

Sponsorship and Community Support

Fortunately, there is a wide variety of sources you can tap into for financial support, in-kind donations, time and talent. Most donors want basic information about the camp, its purpose, who it reaches and how their donation will be recognized.

In order to solicit donations, you will want to have some basic tools at your disposal:

- *Brief description of the camp and its purpose.* The camp brochure is a useful and attractive option for providing this information; otherwise, prepare a one-page, bulleted overview that describes the camp environment, programs, personnel and anticipated outcomes for attendees.
- *Case histories demonstrating previous successes.* What difference has your asthma camp made in the lives of children who have attended? Consider developing one-page case histories that provide information about individual campers and his/her experiences: What was the camper's status before attending camp? How did the things he learned at camp help increase his confidence, activity levels, asthma management skills? Use photographs and quotes to bring the camper's experience to life—and to help illustrate the kinds of changes potential donors can make through their support. Also, be sure to obtain permission from a camper's parent or guardian to use the case history in camp marketing efforts.
- *General results information.* Show prospective donors how effective camps can be in improving the lives of children with asthma. Also, consider preparing a testimonials sheet, which lists quotes from local camp attendees, their families, camp staff and prominent community representatives (e.g., mayor, well-known physician, director of the local American Lung Association office, etc.) on the benefits of the camp experience.
- *Recognition information.* Most sponsors will want to know how their contributions will be recognized. Be prepared to offer some specific recognition options—and be willing to negotiate as appropriate. Basic recognition offerings can include inclusion of a sponsor's logo on your brochure or Web site or recognition on camp signage. Be sure to stipulate how long you will offer this recognition (e.g., one camp season, five years, etc.) and also ensure that you are not in conflict with the terms you have negotiated with major sponsors, who typically are very specific about how they are recognized. For example, if a major sponsor agrees to fund the printing of your camp brochure, they may request sole recognition on that brochure; therefore, you cannot offer other sponsors the opportunity to include their logo. All correspondence and contracts related to sponsorship should be centrally filed so each year's camp staff is aware of arrangements made by previous staff.

On an annual basis, your camp staff should brainstorm a list of potential sponsors based on future camp needs. In general, sponsors can be categorized in the following groups:

- Health care industry sponsors: Pharmaceutical companies; health care organizations, such as HMOs; local chapters of physician, nurse, pharmacist, asthma & allergy organizations.
- In-kind donors: Groups or organizations that can offer needed materials or services. For example, a local construction company may be willing to donate time and materials to create a camp playground. A local restaurant or food company may contribute meals.
- Grant-making organizations: Local and national foundations; United Way chapters
- Individual donors: People who have benefited from the camp experience and/or believe in the cause.

After creating a list of prospective donors, prepare donor informational packets that include some of the basic solicitation tools noted above and then develop a contact action plan that delineates who will contact whom and by what deadline.