

2010 SDES Camper Fundraising Campaign

Southeastern Diabetes Educational Services is again hosting our annual Camper Fundraising Campaign. SDES is proud of the work our families have done over the past years. Your dedication to the success of our Camp Seale Harris, Camp Sugar Falls, and other SDES programs is an inspiration, and we again thank you for your impact on our success!

Through the SDES Camper Fundraising Campaign, families can raise money that is needed for the SDES Scholarship Fund, and also help pay the costs of operating our SDES programs.

Or, families may use funds turned in to the SDES Camper Fundraising Campaign to pay for their own 2010 Program Fees.

Families, even if you do not feel that you need to participate in a fundraising activity to raise your own fees, you can take this opportunity to help other children who may need financial assistance, and earn great prizes in the process.

As I just mentioned, we are awarding prizes again this year!

Did you know?

- Anyone can participate in the 2010 campaign.
- Participants launch individual fundraising campaigns and may utilize written request letters, emails, Web pages (firstgiving), face-to-face asks, etc.
- You can design the campaign to fit your own style.
- Sample letters are provided to give you guidance and ideas for designing letters that you can personalize and use.
- Besides letter writing, many participants in the past have designed their individual campaigns around bake sales, bowling tournaments, walks, pin-up sales, etc.

Going to Camp Seale Harris, Camp Sugar Falls, and/or attending other SDES programs, is something that many children having diabetes anticipate all year. However, many children have never had the opportunity to experience the wonderful impact that our SDES family, and participation in our programs, can have on their journeys of living with diabetes. We want to change this, and provide all of our children the opportunity to benefit from our services. **WE NEED YOUR HELP TO DO THIS!**

The SDES Administrative Office at (205) 402-0415 would love to hear that you are participating in our 2010 Campaign. Please email us at:

info@southeasterndiabetes.org, or give us a call at 205-402-0415

HOW DOES A CAMPER CAMPAIGN WORK?

SDES has included sample letters as an inspiration for you to follow, but get creative and develop a request letter, email, or other campaign tool that is best for you and reflects your personality.

What do I do first?

Decide how you want to conduct your campaign. Do you want to write a letter and include a picture of yourself at camp with a great story about how you earned your first bead for learning to give your own injection? Do you want to create an email with the wording from the letter that you can send out to your family and friends to encourage them to give? You can even ask them to forward the email along to their family and friends! Be sure to use cool graphics and colors. Do you want to request Canoes for Kids pin-ups or use the **firstgiving** link from our Web site and create your own page? You can do several things like this. What ever you decide to do, be creative!

Next

Decide to whom you should send the letter. Start with the obvious—those in your address book, church directory, family members (grandparents, aunts, uncles, cousins, etc), families from school, sports teammates, teacher—past & present, parents' co-workers, businesses you frequent, family friends, close neighbors, etc.

Then—GET BUSY ASKING FOR MONEY!!!!!!

When you write your letter or ask for money, let everyone know what camp means to you—the friends you make, the adventures you have, and most important—what you learn about diabetes management. Share special things that happen and include your picture if possible. Make sure that the letter states that any donation made to camp is tax-deductible, and let everyone know that checks should be made payable to SDES.

Please set a goal of having your requests out by the middle to end of March at the latest. This will ensure that donations are received by SDES in time to assist with camp fees if your family would like to have monies that you collect help with this. Go ahead and send the donations that you receive to the office before going to camp at the address below:

Camp Seale Harris, Camp Sugar Falls
or Southeastern Diabetes Education Services
500 Chase Park South, Suite 104
Hoover, Alabama 35244

You may bring any last minute donations to camp when you come.

CANOES FOR KIDS

Our exciting Pin-Up campaign is an opportunity to get businesses and schools in your community involved in helping support kids with diabetes. If you know someone who owns a business, ask if they will set aside a few weeks to have a "Canoes for Kids" campaign. Your school principal may allow you to set aside a week to sell the pin-ups at school. Please contact the SDES office to request a supply of Canoes for Kids.

FIRST GIVING CAMPAIGN

From the home page of our Web site, www.southeasterndiabetes.org, you can click on the **firstgiving** link at the bottom of the page. Then select Get Started and set up your own Web page to collect your donations online. You can even include your own pictures and story. When you send out your letters, make sure and explain the option of giving online for those tech-savvy individuals you will contact. All the donations you raise through **firstgiving** can be applied to your program fees for the current camp year and/or to the contest to win prizes.

