

The #GreatCampGive Social Media Team Guide

Thank you for saying “YES!” to being part of the Social Media Team!
The #GreatCampGive is an exciting and ambitious undertaking and it will only be a success thanks to YOU!

This Guide has the information you’ll need to make a huge impact on the day of and in the weeks leading up to the #GreatCampGive:

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Why Camp?

Camp Hanover's mission is to *provide place apart for renewal and growth in an environment of Christian hospitality*. Camp Hanover is a place where kids, and people of all ages get the opportunity to practice living in Christian Community, to practice being stewards of God's creation, and practice being loved by God and sharing God's love with others.

Camp is where you can feel safe just being "you." Camp is where you can practice being the person God created you to be, where everyone is welcomed and accepted just the way they are.

Practicing these things at Camp Hanover, makes it easier to do them out in the world. And right now, the world needs more people welcoming each other, being the body of Christ, sharing God's love.

Through these experiences, we build relationships and create connection -- with each other, with God, with creation and all its critters. That connection doesn't end when you leave Camp, it stays with you your entire life. **That's why this year's #GreatCampGive theme is "In Our Hearts... Even Apart."**

Why the #GreatCampGive?

This year has been and continues to be a challenge for all us, including Camp Hanover. People are yearning for connection. Doing the #GreatCampGive now is a way to connect and re-connect with people from our own Camp Stories. It's an opportunity to rekindle relationships and strengthen the sense of community that is sparked by Camp Hanover experience.

Many lives were impacted in meaningful ways this summer through new initiatives like The Isaiah 40 Project, Hanover@Home, and The Magical Mystery Tour. Raising funds through the #GreatCampGive allows Camp Hanover to build on these successes, prepare for the future, and continue to minister to campers, families, and people of all ages in different and creative ways in these strange times.

Why Now?

Camp Hanover traditionally raises funds in May for Camperships and annual operating expenses. This year, we opted not to make an appeal for donations, as we saw there were many other organizations on the front lines of the battling the pandemic who were in need immediate funding. At that time, we felt it would be inappropriate to add to the noise and risk crowding out these vital organizations.

Because of the governmental and Health Department restrictions placed on gatherings, Camp Hanover has been unable to host guest groups, overnight retreats, or offer traditional summer camps for kids since early March. As a result, the financial impact on Camp Hanover has been significant.

Normally, Camp Hanover generates approximately \$100,000 in revenue from lodging and food service fees for retreats and other events March - December. Summer Camp fees generate another \$400,000 from June - August. This combined loss of revenue totals more than half of Camp Hanover's entire operating budget.

Early on, the Camp Hanover Board jumped into action and created a forward-thinking, long-term plan to navigate this unprecedented situation. Expenses have been drastically reduced where possible. Deferred maintenance and other improvement projects have been put on hold. And, Camp Hanover has taken advantage of financial resources offered through various agencies such as the Payroll Protection Program (PPP), and the Economic Injury Disaster Loan Program (EIDL). Despite taking these steps, the loss of regular income to address fixed costs makes the day-to-day operation of a 621-acre facility incredibly challenging. The #GreatCampGive is needed to bridge the gap to cover these costs and fund the additional expenses that become necessary to operating safely in a pandemic.

Goals of the #GreatCampGive

THE BIG GOAL: Raise \$30k in 1 Day

We're gonna raise \$30,000 in 18 hours on Wednesday, September 30th. We've never attempted anything like this before. It's ambitious, exciting, and doable... with YOUR help!

And here's something even more exciting... Several generous donors have come forward to offer \$30,000 in Matching Funds. Meaning every donation gets DOUBLED. A \$10 gift is matched to become a \$20 gift. \$100 becomes \$200. When we reach the \$30,000 goal, the total raised for Camp Hanover JUMPS to \$60,000.

GOAL #2: Provide an Opportunity for Those Who Want to Help

There are a lot of folks who care about Camp Hanover and want to help. But because of the pandemic, concerns about spreading coronavirus, or simple distance, they are unable to be here and help "in-person." The #GreatCampGive provides an opportunity for everyone to help out.

GOAL #3: Grow the Camp Hanover Community

Over the years, a lot of us – campers, staff, volunteers, other alumni – have lost touch with Camp Hanover and with each other. This is our opportunity to reconnect and remember our stories.

GOAL #4: Build the Base of Support for Camp Hanover

Camp Hanover's giving program is firmly planted in traditional methods – mainly printed appeals sent through the US Postal service. To be more effective and efficient, Camp Hanover needs to utilize new fundraising tools such as online giving, and grow the base of support. The #GreatCampGive provides an opportunity to refresh our records with accurate contact information, including up-to-date email addresses, which we don't have for many of the folks who choose to support Camp Hanover.

Goal #5: Keep People Informed and Create Opportunities for Advocacy

It's important people know Camp Hanover is here, alive and well, and moving forward. Our world is a challenging place right now, but good things are happening at Camp Hanover, and we are on a solid path for the future. Lives are being transformed through this ministry. When this pandemic passes and life returns to whatever "normal" is going to be, Camp Hanover is going to be ready to serve and make a difference in the lives of those who need the kinds of life-changing experiences camp provides.

