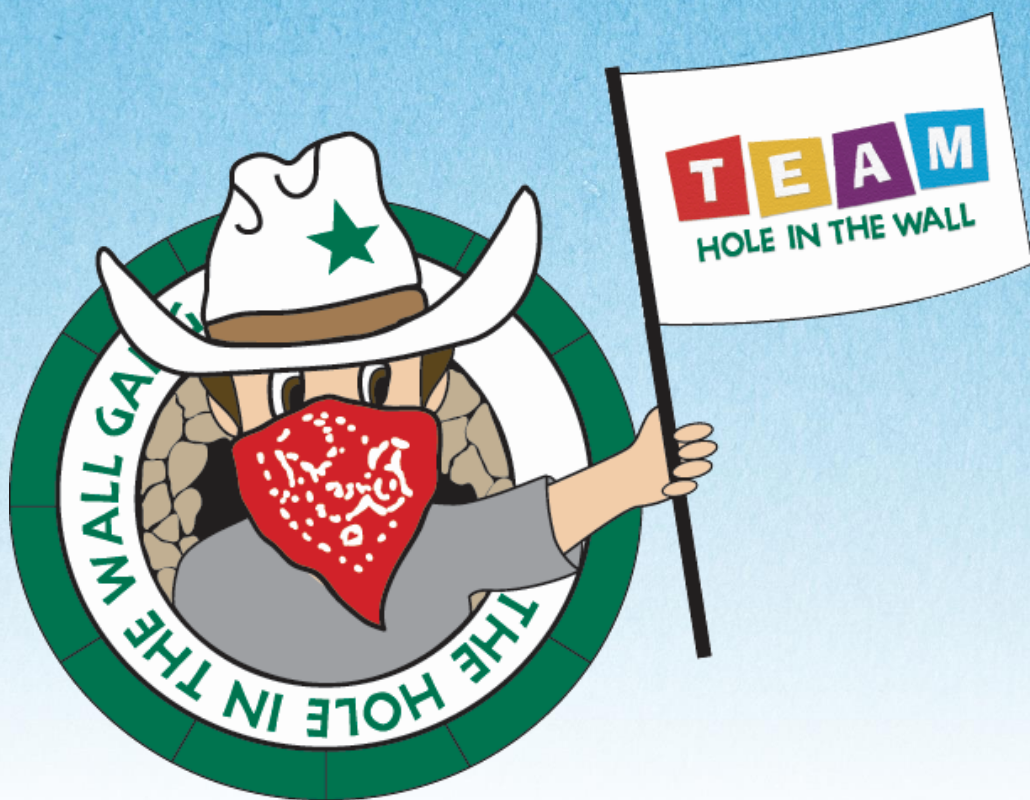


Team Hole in the Wall

Welcome Kit



www.teamholeinthewall.org

Welcome

We are thrilled to welcome you to **Team Hole in the Wall!**

In 1988, Paul Newman opened **The Hole in the Wall Gang Camp** in Connecticut so that children coping with serious illnesses could have a special hideout where they could simply be kids. The Camp, which served 288 campers its first year now provides “a different kind of healing” to over 30,000 children and family members annually. Each year, 2,500 are served onsite and 25,000 visits by the Hospital Outreach Program bring the fun and friendship of Camp into more than 35 sites throughout the Northeast – all free of charge.

Team Hole in the Wall is The Hole in the Wall Gang Camp’s grassroots community fundraising program; providing an opportunity for people to take action and make a positive impact on the lives of the children and families we serve. Team members participate in athletic events or use their passion and interests to create unique community events while raising funds and awareness for The Hole in the Wall Gang Camp.

We look forward to working with you to achieve your personal fitness, event and fundraising goals. If you have any questions, please do not hesitate to reach out to us at any time.



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Getting Started

Set Your Goals

I will raise \$ _____ by this date _____ .

I will contact _____ people in order to reach my goal.

For example, Your goal is to raise \$3,000. You estimate the average contribution will be \$50. If 50% of the people you contact contribute, you will need to contact 120 people to meet your goal.

Log-in to your Personal Fundraising Page

Upload a personal photo.

Create a message connecting yourself to your cause.

