



SHOOT 4 CAUSE

A 3D Archery Fundraiser in Support of Camp He Ho Ha



Fundraiser Overview

2022 Shoot For Cause Fundraiser

In support of Camp Health, Hope & Happiness

Set a goal. Make a plan. Achieve your fundraising goals.



JOIN THE SHOOT FOR CAUSE FUNDRAISER

Participate in the **Shoot For Cause Fundraiser**. The purpose of this peer-to-peer fundraising campaign is to raise money for Camp He Ho Ha and inclusive summer camps for people with disabilities.

Help us by “joining the campaign” and sharing the #ShootForCause campaign with your friends and family. Your support creates opportunities for hundreds of children and adults with disabilities to experience adapted summer camp programs designed to meet their special needs and interests.

WELCOME TO THE CAMP HE HO HA FAMILY!

Congratulations, you have “joined the campaign” Thank you for participating with us!

To help make your fundraising journey easier, we have created this comprehensive Fundraiser Overview and the accompanying [Toolkit](#). Inside this document and on the [Toolkit](#) you will find how-to guides, email and social media templates, event information, graphics, Camp He Ho Ha information, tips to help you be successful, and more! Everything you need to achieve your fundraising goals and *make summer camp dreams come true!*

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SHOOT FOR CAUSE FUNDRAISER

Archery for fun, making a difference for many.

This fundraiser is 2 parts. Part 1: the peer-to-peer online **Shoot for Cause Fundraiser**, and Part 2: the **2022 Shoot for Cause 3D Archery Tournament & Fundraiser** weekend.

Part 1: When you “**join the campaign**”, you are committing to raise money and collect donations for Camp He Ho Ha. Our user-friendly peer-to-peer fundraising platform allows you to easily connect with your friends and family to collect donations and recruit a fundraising team. This platform is your one-stop-shop to share your campaign, check your progress and update your activity.

Part 2: Attend the **2022 Shoot for Cause 3D Archery Tournament & Fundraiser**. This event will take place on May 6-8, 2022, at Camp He Ho Ha. If you “join the campaign” and collect donations of \$500 or more you qualify for FREE registration to the tournament, a meals and accommodations package, and entry to win a 2022 PSE Embark Bow. Don’t miss out! *More details are in the section “Weekend event: 2022 Shoot for Cause 3D Archery Tournament & Fundraiser on page 3”.*

HOW TO PARTICIPATE

We are so excited you want to join this year's **Shoot for Cause Fundraiser** and collect donations for children and adults with disabilities to attend summer camp at Camp He Ho Ha. Signing up as an individual or forming a fundraising team is easy! *Here's how to get started.*

Step ①: Join the campaign

Click on the “**join the campaign**” button on our page at <https://shootforcause.camphehoha.com/>

Create an account and a personal fundraising page. It's super easy and we've already done a lot of the work for you!

Step ②: Complete your Event Registration

After you have joined the campaign, you will receive a welcome email with a link to the **2022 Shoot for Cause 3D Archery Tournament & Fundraiser** registration form. Complete this form with all your archer specifications and preferences for the weekend tournament.

We can't wait to have you at the tournament and fundraiser weekend!

Step ③: Recruit your team or join a team

Friends, family, co-workers, and hunting buddies unite! Create a fundraising team to have a bigger impact. Follow these tips:

1. Ask 2-3 fellow archery enthusiasts to *join your team* and help fundraise and join you at the tournament weekend. These will be your key ambassadors throughout your campaign.
2. You can plan additional fundraising activities with your team to meet your goal! (Try one of these ideas: bake sale, car wash, bottle drive, movie night, neighbourhood archery challenge)



Step ④: Share and fundraise

This campaign is designed to be social. Easily share your fundraising page directly to Facebook, Instagram, Twitter, Pinterest, LinkedIn, and Email.

To be successful we encourage you to share your reason for being involved in the **Shoot for Cause Fundraiser** with friends and family not only once, but throughout the campaign.

