

Camp Hertko Hollow's
2007 Annual Giving Campaign
All Aboard! Official Kick-Off, Nov. 5, 2007

Hop on Board the Camper-Ship and Set Sail for a Successful Voyage! Goal \$15,600 or Greater!

Chair:

Troy Norman

Co-Chair (silent):

Dave Sherry

Captains:

Deb Holwegner-Team 1

Laurie Lomba-Team 2

Jen Dean-Team 3

Gwen Leonard-Team 4

Team 5-TBD (optional)

Fundraising Goal:

To raise \$15,600 or greater



Dates to remember:

Nov. 5th. Thurs. 5:00-6pm Training Session (Joe's Crab Shack-WDM)

Nov. 5th Kick-Off Rally for Captains and Crew, 6:00-7:00, (Joe's Crab Shack-WDM)

Will include fundraising calling techniques with phone script-How to make the Ask., Keeping track of your pledges. Filling out the pledge card correctly.

Calendar of dates to remember for 2007 Annual Campaign.

Nov. 9, 16, 23 (26-Mon.), 30, Weekly fundraising totals due

Dec. 3, Wrap-up Party, (Joes' Crab Shack-WDM)

General Rules

1. Each Captain needs to recruit 5 team members (Ship Mates) to be on their team (crew)
2. Each Captain and Ship Mate will be given 20 pledge cards each to begin with supplied by Camp Hertko Hollow with suggested donor names to call.
3. Each Captain and Ship Mate are also encouraged to have their own personal names to call for pledges (5 names per member plus Captain suggested). You will need to confirm your personal calling list with our CHH database to alleviate any duplication.
4. Review Annual Campaign packet for fundraising material content: pledge cards, Ask Letter to Donor, phone script, information on Camp Hertko Hollow
5. Each Ship Mate & Captain should raise at least 1-\$650 Campership. More fundraising is encouraged!! Surpass your goal!