Fill out your Event Details Page (page 4)

(Note all of your personal information for quick reference)

Create and Implement a Fundraising Plan

Use at least three of these ideas to maximize success:

Build a camp of Supporters

Run a successful email campaign

Ask for gifts

Host an event

Involve your company

Ask for help

Connect with Team Hole in the Wall on Social Media

'Like' Team Hole in the Wall on Facebook:

<https://www.facebook.com/teamholeinthewall>

Follow @TeamHITW on Twitter: <https://twitter.com/teamhitw>

Event Details

**Head-
Quarters**

- Fundraising Web page:
- Username:
- Password:

**Event
Name**

Event Date

**Fundraising
Goal**

Who Is In Your Camp?

Each summer our Cabins are filled with bright new faces, lots of laughter and friends to last throughout the year. Build your own Cabin Circle of supporters by making a list of people you know using the following categories or create categories of your own. Begin your fundraising by reaching out to this list and challenge yourself to think of 100 names to help fill your camp of support.

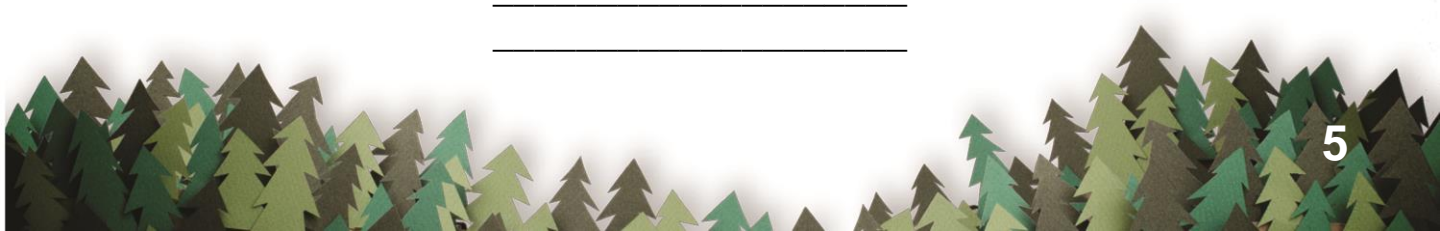
Green Cabin (Friends)

Purple Cabin (Family)

Red Cabin (Colleagues)

Yellow Cabin (Neighbors)

Blue Cabin (Others – Be Creative!)



Keys to Fundraising Success

- ❑ **Make it Personal:**
Personalize your fundraising Web page with a picture, story and video.
- ❑ **Follow Up:**
Most donors will not give until the third time they are asked. Send out multiple emails to friends and family and post to social media regularly.
- ❑ **Network:**
Create a business card with a link to your fundraising Web page.
- ❑ **Plan an event:**
Host a fundraising event at your favorite community establishment and invite all your friends and family.
- ❑ **Hold a Raffle:**
Ask local businesses for a gift-in-kind, support or sponsorship and sell raffle tickets for a chance to win these prizes.
- ❑ **Share Camp's Mission:**
Use stories and pictures from Camp in your outreach to potential donors.
- ❑ **Use Our Online Fundraising Tools:**
Utilize your Web page, participant HQ, email templates and thank-you notes.
- ❑ **Set Clear Goals and Deadlines:**
If you create a plan and stick to it, you will be amazed at how quickly you can achieve your goals. For example, if you would like to raise \$2,500 for Camp (which happens to be the cost of sending one child to Camp for a one-week summer session) by May 12, be sure to set step-goals to get you there. For instance, set a goal of raising half by April 12, or challenge yourself to asking 10 people for support each week.
- ❑ **Diversify:**
Use a mix of email, phone calls, personal letters, notes and social media or host an event; the more fundraising ideas you use the better your chances are for success.
- ❑ **Thank your donors:**
Your donors will receive a "Thank You" from The Hole in the Wall Gang Camp but don't stop there. It's important to send a personal thank you to let them know how much you appreciate their support.

Email Fundraising 101

Manage Your Address Book

- Keep track of who you've emailed and when.

Email Everyone!

- Send an email to all family and friends, asking them to contribute.
- Email local businesses that might be interested in your cause. Ask them to sponsor you.
- Send an email to your co-workers inviting them to contribute.
- As you receive donations, write thank you emails.

Tips for a Successful Email Campaign

- Make it personal. Briefly explain why The Hole in the Wall Gang Camp is so important to you.
- Your subject line should be simple and cause related.
- Be sure to include the link to your fundraising page, and make it stand out.
- Educate your donors on your cause and stress the benefits of contributing.
- Always ask contacts to forward your email to others.
- Ask often and ask big!
- Keep donors updated on your progress.
- Share training, event planning or other updates through social media, a personal blog or email to connect potential donors to your personal efforts.

