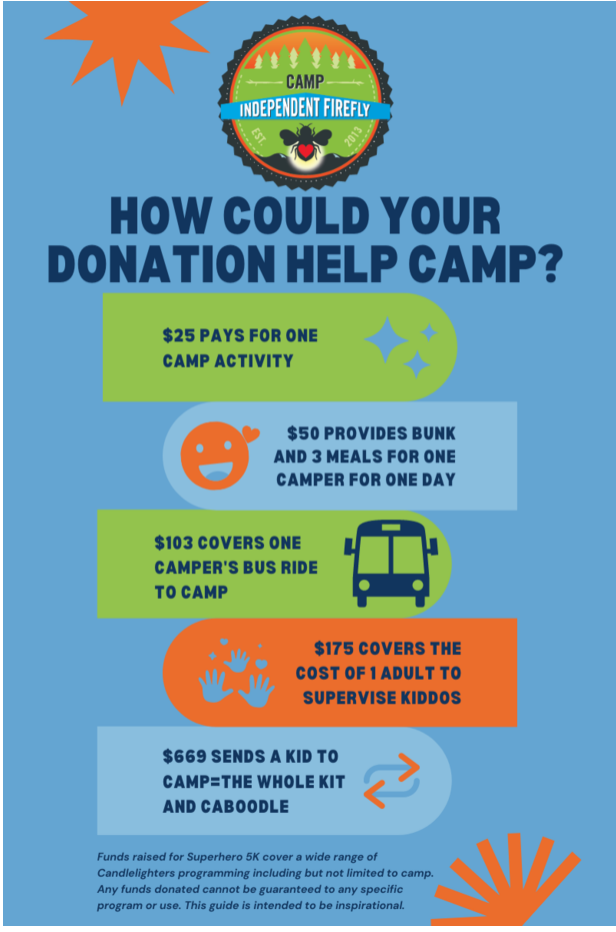




One Month to Go: Week 3 Update



Weekly Fundraising Tip:  
Set a Specific Amount

One of the best ways to engage with potential donors is to have a specific dollar amount in your ask. Make it easy for them to give money! Consider numbers that have a personal meaning for you:

- Think about a number that could be tied to your camp journey. Is it \$7 to represent the 7 years you have served as a volunteer? Is it \$8, one dollar for each of the kiddos in your cabin this year? Is it \$12 because of your special memories of cabin 12?
- Think about a number related to the services Candlelighters provides. Our Superhero 5K donation page can show you the benefits of specific donations such as \$25 pays for a toy for a kid in the hospital, but we've also created a similar chart for you breaking down the monetary expenses of camp.
- Think about a number for your overall goal and then break that number down into pieces. If your goal is to raise enough to send 1 kid to camp then

you need 25 people to make a \$25 donation.

*Pssst: Our goal is for you all is to raise \$1,000 which covers one month of emergency rent for a family in need. If every person reading this donates \$21 we'll hit our goal.*

Weekly Challenge: I Run For

Remind yourself and remind those around you why you are doing this and who you run for. Post a photo of yourself with [this poster](#) to help spread the word about why we do what we do.

Hashtag madness: #SuperHero5K2021 #ComeFlyWithUs #ComeFireflyWithUs #TeamChapter1 #ItsTeamBirdieNow

Remember you can download the "I Run For" poster, the camp donation chart, and all our other resources at the [Counselor Communication Portal](#) along with PDF copies of all my camp correspondence!



BONUS

Get your workout on! Our partners at Orange Theory are offering Superhero 5K workouts. For a \$20 donation, experience a 90 minute 5 Zone Heart Rate Based Interval Training integrating, rowing, treadmill intervals, and strength training. There's two options in August if you want to check it out!

Saturday 8/28 12pm-1:30pm  
Orangetheory Fitness Las Vegas South

Address: 10271 S Eastern Ave Unit 103 Henderson, NV 89052

Sunday 8/29 10:45-12:15pm  
Orangetheory Fitness West Flamingo/215

Address: 4245 S Grand Canyon Dr Unit 109 Las Vegas, NV 89147

Will this be the week Team Birdie finally takes the lead? That's up to you!

See you next time,

Cactus

Need more deets? Email [lgillman@candlelightersnv.org](mailto:lgillman@candlelightersnv.org)

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