You can also sent out your letter in an email. When you do this you can ask them to go to your firstgiving

TIPS FOR FUNDRAISING

1. How do I ask for money? There are many formats that you can use to request a donation from your friends, family, neighbors, parents' coworkers, etc. Use one or a combination of these techniques when conducting your campaign.
 - Written Letter—scan a camp picture from a previous year and put that in the letter add simple but effective touches.
 - Email Campaign—use your computer. With an email campaign, the response time can be a bit quicker. If using email as your tool for asking for money, ask everyone to forward your request along to anyone else that might be interested in helping support Camp Seale Harris and Camp Sugar Falls. You would be surprised at how many more people you will reach this way. You can include our Web site address, www.southeasterndiabetes.org, in your email letter for easy access to your **firstgiving** campaign.
 - Telephone calls—telephone campaign.
 - Face-to-Face: It is harder for your family to say no to a request when you ask them in person, especially if you talk about the impact that camp has on your life and the effect that your campaign can have on the lives of other children who have diabetes. With the face-to-face, the response time is usually immediate. We suggest that you do not go door-to-door to strangers' houses. If you visit your neighbors' houses, make sure that your parents know and agree to let you do this, and make sure that you have a plan established with your parents so that you know exactly who you can go to and who you cannot.
2. Make it clear why you are raising money.

You are raising money to fund Camp Seale Harris and Camp Sugar Falls programs—educational services that assist children who have diabetes. That is something to be proud of! Tell everyone!
3. Tailor your pitch to meet your donor's needs—You might be thinking “Gee I’d really like to soak one of those counselors or get a \$500 gift card,” but that will not motivate anyone to give you money. Think about what is going to motivate other donors to help children who live with diabetes.
 - To someone who is a close friend—“will you please help sponsor me for camp.”
 - To someone with a diabetes connection, you say, “I’m raising money for Camp Seale Harris/Camp Sugar Falls—programs that teach children how to manage diabetes.”
 - To someone your family recently sponsored in a “Relay for Life” (or similar effort), “I really enjoyed the opportunity to sponsor you for \$50 last month. Would you like to help me with a project?”
4. You have to ASK for money to get money—Your friends and family cannot read your mind (thank goodness). You have to tell them that you are raising money for Camp Seale Harris and Camp Sugar Falls, and let them know what camp means to you. Provide them with stories and pictures of camp; tell them something that you have learned through camp. Make it personal
5. Make it as easy as possible for someone to give you money.
 - Pick up checks if possible.
 - Enclose a self-addressed envelope - stamped if possible. (We will provide stamped return envelopes for you if you let us know how many letters that you are mailing.)
 - If you are talking to someone directly, offer to take a check right then and there.
 - Let your family members know what you are doing so they can take messages and make calls to assist you.
 - Make yourself available—return calls to people who have questions.
6. Follow Up! Follow Up! Follow Up!

Following up with everyone you asked helps you earn more money. People will sometimes forget or your letter might get lost in a pile of other mail. Things you can do to follow-up on a donation request include: Call and call again, stop by the person's home or office (if safe and discussed with caregivers first), ask if they have any other questions or need additional information.
7. The most important thing you can say is “THANK YOU.”

Whether someone tells you yes or no, you have the ability to accomplish something with a “thank you.” You can either acknowledge their generosity and support, or you can leave the door open for the next year. SDES will send a thank you card to everyone who provides an address (or writes a check), but it is always nice if you thank them for their support of your campaign.

Dear Friends and Family,

Check out the picture of me doing one of my favorite activities! Many of you know I have been living with diabetes since I was four, and I now wear an insulin pump. Because I have learned how to prick my finger for 7 blood sugar checks a day, count carbohydrates I eat, and handle my insulin pump, diabetes hasn't stopped me from having fun. My family and I are so grateful for my health that we are working to raise money to help other kids with diabetes.



When I was 6, my mom found out about SDES, a non-profit charity that offers diabetes camps and education programs. I went to Camp Sugar Falls, a diabetes day camp. I had so much fun swimming, rock climbing, kayaking and other cool stuff. I met other friends who understood about living with diabetes and learned a lot about managing my diabetes. The next year I went to Camp Seale Harris, an overnight camp on Lake Martin. Mom and Dad felt safe knowing I was with doctors, nurses and counselors who could handle my diabetes and teach me to do the same. For three years now, I've loved camp. I'm so glad my parents were able to send me. Diabetes education learned at camp is so important, because kids who don't know or learn to manage their blood sugar risk having complications like eye disease, kidney disease, stroke, and even shorter life spans.