How to Ask for Support

Five Easy Steps to Request Support

1. Identify the need you are trying to address.
2. Explain why it is important to you.
3. Share what you are doing about it.
4. Ask your potential supporter to take a specific action.
5. Stop talking!

An Example of a Face to Face Request for Support

Children coping with serious illness and their family members often feel isolated and alone in their struggle and miss out on the opportunity to experience the fun, friendship and spirit of childhood.

I'm running 26.2 miles in The NYC Marathon this April to help The Hole in the Wall Gang Camp provide "a different kind of healing" to more than 30,000 children and their family members this year throughout the Northeast, completely free of charge.

Will you help me reach my goal of raising \$5,000 by making a donation today?

How to Host an Event

❑ **Define the Cause:**

Share Camp's mission but also share what you are doing to help and why: "I'm hosting a golf tournament this May to support Camp because I believe everyone should experience the fun, friendship and joy of childhood."

❑ **Create a committee:**

Not only will this help you to divide and conquer but it will also help you to promote the event by getting more people's networks involved. Select a committee with diverse experience. For example, one person who is good at marketing, one who excels at event planning, another with budget experience, etc.

❑ **Set the Date and Time:**

Check your committee member's availability and conflicts with other local events.

❑ **Know Your Budget:**

Make a robust list of all your potential costs, look at what you expect to raise and how, and understand what your net will be (net = funds raised – expenses). Look for donations and sponsorships to help bring down costs.

❑ **Understand Your Network and Community:**

What do your friends and family like to do? Will your community be more likely to come out to an event at your local school, a 5K run, a bowling alley, a black tie gala, a golf tournament, etc.?

How to Host an Event cont.

Choose the Venue:

Pick a place that is fun, fits your capacity requirements and is willing to work with you on pricing and promotion.

Get Your Community Involved:

Ask local businesses for sponsorships or grants. Work with community groups to get volunteers and ask friends and local business to donate raffle items.

Promote:

Send out a save-the-date, put up flyers around town, craft a press release for local newspapers, send out emails and promote the event on social media sites like Facebook and Twitter.

Make the event educational:

People love to party for a purpose. Put up Camp pictures at your event, share Camp stories, show a Camp video and give a brief speech to the crowd to share the who, what, and why. Explain your fundraising goals, how they can help and thank everyone for attending.

Have fun! Remember the more fun you have planning and executing the event, the more fun your guests will have. Keep it simple, but think about the wow factor: What is that one fun element you will have at your event that everyone will be talking about for years to come?

How to Involve Your Company

❑ **Matching Gifts:**

Employee matching gifts (also known as matching funds) are grants an employer makes to match its employees' charitable contributions. Check with your company on their matching gifts policy.

❑ **Start a Corporate Team:**

Challenge yourself and fellow employees to participate in one of our cycling, running or other athletic event. Enjoy an unmatched teambuilding experience as you train and fundraise for an epic charity athletic event with friends and colleagues.

❑ **Brand Exposure Opportunities:**

- Reinforce your brand image, products and services amongst Team Hole in the Wall athletes and the “Generation Active” consumer base.
- Custom website and logo displayed on teamholeinthewall.org
- Spotlight article on the Team Hole in the Wall Blog

❑ **Additional Opportunities:**

Our Director of Corporate and Foundation Relations would love to discuss further options for company involvement including:

- Tour of The Hole in the Wall Gang Camp on a mutually agreed upon date.
- Exclusive volunteer and teambuilding activities at The Hole in the Wall Gang Camp.
- Branding and presence marketing at Team Hole in the Wall events.
- Recognition at Team Hole in the Wall events.
- Spotlight articles in the Camp's Gazette Publication.

How Camp can Help

We are happy to provide the following resources for use in your fundraising efforts:

- The Team Hole in the Wall logo and photos
- A personal fundraising Web page
- A letter of support to be used to validate the authenticity and intention of your event and fundraising efforts.
- Communications to the Team Hole in the Wall and Camp communities via:
 - Social Media (Facebook & Twitter)
 - Team Hole in the Wall Blog
- Team Hole in the Wall and Camp promotional materials: brochures, stickers, tattoos, banners, raffle prizes, etc.
- Example Donation Request and Thank You letters.
- Fundraising tips and advice

Guidelines for Event Promotion:

- Event promotions should reflect Team Hole in the Wall and The Hole in the Wall Gang Camp as beneficiaries and not sponsors of the event. For example, proceeds from XYZ Event will benefit Team Hole in the Wall as opposed to Team Hole in the Wall's XYZ Event.
- All promotional materials related to an event benefiting Team Hole in the Wall must be reviewed and approved by a Team staff member prior to distribution. This includes requests for the use of the Team Hole in the Wall or Camp logo.

