



**Peer to Peer  
FUNdraising Manual**

# Welcome

## Welcome to The Painted Turtle Family

The Painted Turtle began as a dream in 1999 when [Paul Newman](#) and Page Adler, along with a group of dedicated individuals, co-founded The Painted Turtle to let kids with medical conditions just be kids. Through the ongoing commitment of these individuals, many of whom sit on our board today, the dream of The Painted Turtle became a reality. Located just outside of Los Angeles in Lake Hughes, California, The Painted Turtle has served tens of thousands of children and families since opening in 2004.

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



"Giving back is just the right thing to do."

- Paul Newman



# Table of Contents

<b>Welcome</b>	<b>1</b>
<b>Getting Started</b>	<b>3</b>
<b>What Events Can You Do?</b>	<b>6</b>
<b>Keys to FUNdraising Success</b>	<b>7</b>
<b>Social Media Marketing</b>	<b>8</b>
<b>How to Ask for Support</b>	<b>10</b>
<b>How to Host an Event</b>	<b>10</b>
<b>How Camp Can and Can't Help</b>	<b>11</b>
<b>Event Promotion Guidelines</b>	<b>12</b>
<b>About The Painted Turtle</b>	<b>14</b>
<b>Our Programs</b>	<b>15</b>
<b>Contact Information</b>	<b>16</b>



# Getting Started

## Set Your Goals

### \$2,500

- Provides a weeklong summer campership, a life-changing summer experience for a child.

### \$500

- Provides a day of family camp where the entire family can come and experience all the benefits of camp.
- Provides medication and supplies for campers with Crohn's or ulcerative colitis.
- Provides portable suction machine at program areas for campers with tracheostomies.
- Supplies a camper with a plastic wheelchair that allows a camper to enjoy a splash in the pool.

### \$250

- Supplies needles, tubes, and factor for an entire cabin of campers with hemophilia so they can infuse medication together.
- Buys a summer's worth of coffee for the medical team, keeping them alert and ready to serve campers.
- Supplies a shower chair for campers with mobility difficulties to bathe safely and comfortably.
- Supplies an inhaler for a child with cystic fibrosis or asthma.
- Provides a summer's worth of ostomy supplies for all campers with an ostomy.

### \$100

- Supplies an adaptive ropes course harness, therapeutic riding saddle, or a hand cranked paddle boat so no camper misses out on the fun!
- Provides a custom saddle so a child in a wheelchair can ride a horse for the first time.
- Pays for 25 central dressing change kits enabling campers with central IV lines to swim in the pool.
- Provides medication to treat a camper with arthritis if they have a joint flare at camp.

## \$50

- Helps stock the Well Shell with catheters, dressing supplies, feeding tubes, and disease-specific medications giving campers and parents the security and ease of knowing their every need is taken care of.
- Helps a camper with hemophilia achieve more independence by providing supplies and instruction on how to self-infuse their medication at camp.
- Provides one humidifier for a cabin of campers with hemophilia and allergies for a good night's rest.
- Stocks the medical facility with art supplies, games, costumes, and magic tricks for campers to do with their counselors during dialysis sessions.

## \$25

- Provides two meals tailored to specific dietary restrictions that will keep campers nourished and energized all day.
- Provides IV poles so campers can receive their medication or treatments anywhere on camp.

<b>Goal \$</b>	<b>\$1,000 and above (ask in person)</b>	<b>\$250-\$999 (try to ask in person)</b>	<b>\$100-\$249</b>	<b>\$25-\$99</b>	<b>\$25 or less</b>
<b>Number of gifts in this category needed to reach my goal</b>					
<b>Number of people I need to ask to reach that goal</b>					
<b>Whom to ask</b>	1	1	1	1	1

2	2	2	2	2
3	3	3	3	3
4	4	4	4	4
5	5	5	5	5
6	6	6	6	6

**Notes:**

## Log-in to your Personal FUNdraising Page

- Go to <https://www.classy.org/campaign/2019-peer-to-peer/c229648>
- Click become a fundraiser and then follow the instructions.