It's also important folks know what's going on with places like Camp Hanover because overnight summer camps were the one industry specifically not allowed to open in the 3-phase reopening plan for Virginia and the Governor's Executive Orders related to the pandemic. In the upcoming legislative session, legislation to provide relief for the summer camp industry may be up for debate. Camp Hanover supporters can advocate for Camp Hanover by talking with their state representatives.

Goal #6: Have Some FUN!

Throughout the #GreatCampGive we hope to have a lot of fun, embracing camp traditions and laughing along with one another, through various challenges, activities and other shenanigans. One special activity in the works is "Campfires Around the World" where we can all connect, at least virtually, around the campfire, give thanks to God and celebrate this wonderful place.

WHAT YOU ARE BEING ASKED TO DO NOW

- Join / Follow the Camp Hanover on Social Media
 - Facebook: www.facebook.com/CampHanover
 - Twitter: @CampHanover
 - Instagram: @CampHanover
 - YouTube: www.youtube.com/CampHanover
- Join the Camp Hanover Social Media Team group on facebook
- Join the Camp Hanover Alumni group on facebook
- Share the “Save The Date Video” found on facebook
- Friend/Follow each other on Social Media

BETWEEN NOW AND SEPTEMBER 20

- Share, Like, Comment on Camp Hanover #GreatCampGive Posts
- Tag your friends “Hey Did You See This?”
- Prepare your own “Why Camp Is Important To Me” post
 - Emphasize the impact Camp has had on you/your family
 - Include a picture OR record it as a video post
 - “Every gift of every size makes a difference.”
 - “The #GreatCampGive is next Wednesday, September 30th.”
 - “I hope you’ll join me.”

SEPTEMBER 20 – SEPTEMBER 29

- Post on your designated day. The schedule is on page 6.
- Continue to Like and Comment on posts as you see them.

ON SEPTEMBER 30

- Be ready to share the #GreatCampGive link as soon as you are awake:
 - www.camphanover.org/give
- During your designated hour, give online and post. Schedule is on page 7.
- When you see others giving: Like, Comment, Share, and Express Gratitude!
- Like, Share, and Comment on posts coming from Camp Hanover.
- TAG, TAG, TAG, your friends!

WAYS TO #BeTheSpark AND REALLY #LightTheFire

Here are some optional/voluntary/bonus ideas for really boosting the buzz around the #GreatCampGive and increasing the potential for successfully reaching the \$30,000 goal:

The More, The Merrier!

Identify a few folks who might want to be involved on the Social Media Team and invite them to join. Pass this guide on and let Doug know so he can add them to the posting schedule and facebook group for the Social Media Team.

Be BOLD!

Time and time again, research has shown that people give when asked. Conversely, if they don't get asked, they don't give. Asking others to give can be feel awkward at first. It helps to know that when you ask, you are giving someone an opportunity to share their gifts and be a part of something they share your passion for. So, be bold! Identify and approach a few folks who might want to be involved and ask them to give. Let them know you are going to support this effort, and ask them to join you.

Spread the Word in Your Church

See if you can make an announcement during worship, have a bulletin insert in church, have an article in your church's newsletter. Ideal dates for announcements and bulletin inserts would be September 20 and/or September 27. Bulletin inserts, graphics, and text to copy and paste will be available at www.camphanover.org/greatcampgive

Peer to Peer Fundraising / Create Your Own Challenge

With Camp Hanover's online giving platform, you have the option of creating your own personal fundraiser for Camp Hanover. Using this "Peer-to-Peer" fundraising tool, you can create your own giving page, add photos, set your own fundraising goal complete with a "thermometer" to track your progress toward your goal. You may also have some fun creating a mini challenge or dare you could complete if your goal is met. For example, "If 10 of my friends donate in the next hour, I'll post a video of myself wearing my camp t-shirt singing my favorite camp song!"

PRO TIPS FOR SOCIAL MEDIA SUCCESS

- Posts with PHOTOS are seen by more people than posts without photos.
- Posts with VIDEO are seen by EVEN MORE people.
- Focus on what Camp Hanover means to YOU and why extending generosity is important
- Be sure any post you create or share includes the #GreatCampGive hashtag and the link to the online donation portal: www.camphanover.org/give

POST SCHEDULE – THE WEEK BEFORE

Please make your “Why Camp Hanover is important to me” post on your feed on the day assigned to you. If you find you need to post on a different day, no worries, just go for it!