Team Opportunities

Please visit www.teamholeinthewall.org for a full list of events.

RUN

We offer guaranteed entry into a number of major races including the NYC Marathon, the Boston Marathon and the Fairfield Road Race. We also host a Bandit 5K trail run/walk alongside our Camp Challenge Ride at the Camp in September.

BIKE

We host two annual cycling events at Camp in Ashford, CT. AngelRide takes place on Memorial Day Weekend and offers two-day and one-day ride options. Camp Challenge Ride offers multiple one-day ride options every September.

RELAY

The Hole in the Wall Gang Camp is the signature charity for two relay events like no other! Relay your friends and family to join you for Ragnar Relay Cape Cod and Ragnar Trail New England.

KAYAK

We host an annual paddle event on the beautiful beaches of Norwalk, CT. Bring your family and your kayak or stand-up paddleboard for a beach party!

TRIATHLON

We offer guaranteed entry for the New York City Triathlon and our Team members participate in other tri-events throughout the year.

CHOOSE YOUR EVENT

Choose any athletic event and use your efforts to fundraise for Camp. Whether it's a local cycling event, international marathon, fun run or any other athletic event, we will set you up with a fundraising Web page as part of our Team.

CREATE YOUR OWN COMMUNITY EVENT

From lemonade stands and bake sales to golf outings and galas, with Team Hole in the Wall, the possibilities are endless. Use your skills and talent to create a unique event to benefit The Hole in the Wall Gang Camp and be a part of our Team!



About The Hole in the Wall Gang Camp

OUR PURPOSE

The Hole in the Wall Gang Camp is dedicated to providing “a different kind of healing” to seriously ill children and their families throughout the Northeast, free of charge. It’s a community that celebrates the fun, friendship and spirit of childhood where every kid can “raise a little hell.”

OUR GOAL

To ensure that every child with a serious medical condition has the chance to experience the world of possibilities that camp has to offer. Through the generosity of others, The Hole in the Wall Gang Camp community provides this unique healing experience to kids in need and their families, including those who may not be able to come to Camp.

OUR FOUNDER

The Hole in the Wall Gang Camp was founded in 1988 by Paul Newman with one simple premise in mind, that every child, no matter their illness, could experience the transformational spirit and friendships that go hand in hand with camp.

Paul Newman, while a successful actor, was also a visionary with the heart of a child. His personality, playfulness and mischievousness are infused within every corner of Camp, from the pirate flag he raised on the tree house to the days he spent on the lake fishing with campers.

With unobtrusive expert medical care, it was Paul’s dream that Camp would provide seriously ill children with a fun-filled experience defined by compassion, laughter and acceptance.

Camp Programs

The Hole in the Wall Gang Camp extends year-round support to children, families, and healthcare professionals through seamless and integrated programs that include:

Summer Camp Program – Our signature summer program of nine, weeklong sessions for seriously ill children aged 7-15, including one session devoted to sibling campers.

Hospital Outreach Program – Our year-round program designed to extend the joy and companionship of Camp to hospitalized children in partnering sites across the Northeast.

Hero's Journey – Our weeklong programs for teens and young adults with a focus on teambuilding and adventure-based initiatives.

Fall-to-Spring Program – Our series of weekend programs that run from September to May, including camper, parent and caregiver, family weekends and more.

Stars in the Sky Society – Helps former campers (age 18+), staff and summer counselors stay connected to the fun and friendship of Camp.

C.O.P.E. (Change of Pace Experience) – Our program for camper parents that provides respite, networking and the chance to learn from other parents with seriously ill children.

CampOut– CampOut brings the hopeful, playful spirit of Hole in the Wall to communities across the Northeast as a team of traveling specialists drive a tricked-out van filled with camp-style activities, crafts and games to camper homes, schools and neighborhoods.

Contact Information

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www.teamholeinthewall.org

Facebook:

Team: www.facebook.com/teamholeinthewall

Camp: www.facebook.com/holeinthewallgangcamp

Twitter

Team: www.twitter.com/TeamHITW

Camp: www.twitter.com/holewallcamp

YouTube

www.youtube.com/user/THITWGCamp