## Create and Implement a FUNdraising Plan

- Build a camp of supporters.
- Run a successful email campaign.
- Ask for gifts.
- Host an event.
- Ask for sponsors.
- Ask for help if you need it.

## Connect with The Painted Turtle on Social Media

- Follow on Instagram: <https://www.instagram.com/thepaintedturtlecamp>
- Follow on Twitter: <https://twitter.com/paintedturtleca>
- Follow on Facebook: <https://www.facebook.com/thepaintedturtlecamp>

# What Events Can You Do?

## Bring Your Community Together

- Set up a car wash.
- Run, cycle, walk, or swim a race.
- Ask a local business to donate goods or services for a raffle or auction.
- Arrange a movie night or ask a local band to perform for charity.
- Ask for donations from your school.
- Ask for donations from friends and family.
- Shave your head or dye it! (*Parental approval suggested*)
- Host camp inspired events such as no hands spaghetti or Silly Olympics.
- Or any other idea that you can come up with.



# Keys to FUNdraising Success

## Create an Amazing Event

- **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. For help with emails, see templates below.

- **Plan your event**

- **Share Camp's Mission**

Create a specific catalog of photos and stories in your outreach to potential donors.

- **Use Your Online FUNdraising Tools**

Utilize your web page, 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**





# Social Media

## Reach Out to Everyone!

### How to Post on Facebook and Have it Support Camp!

#### 1. Craft your copy.

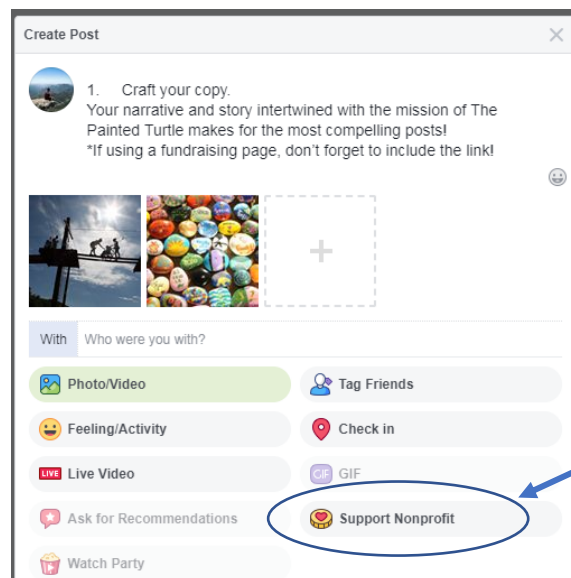
- Your narrative and story intertwined with the mission of The Painted Turtle makes for the most compelling posts!

\*If using a FUNdraising page, don't forget to include the link!

#### 2. Select your images.

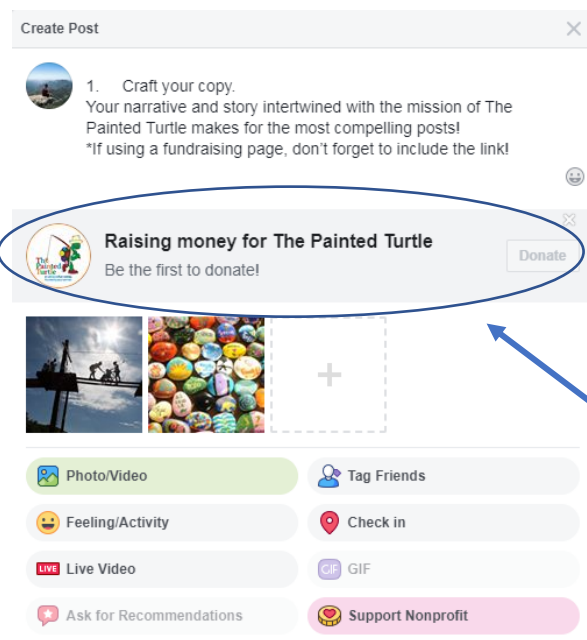
- Remember: Only use images without camper faces or names. If you are using images of campers ensure that they are pre-approved by The Painted Turtle prior to posting.