9/20 Sunday

1. Matthew Mahoney
2. Carole Whitley Wagner
3. Mary Hobbs

9/25 Friday

1. Terry Whitley Curro
2. Colleen Earp
3. Sam Adams

9/21 Monday

1. Cheryl Lederle
2. Kate McGowan
3. Sarah Dennis

9/26 Saturday

1. Todd Davidson
2. Jennifer Gwyn
3. Mary Vaughn DeSoto

9/22 Tuesday

1. Adam Bowling
2. Erin Davidson
3. Clay Macaulay

9/27 Sunday

1. Fran Absher
2. Ann Zweckbronner
3. Erin Bowling

9/23 Wednesday

1. Michelle Freeman Owens
2. Heather Brady
3. Deborah Rexrode
4. Elijah Pratt Keyes

9/28 Monday

1. Lisa Salita
2. Holly Coreyell
3. Laura Haney

9/24 Thursday

1. David Ensign
2. Anne Beane
3. Mike Burcher
4. Kaylyn McGhee

DONATE & POST SCHEDULE – ON THE DAY OF THE #GREATCAMP GIVE

Please make your donation online at www.camphanover.org/give sometime during the hour you are assigned and make a post on your social media channels inviting others to join you. If you find you need to donate and post at another time, no worries, just go for it!

Thank you for being so kind and generous!

6AM	Colleen Earp	Doug Walters
7AM	Cheryl Lederle	Erin Davidson
8AM	Adam Bowling	Anne Beane
9AM	Michelle Owens	Holly Coryell
10AM	David Ensign	Mary Hobbs
11AM	Terry Whitley Curro	Deborah Rexrode
12PM	Todd Davidson	Jennifer Gwyn
1PM	Fran Absher	Sarah Dennis
2PM	Lisa Salita	Sam Adams
3PM	Elijah Pratt Keyes	Clay Macaulay
4PM	Erin Bowling	Mary Vaughn DeSoto
5PM	Mike Burcher	Heather Brady
6PM	Kaylyn McGhee	Matthew Mahoney
7PM	Ann Zweckbronner	
8PM	Carole Whitley Wagner	
9PM	Kate McGowan	
10PM	Laura Haney	

NOTE TO COUPLES: Please feel free to make one donation together if you desire, and then, please make separate social media posts during your assigned times, because you'll help news of the #GreatCampGive reach more people.

SAMPLE POST: “Why Camp Hanover Is Important To Me”



After serving in volunteer leadership roles at Camp Hanover for nearly a decade, I could write pages of examples on the impact Camp Hanover has had on my life and the lives of those we serve. However, the most heartwarming for me is watching my children when they’re at camp. From wearing matching “chicken butt” shirts, to dancing and singing in Wise Lodge after long nights at Hanover Christmas, my children are comfortable being their truest selves at camp. They have become part of a strong community of people who love and accept them just as they are. No matter where they come from or what opinions they have, children are brought together and are taught to live in community and love one another. Camp Hanover has become the place my heart longs to serve and has welcomed the gifts and talents I have to offer with open arms. Join me in allowing this place apart to continue to serve our community for years to come. The #GreatCampGive is next Wednesday, September 30, 2020.

-- Jennifer Gwyn

QUICK REFERENCE

Camp Hanover Contact Information

Website: www.camphanover.org
Online Giving Page: www.camphanover.org/give
Camp Office Phone: (804) 779-2811
Doug's Cellphone: (804) 256-5566
Doug's Email: doug@camphanover.org
Mailing Address: 3163 Parsleys Mill Road
Mechanicsville, VA 23111

Camp Hanover Social Media Channels

Facebook: www.facebook.com/CampHanover
Twitter: @CampHanover
Instagram: @CampHanover
YouTube: www.youtube.com/CampHanover

Facebook Groups

Camp Hanover Alumni: www.facebook.com/groups/camphanoveralumni
Social Media Team: www.facebook.com/groups/685779962148571

Hashtags

#CampHanover
#GreatCampGive
#BeTheSpark
#LightTheFire

#GreatCampGive Resources (Coming Soon)

www.camphanover.org/greatcampgive

WHO'S WHO ON THE SOCIAL MEDIA TEAM (AS OF 9/8/2020)

1. Erin Davidson
2. Todd Davidson
3. Cheryl Lederle
4. David Ensign
5. Michelle Freeman Owens
6. Heather Brady
7. Lisa Salita
8. Fran Absher
9. Matthew Mahoney (*Chair, Camp Hanover Development Committee*)
10. Terry Whitley Curro
11. Carole Whitley Wagner
12. Kate McGowan (*Camp Hanover Board Member*)
13. Adam Bowling
14. Erin Bowling
15. Clay Macaulay
16. Colleen Earp (*Camp Hanover Staff*)
17. Jennifer Gwyn (*President, Camp Hanover Board*)
18. Anne Beane
19. Sarah Dennis
20. Deborah Rexrode
21. Ann Zweckbronner
22. Mike Burcher
23. Laura Haney
24. Holly Coreyll
25. Sam Adams
26. Mary Vaughn DeSoto
27. Mary Hobbs
28. Elijah Pratt Keyes (*Camp Hanover Mission Volunteer*)
29. Kaylyn McGhee (*Camp Hanover Staff*)
30. Doug Walters (*Camp Hanover Staff*)