



“Hit the Trail” for Manito-wish

~ Raising money for Camp Manito-wish YMCA Camperships ~

So, you’ve decided to “Hit the Trail” for Manito-wish. Thanks for using this program to help raise money for camperships at Camp Manito-wish YMCA.

There are just 5 easy steps to success!

- 1) Choose a race or event in which to participate and register through the race organizers. (Don’t forget to let Camp Manito-wish know you’re going to join the “Hit the Trail” program so we can collaborate with you right from the beginning!)
- 2) Set a goal for the amount of money you’d like to raise.
- 3) Invite family and friends to sponsor you in your upcoming race. Write a letter, send an email, post it on Facebook, Twitter, etc. asking for support.
- 4) Participate in your event.
- 5) Celebrate your success!

(READ ON FOR MORE DETAILS!)

*This program is available to all alumni and friends
of Camp Manito-wish YMCA on a year-round basis.*

Ellie Orbison, Director of Development & Alumni Relations
Camp Manito-wish YMCA, P.O. Box 246, Boulder Junction, WI 54512
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A Few Helpful Hints ...

- 1) **Choose a race or event ...** Whether you're a runner, biker, skier or swimmer (or something else), we're sure this is something for everyone. Examples of events in which Manito-wish alumni and friends have participated: American Birkebeiner & Kortelopet (Hayward, WI), Paddle & Portage (Madison, WI), Twin Cities Marathon (Minneapolis/St. Paul, MN), SISU Ski Fest (Ironwood, MI) ... What events exist in your area? It will be fun to see where in the world folks "Hit the Trail" for Manito-wish.
 - Don't forget - - You need to register for your race participation directly with the race organizers.
 - Check the Manito-wish web site to see if Camp is planning an alumni gathering at the event.

- 2) **Set a goal for the amount of money you'd like to raise ...** While every dollar raised is important, it might be more compelling to your sponsors if they know you are trying to raise a specific amount.
 - Perhaps you could consider \$250 or \$500 as your goal. You may want to seek a specific amount per mile or a set amount in honor of you completing the race.
 - Or perhaps you're participating with a team of people. Would the team want to raise the full amount of a particular camp program for one child?
 - ALL funds raised through the "Hit the Trail" program will be used for camperships.
 - There are three ways for you to collect donations from your sponsors:
 - a. Sponsors can make their donation online at www.manito-wish.org (click on Donate Online). They are making a "miscellaneous" gift for campership and should include your name and race in the "Other" section on the online donation form.
 - b. You can direct your sponsors to send their donations directly to Camp (address is on the form).
 - c. You can collect all the donations and return the money and gift forms to Camp.
 - We'll keep track of, and keep you informed about, the total funds raised from your event participation.

- 3) **Invite family and friends to sponsor you ...** Who should you ask? Parents, brothers, sisters, cousins, aunts, uncles, grandparents, friends, neighbors, coworkers, teachers, former cabin/trip mates, former counselors, club/team members, church members, your doctor, your minister, local service organizations.
 - Remember you can alert your friends about your plans via letters, emails, Facebook, Twitter, etc.
 - Ideas for what to include in your communication available on next page.
 - If you'd like copies of Camp brochures to distribute to your sponsors, just let us know.
 - Make copies of the sponsorship form (included at end of this document or download at www.manito-wish.org) and distribute the form to your family and friends. (2 forms per page)
 - **Let Ellie Orbison at Camp know that you are distributing sponsorship forms** to family and friends so Camp can prepare to track your results.

- 4) **Participate in your event ...** We can't be at every event, but we guarantee we'll be in with you in spirit as you "Hit the Trail" for Manito-wish. Good luck!!!!

- 5) **Celebrate your success!** Camp will keep you informed of any gifts received from your sponsors so you can celebrate with them (and thank them) for helping you reach your goal. Camp will send a thank you and tax receipt to each sponsor for their records.

Ideas for your communication to your potential sponsors:

- **Inviting friends to support you ...**
 - Write a letter that is personal and real and you'll have success!!
 - Remember you're talking to people who probably already know you and would love to support anything you do!
 - What should you include in the letter?
 - The date and time of the race (Maybe they'll come cheer you on in person!)
 - The type of race (running, skiing, biking, etc.) and length of the race
 - Your fundraising goal
 - What are you raising money for? (Camp Manito-wish YMCA camperships – funds used to offset the costs of Manito-wish programs) Feel free to invite them to visit www.manito-wish.org where they can learn more about all our programs and see videos and photos.
 - Why Manito-wish matters to you
 - How can they help ... you do the training and running/skiing/biking, they do the giving!
 - Create your own categories/divisions for support
 - \$ 51.00 "You do a kilometer, I'll do a dollar" division
 - \$ 100.00 "He'll let me wear his medal" division
 - \$ 200.00 "I'd rather stay on my couch" division
 - \$ _____ "I'll make up my own division"
 - Remind them checks should be made payable to Camp Manito-wish YMCA and are 100% tax deductible.
 - Include a sponsorship form. If sending the information via mail, you may want to include a return envelope (with or without postage) addressed either to you or to Camp.
 - If you're having writer's block, feel free to contact Ellie for some ideas and inspiration.

- **Ongoing communication ...**
 - Before the race,
 - Invite your sponsors to send you inspirational quotes or photos
 - Let your sponsors know how you're coming with donations.
 - Tell them about your training and preparation for the big event.
 - After the race,
 - Post photos of you at the event
 - Thank your sponsors for their support – both for you personally and for Camp Manito-wish YMCA.
 - Share the results of your fund raising efforts!

- **Other general ideas ...**
 - Don't forget to let Ellie Orbison at Camp know that you are distributing sponsorship forms to family and friends so we can keep watch for donations from your sponsors.
 - Stay in touch with Camp ... PLEASE let us know how we can help with your fundraising efforts. We're ready, willing and able to support you!! We'd love to help you be creative and successful.

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I/We wish to support _____ (racer's first and last name) and his/her participation in the _____ (race name) with a gift to **Camp Manito-wish YMCA**.

Name(s) as you wish to be listed: _____

Donor's name(s): (First and Last) _____

Address: _____ City _____ State ____ Zip _____

Phone: Home / Cell / Work (circle one) (____) _____

Preferred email: _____

A **check** is enclosed payable to **Camp Manito-wish YMCA**.

Charge my: Visa MasterCard **Amount to be charged \$** _____

Card # _____ Exp. ____ / ____

My company will match this contribution. A form is enclosed or has been submitted through my employer.

I/We do **NOT** wish to be placed on the Camp Manito-wish YMCA mailing list. I understand you will use my name and address for tax acknowledgment purposes only.

Donor's Signature _____ Date _____

THANK YOU!! Your contribution is tax deductible to the full extent of the law.

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