#### 3. Link the Post Directly to The Painted Turtle:



**When you're ready to post:**

**Select the "Support Nonprofit" tab**



**Search for and select The Painted Turtle as the Nonprofit you want to support.**

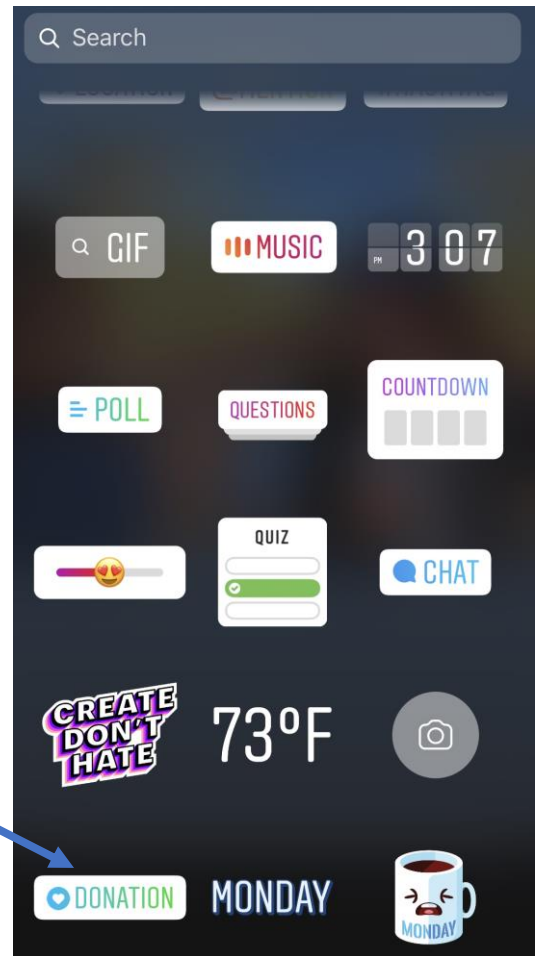
**Before posting ensure the post says you are raising for The Painted Turtle!**

# How to Post on Instagram and Directly Raise Money for Camp!

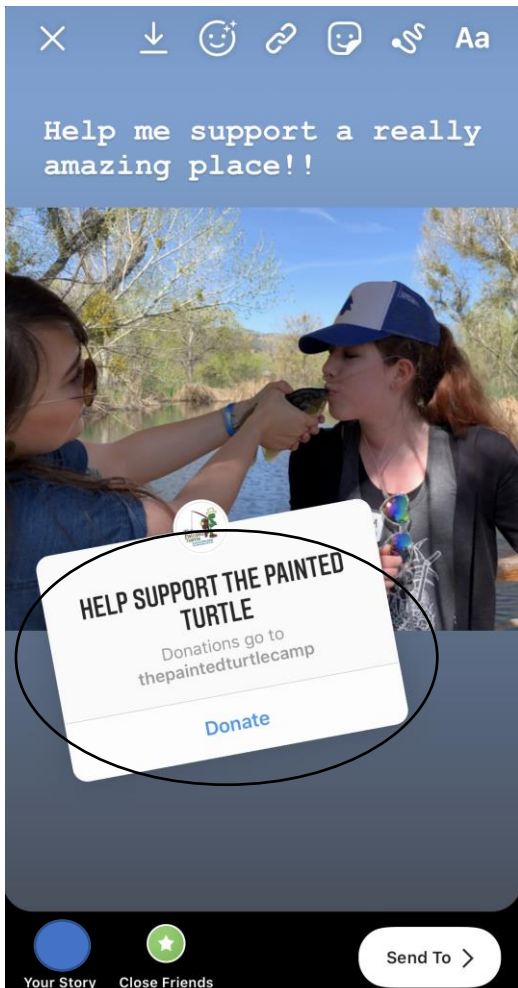


Once You're Ready to Post to Your Story:

Click here



Find the "Donation" Button



**Add the Donation Button to Your Story and Share With Your Friends!!**

**\*The Painted Turtle will be notified when donations come in through your specific link!!**

**Happy FUNdraising!!**

# Email Marketing

## Manage your Address Book

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

## Contact Family and Friends

- Send an email to all family and friends, asking them to contribute:

Dear [insert name],

You might have heard that I'm FUNdraising to [insert reason why you're FUNdraising]. This cause is very important to me because [supply a personal reason that appeals to the reader's emotions].

I'm encouraged by the support I've already received, but I still need help reaching my FUNdraising goal of [insert dollar amount].

Would you be willing to make a contribution to my fundraiser? A gift of any amount will make a significant impact on the lives of these children!

To donate, simply click the link to my fundraiser below:  
[Insert link to fundraiser/Classy Page]

It would also mean a lot if you could share my fundraiser link on social media. The more exposure I get, the quicker we will be able to reach my goal of \_\_\_\_\_ (use a metric related to the impact at camp i.e. send a full cabin of campers to camp for a session) I'd love to talk to you in person about my fundraiser, so please don't hesitate to reach out.

All the best,  
[Your name]



## Contact Local Businesses

- Email local businesses that might be interested in your cause. Ask them to sponsor you:

Hi [insert name],

I am FUNdraising to [insert reason why you're FUNdraising], and I could really use the help of local businesses like yours. [Summarize why you need help in 1-3 short sentences to provide background information, and tie this into your local community].

So far, the community has raised [insert amount] toward my FUNdraising goal—but we still have a lot of ground to cover. That's where your business comes into the picture.

Would you be interested in joining me on my FUNdraising journey by making a contribution to my cause? A gift of any amount can make a difference.

To donate, simply click the link to my fundraiser below:  
[Insert link to fundraiser / Classy]

I'd love to talk about my fundraiser in more detail, so please don't hesitate to reach out.

All the best,  
[Your name]  
[Your contact info]

## Tips for a Successful Email or Social Media Campaign

- Make it personal. Briefly explain why The Painted Turtle 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

## Camp Changes Lives

### Four 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 supporters to take a specific action

### 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 a half marathon at the Los Angeles City Marathon to help The Painted Turtle provide "a life changing environment and authentic camp experience" to more than 2,600 children and their family members this year throughout the Country, 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

## Step by Step

- **Define the Cause**  
Why are you hosting an event?
- **Create a committee**  
Creating a committee will make your life 10 times easier because you can separate the workload among multiple people.
- **Set the Date and Time**  
Check your committee member's availability and conflicts with other local events.
- **Identify Your Target Demographic**  
Figure out who you are trying to attract to your event. Is it little kids, teens, or adults?
- **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.?
- **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 businesses to donate raffle items.

- **Promote**

Post on Instagram, Snapchat, Facebook, or other social media sites reminding people about the event. For a list of good pictures and captions please email: [samw@thepaintedturtle.org](mailto:samw@thepaintedturtle.org)

# How Camp Can & Can't Help

## What to Expect

### **The Painted Turtle can provide the following:**

- Advice and suggestions on event planning, as time allows.
- Approval of the use of The Painted Turtle name and logo.
- Brochures and official camp videos
- A letter of authorization to be used to validate the authenticity and intention of the event and its organizers.
- Promotion of your event, when appropriate, to The Painted Turtle members and community through regular advertising venues such as our website, social media, and internal communications.
- Acknowledge and provide tax receipts for contributions made payable and submitted to The Painted Turtle.