My family has learned that around 80% of the families who participate in camp or family education programs are only able to attend through a scholarship. Program costs range from approximately \$600 - \$1,200 per child per camp. This year we are raising money by encouraging friends and family with a heart for children to consider joining us in donating to the SDES Scholarship Fund. It is a tax-deductible donation to Southeastern Diabetes Education Services, a 501(c)3 non-profit charity, and any amount is appreciated.

I want a cure for diabetes. Until then, Camp Seale Harris gives me the encouragement and education I need to stay healthy while waiting for a CURE! I'm working to help kids and parents that need camp be able to attend. So many children need help.

Would you consider supporting my friends with diabetes by making a tax deductible donation to the SDES Scholarship Fund? If you can, please write a check out to SDES and send it back to me in the enclosed envelope. (I love checking the mail to see if any donations come in and totaling it all up on mom's calculator!) You can also choose to do a credit card donation by calling 205-402-0415. Just let me know with a quick note. You will receive a tax receipt.

My mom and dad are so impressed by what SDES does for families and the need so many of these families have, they have become volunteers and donors. Mom says to say if you have a family foundation that considers grant requests, a business that sponsors charities, or you work for a company that does matching donations to charities, please consider helping the children of SDES. She would be happy to give you more information or you can log on to their Web site at www.southeasterndiabetes.org. Thanks again for your support!

Your friend,

Matthew McDavid



Dear Friends and Family,

I hope you are all doing great and looking forward to a great spring and summer. I am working once again to raise money to help people with diabetes. You have helped me in my efforts to support other diabetes related causes over the last few years, and I appreciate your support. I have decided this year to raise money for Camp Seale Harris, Alabama's camp for children with diabetes. Did you know that I first started going to camp when I was 3 years old? Camp Seale Harris has been an important part of my life for a long time. It is the one place I go to where all my friends understand about living with diabetes 24 hours a day. I learn a lot about managing my diabetes at camp and I also have FUN☺

I have been busy this year. Diabetes has not slowed me down one bit. I play basketball and I love to swim. I even got to play an important role in a play at my community theater!

I want a cure for diabetes so that I will not have to stick my finger 7 times a day and be attached to an insulin pump all the time. Until there's a cure, Camp Seale Harris, gives me encouragement to do anything I want to and the education I need to stay healthy until there is a CURE!

Would you consider supporting kids with diabetes by making a tax deductible donation to the Camp Seale Harris this year? If you can make a donation, please write the check out to CSH and send it back to me in the enclosed envelope. (I love checking the mail to see if any donations come in and totaling it all up on mom's calculator.☺)

Thanks again for your support!

Your friend,

Drew Meanor

CAMP SEALE HARRIS & CAMP SUGAR FALLS 2010 CAMPER LETTER CAMPAIGN



Everyone who raises money will get to participate in the Soak Your Favorite Camp Staff Member Extravaganza!



**Soak your favorite staff member during your camp session!
I know there is a counselor you're targeting for 2010!**

\$250.00 or more above the amount dedicated to camp fees will receive:

**Soak the Counselor
Commemorative Brick for 2010
\$10 Gift Card for the Camp Store**

\$500.00 or more above the amount dedicated to camp fees will receive:

**Soak the Counselor, Commemorative Brick &
\$25 Gift Card for the Camp Store**

\$1,000.00 or more above the amount dedicated to camp fees will receive:

**Soak the Counselor, Commemorative Brick &
\$50 Universal Gift Card**

\$2,500.00 or more above the amount dedicated to camp fees will receive:

**Soak the Counselor, Commemorative Brick &
\$100.00 Universal Gift Card**

\$5,000.00 or more above the amount dedicated to camp fees will receive:

**Soak the Counselor, Commemorative Brick &
\$250 Universal Gift Card**

Please fill out the participation form below and send it back to us:

SDES

500 Chase Park South, Suite 104

Hoover, Alabama 35244

Phone: (205) 402-0415

Fax (205) 401-0416

Everyone who returns the bottom portion of this sheet or verifies campaign participation by March 15, 2009 will receive \$5.00 gift certificate to the camp store.

Name _____ Phone # _____

_____ YES, I will participate in the letter campaign!

_____ I need envelopes for my family and friends to send money to SDES in. I am sending out _____ letters.

_____ YES, I will need pinups to sell. Please send me _____ (#)

(You will be responsible for the amount of pinups that we mail to you, \$1 for each pinup.)