Posting your “Why I shoot for Camp” story on social media or to a select group of friends/ family/ coworkers is a terrific way to kick off your fundraising campaign. Try including these things in your message:

1. A photo/video. Use your own or one of the provided social media images in the [Toolkit](#).
2. Share your ‘why.’ Let your audience know why you are participating in the **Shoot For Cause Fundraiser**. Consider why helping people with disabilities attend Camp is meaningful to you.
3. Link your personal fundraising page. Include your [\[personal campaign page link\]](#) so potential donors and teammates can visit your page to donate, join your team, and learn more.
4. Use our hashtags #ShootForCause and #CampHeHoHa so we can like your post, and other attendees can cheer you on.

Step ⑤: Attend the tournament & fundraiser weekend

As a celebration for all your hard work fundraising throughout the campaign, we invite you to attend the 3D archery tournament weekend. This event is a fantastic opportunity for archers from across the province to challenge each other, get shooting, have fun, & raise money for children and adults with disabilities in Alberta. At the **2022 Shoot for Cause 3D Archery Tournament & Fundraiser** you can enjoy camaraderie and sport with friends new and old, or simply practice for a successful hunting season. This fantastic family-friendly event promises FUN for archers of all experiences and abilities!

★ **All participants MUST raise a minimum of \$500 in pledges/donations through the peer-to-peer fundraiser to be eligible to attend the Tournament Fundraiser weekend for free.**

Funds raised can be a combination of online and offline donations. For registration, ALL funds must be received in full at check-in on May 6, 2022. If you are unable to raise a minimum of \$500 by the deadline, you can donate to your personal fundraising page for the balance.

Step ⑥: Say 'Thank you'

Saying a simple thank you makes everyone feel important. Whether someone gives \$10 or \$1,000 they give it from their heart, and that is all that matters. Remember:

- a. EVERY DOLLAR COUNTS! Thank each donor, no matter how large or humble their support.
- b. Raise more money by encouraging your friends and donors to invite more people to contribute.
- c. Know that each donation you receive makes a significant difference to Camp and the hundreds of children and adults with disabilities we serve each year.



WEEKEND EVENT: 2022 SHOOT FOR CAUSE 3D ARCHERY TOURNAMENT & FUNDRAISER

After you have raised donations through your campaign, we want to celebrate with you at our **3D Archery Tournament & Fundraiser** weekend. This weekend event is complimentary to all Shoot For Cause participants who have raised a minimum of \$500 in pledges/donations.

The **Shoot For Cause Fundraiser** is one of our longest-standing fundraisers and has operated annually since 1995. The **Shoot for Cause 3D Archery Tournament & Fundraiser** weekend has attracted archers from across western Canada to have fun and shoot targets while raising money for people with disabilities.

Important Event Details:

Date: Friday, May 6, 2022 – Sunday, May 8, 2022

Time: 5:30 pm Dinner on Friday, May 6, 2022 (Full schedule available in the [Toolkit](#).)

Location: Camp He Ho Ha, Seba Beach, Alberta (53537 Range Road 55).

Registration: Raise a minimum of \$500 to attend FREE

Access the [Registration Form](#) here or through your email confirmation

What to Expect at the 2022 Shoot For Cause 3D Archery Tournament Fundraiser weekend:

Shoot with archers from across western Canada and friends who have fundraised alongside you in this campaign. Aim for greatness (and prizes) as you shoot competitively or non-competitively with archers of all experiences and abilities. This fun family-friendly event allows you to enjoy camaraderie, sport, and competition with friends new and old, or simply practice for a successful hunting season. The event includes:

- 2 days of outdoor 3D target archery (including mulligans)
- A challenging and approachable course
- Marked yardage (rangefinders welcome)
- Prizes
- Live and silent charity auction
- 2 nights comfortable on-site accommodations
- 3 days of delicious home-style meals
- Fun & friendship
- Optional Critter Shoot (\$25)
- Optional Grande Prix Shoot (\$75)



Check out the Shoot For Cause [video](#) on YouTube to get an idea about what to expect from the Shoot for Cause 3D Archery Tournament Fundraiser weekend.