### **The Painted Turtle is unable to provide the following:**

- Assistance in soliciting donations (financial or in-kind – i.e. auction/raffle prizes), handling mailings, attending committee meetings, recruiting attendees or collecting monies.
- Camp's tax-exemption number for making any purchases related to your event.
- Guaranteed volunteer, Board Member, celebrity, or staff attendance at the event.
- Access to donor lists or contacts.
- Responsibility of any nature or kind associated directly or indirectly with the event, including, but not limited to, expenses, purchases, insurance or liability coverage.

# Event Promotion Guidelines

## Excellence Is in the Details

### Event Names

An approved third-party fundraiser will not promote The Painted Turtle as the organizer of the event but rather the beneficiary. We must continue to protect the name, image, values, and mission of The Painted Turtle, therefore we cannot “officially” endorse your event.

Example: Not “The Painted Turtle Golf Tournament,” instead “ABC Corporation Charitable Golf Tournament benefiting The Painted Turtle.”

### Conduct & Decorum

Each third-party fundraiser should be administered in a way that reflects positively on the image of The Painted Turtle. All events & fundraisers should be in line with our mission. No conduct that is unlawful or deemed offensive by The Painted Turtle should be associated with any event benefiting The Painted Turtle. Please do not reference alcohol, tobacco, drug use or any adult content, language or behavior when promoting The Painted Turtle. The Painted Turtle reserves the right to refuse any FUNdraising proceeds from an event which is deemed offensive.

### Promotional Materials

Advertising and promotion of the FUNdraising event is the sole responsibility of the organizer of the event and promotional materials and/or advertisements cannot be purchased with The Painted Turtle funds. The Painted Turtle must be allowed to review and approve all promotional materials including, but not limited to, advertising letters, brochures, flyers, and press releases prior to production and distribution. No Painted Turtle copyrighted or trademarked material will be used without prior written permission.

### Logo Usage

The Painted Turtle’s logo can be issued upon requested. The most up to date logo and design should be utilized. If permission is granted to use The Painted Turtle’s logo, it should not be altered in typeface, color, or configuration; any use of the logo must follow established graphic standards.

Any use of imagery using the likeness of Paul Newman must receive approval in advance of any use.

## **Accounting & Making Your Donation**

When holding a fundraiser or event which requires the use of credit cards, please process credit cards on site. We cannot process the credit cards for you, during or after the fundraiser/event. Please send the proceeds from your fundraiser/event to The Painted Turtle within 60 days of the fundraiser/event. If you are interested in having an ongoing fundraiser, we ask that you send us the funds you raise every 60 days for the duration of the fundraiser. It is easier if the fundraiser has a start and end date.

### **Please submit your donation to:**

The Painted Turtle  
Attn: Third Party Events  
1300 4th Street, Suite 300  
Santa Monica, CA 90401

## **Tax Information**

The Painted Turtle cannot receipt anyone in full for the purchase of an auction item or raffle tickets. To do so, we would be in violation of IRS guidelines and policies. If documentation can be provided of the appraised market value, we may receipt for the difference. If you are interested in holding a raffle, please check your state's gaming laws.

The Painted Turtle cannot receipt for tax purposes, any check written from the personal account of the fundraiser/event organizer for the amount raised from a fundraiser/event. We also cannot receipt for tax purposes, any in-kind donations not sent directly to camp. If you donate an item to a fundraiser, please consult your tax advisor for any deduction information.

If your guests would like to be acknowledged for their donation, and there are no goods or services rendered, please ask them to make checks payable to The Painted Turtle

## **Approval Process**

The Painted Turtle is extremely grateful to individuals and organizations who wish to organize events and fundraisers to support our mission. However, only those events which meet specific criteria and legitimately and genuinely benefit The Painted Turtle will be approved. Events will be reviewed on a case by case basis.

All inquiries for a third-party fundraiser should be directed to The Painted Turtle Development Department. A signed agreement should be in place prior to a scheduled event. Organizers of an event should not make public announcements or promote the event until they receive approval from The Painted Turtle for the event.



