

- Welcome, and thank you for being a part of the social media team for the Great Camp Give

WHY

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 - Camp Is Important, especially in COVID times Having places like Camp Hanover, places where kids, and people of all ages can practice living in Christian Community, practice being stewards of God's creation, Practice being loved and loving others. Makes it easier to do out in the real world. A place like camp where you can feel safe, where you can practice being the person God created you to be.
- CAMP CREATES CONNETIONS
 - To each other, To God, to creation and all it's critters. That doesn't end end when you leave on Saturday. And one of the things we're seeing now with COVID 19 is the stress being put on connetions. The separation, the distance, people are yearning for connection.
- IN OUR HEARTS... EVEN APART
 - Doing the Great Camp Give now, is a way to provide an oppportunity an avenue for those connections. It's also a way to way to rebuild connections re-connect with those folks from our Camp Story. We saw this in the reunions that we did over the summer.
- PRACTICAL REASONS TOO
 - Opportunity for folks who respond better to online
 - Loss of Guest Groups, Suspending Summer Camp, Forgoing a Spring Fundraiser because others needed more.
 - Doing Everything We Can Do, Pausing Deferred Maintenance, Reduced Operating Expenses (insurance on Vans).
 - Payroll Protection Program EIDL
 - Despite these steps, the financial impact is going to be significant. We need to Bridge the Gap. Cover current expenses and additional expenses necessary due to the Pandemic as we look to the future.
 - ISAIAH 40 / GROUPS We know Camp can happen and we can live out our mission to be a place apart for renewal and growth in an Environment of Christian society. We know this ministry can continue to impact lives even in these strange times. Isaiah 40 Wins, Magical Mystery Tour, Groups.
 - TREE - The Board has a "Worst Case Scenario" Projection and Has undertaken a Strategic Planning Process Making Sure Camp Remains Strong. We Can Provide These Experiences in the Future.

GOALS

- Big Goal: \$30,000 in one day. We've never attempted anything like this.
- Provide an Opportunity for Staff, Parents Participants who want to help but because of Covid, or distance can't. We're seeing people who we haven't seen in a while come back. The Pandemic has stirred something inside of folks.
- Grow the base of support and update online connections, moving in that direction, cost savings

- Make sure people know what's going on. Camp Hanover is here, is moving forward. Things are challenging, but Good things are happening at your camp. Let them know about the situation Overnight Camps are in with regard to Executive Orders and potential legislation.
- Have some fun. Campfires Across the Planet

WHAT'S HAPPENED SO FAR

- Post Card
- Letter
- Video
- Timeline
- Matching Gifts

WHAT YOU ARE BEING ASKED TO DO

- Now –
 - Join Facebook Page
 - Join Alumni Page
 - Video Released, Share Post
 - Friend Request each other
- Between Now and 2 Weeks
 - More Posts to Share, Like, Comment, tag friends “Hey Did You See This”
 - Create your own post emphasizing the impact Camp has had on you/why camp is important
 - Include a Picture OR do it as a video post
 - Emphasize the WHY
 - Every Gift of Every Size makes a difference
 - Next Week on September 30, I hope you'll join me
- Week Before
 - Post on your designated day / Schedule
- September 30
 - Be ready to share the Give day link as soon as you are awake. 6am it will go out
 - www.camphanover.org/give
 - Be ready to give at your designated hour.
- When You Give
- Prepare your own post and TAG TAG TAG
- When you see others from this team, or not on this team giving, like comment on their posts and express Gratitude
- Like/Share/Comment on Posts coming from Camp Hanover throughout the day

OPTIONAL / BONUS

- Identify / Approach a few folks who might want to be involved on the Social Media Team and Ask Them

- Identify / Approach a few folks who might want to be involved and ask them to give. Ask them to join you.
- Ask if you can make an announcement or have a bulletin insert in church. Sept 27 or Sept 20
- Think of your own challenge
 - Shave Bob's Beard
 - If we make this goal I'll
 - Peer to Peer set a goal

DETAILS/PRO TIPS/REMEMBER

- Posts with photos will be seen by more folks
- Videos will be seen by EVEN MORE folks
- Focus on what Camp Hanover means to you, the impact it's had, and why extending generosity to Camp Hanover's mission is important
- Be sure any post you create/share includes
 - www.camphanover.org/give
 - #GreatCampGive

QUESTIONS