# About The Painted Turtle

## Experience the Magic of Camp

### Our Mission

The mission of The Painted Turtle is to provide a year-round, life-changing environment and authentic camp experience for children with chronic and life-threatening illnesses. The Painted Turtle supports children's medical needs, inspires them to reach beyond their illnesses, and provides care, education, and respite for their families. All campers and families attend completely free of charge.

Campers at The Painted Turtle enjoy a fun, safe, and adaptive environment where all activities are designed to accommodate campers with medical concerns. At Camp, children are empowered to learn about their own medical care and are given the confidence to become more independent. Each session is grouped by similar diagnoses, where campers are surrounded by others who can understand their challenges. The community at Camp transcends the days that campers spend there, leading to friendships that create a feeling of inclusion and connection outside of Camp.

### Our Founders and Board Members

The Painted Turtle was founded by a remarkable group of businessmen and women, philanthropists, and families. The generosity of the Founders and Board Members has helped to make the dream of creating a life-changing environment for children with serious medical conditions a reality.

[List of Founders and Board Members](#)



# Our Programs

## The Joy of Possibility

### Summer Program

Each summer, The Painted Turtle welcomes children ages 7 to 16 for our week-long sessions. In each session, between morning horseback rides and evening campfires, children become artists, swimmers, athletes, canoe paddlers, stargazers, actors on stage, adventurers, and, most importantly, friends. Our campers form a unique community, living in cabins alongside other kids coping with similar medical conditions. With the support of both counselors and cabin mates, kids discover they are capable of doing things they never dreamed possible.

Our campers experience a magical transformation, as they sing and dance, paint, play, and develop important friendships. Life outside of camp may mean a series of medical procedures and hospital stays, but camp is an opportunity for kids to just be kids. With the support of peers, counselors, and on-site medical staff, campers are free to be themselves.

Each session focuses on serving children with one of the medical conditions found most in need of camp opportunities.

### Family Weekend Program

Throughout the spring, winter, and fall, The Painted Turtle invites families who are living with the challenges of a medical condition to experience a weekend at camp.

### Leadership Program

The Leadership Program is open to 17 and 18 year-old campers seeking to enrich their camp experience through a variety of leadership training activities. Campers will participate as Leadership Campers (LCs) or as Leaders-In-Training (LITs), depending on medical needs.

### Equestrian Program

The Equestrian Program fosters self-esteem and confidence in campers and builds an emotional connection between them and the horses. Having a serious medical condition makes many children withdrawn and afraid to trust. Horses have an uncanny way of drawing many of these children out and helping them to feel safe and less fearful. Most riding sessions conclude with hugs and kisses for the horses.



## Medical Program

The Painted Turtle serves children from California and across the US who are coping with many types of chronic disease conditions including arthritis, Crohn's and colitis, hemophilia, kidney and liver disease and transplant, Primary Immune Deficiency Disease, metabolic and genetic conditions, and skeletal dysplasia. Read about [eligibility requirements and find a session by medical condition](#).

## In-Hospital Program

The Painted Turtle Outpost takes the magic and fun of what we do at our camp-site to hospitals and medical community events throughout California. The program is endowed by the Margie & Robert E. Petersen Foundation.

# Contact Information

## We're Happy to Help

### Staff Contact:

[Sam Wazorko](#)

Development Coordinator

Phone: 310-451-1353 Ext. 107

[samw@thepaintedturtle.org](mailto:samw@thepaintedturtle.org)

### Administrative Office (Primary Address)

1300 4th Street, Suite 300

Santa Monica, CA 90401

[View map](#)

Toll Free: (866) 451-5367

Phone: (310) 451-1353

Fax: (310) 451-1357

### Camp Office

17000 Elizabeth Lake Road/P.O. Box 455

Lake Hughes, CA 93532

[View map](#)

Phone: (661) 724-1550

Fax: (661) 724-1566

Please note: All letters and packages must be sent to our full street address including t