PRIZES

We are grateful for your participation in this fundraiser. As an extra fundraising incentive, we are pleased to offer the following prizes:

FREE Registration to the 2022 Shoot for Cause 3D Archery Tournament Fundraiser			2022 PSE Embark Bow Prize Draw		Shoot For Cause Event T-shirt
Raise \$500 or more in donations/pledges	Includes a meals and lodgings package	Includes 2 days of 3D archery.	Raise \$500 or more in donations/pledges (1)	1 additional entry for every \$100 over \$500	Raise \$500 or more in donations/pledges

Get started with your campaign today to take your best shot at earning Free Registration to the **2022 Shoot For Cause 3D Archery Tournament & Fundraiser**, an event T-shirt, and entry(s) into the 2022 PSE Embark Bow prize draw!

HOW FUNDS ARE USED

Every dollar you raise directly provides an opportunity to over 700 individuals with mental and/or physical disabilities each summer to experience 6-days in an all-inclusive summer overnight camp, completely barrier-free.

All the care and adaptations that may be required for a person with a disability are provided by Camp He Ho Ha. This includes all personal care, activity adaptations, an accessible environment, and most importantly, unconditional love and acceptance. Our overnight programs also give much-needed respite to families and caregivers who can relax from the demands of caring for a family member with a disability, knowing their loved one is safe.

ABOUT CAMP HE HO HA



Camp Health, Hope & Happiness provides week-long adapted summer camps to people of all ages living with all types and degrees of disability. The facility, located 90 kilometres west of Edmonton on Lake Isle, is fully modern and barrier-free. All programs and activities are designed with the needs of people living with disabilities in mind. Activities include a climbing wall and low ropes course, swimming pool, arts and crafts, barge rides, archery, canoeing, mini golf, performing arts, and more.

Opened in 1960, Camp He Ho Ha is Alberta's first summer camp for people with disabilities and the only facility of its kind that does not discriminate on the basis or type of disability. We are uniquely set up to serve participants with profound disabilities and complex medical conditions – many of whom would be denied a camping experience elsewhere. Our fully equipped, 24/7 staffed, onsite Medical Centre allows us to welcome individuals who require regular, specific, and detailed medical care. Our Kitchen staff address a variety of special diets and food allergies and prepare healthy, nutritious meals and snacks. Our 4:1 Camper/Counsellor ratio ensures that all campers have a safe, rewarding, and memorable summer camp experience.

Camp Health, Hope & Happiness Camp He Ho Ha knows the power of inclusion, self-satisfaction, and growth from new experiences. Yet 12% of Albertans (those living with disabilities) face daily barriers to access accessible programs and services and are at an increased risk of experiencing emotional loneliness and social isolation.



Together we can challenge this reality and create a brighter future for Alberta.

We offer inclusive services and programs to serve Albertans living with disabilities. At Camp, the reality of the rest of the world melts away and individuals with every type of physical and mental disability can just enjoy life and be themselves. Each summer, more than 700 children, youth, adults, and seniors with disabilities come from communities across Alberta to experience our overnight camps. Year-round, our free biweekly virtual Zoom camps serve 500 of these individuals and their families. Because of their experiences at Camp, many individuals discover new ways to overcome challenges, increase their independence, develop confidence, and enjoy very fulfilling lives.

SOCIAL MEDIA: SAMPLE MESSAGING

The **Shoot for Cause Fundraiser Toolkit** contains 18 social media post templates and images. You can copy, paste, and personalize these to easily promote your fundraiser. See the two examples below for ideas about what to post on social media:



Please Help! The [#ShootForCause](#) Fundraiser raises money for people with special needs through archery! ❤️ I am excited to hone my archery skills for the tournament and participate in the fundraiser with my [archery buddies] on the team [Dave's SharpShooters]! 🏹
Please help me by donating. Funds support adapted recreational programs designed to meet the special needs and interests of people with disabilities. Support me by donating at [personal campaign page link] and sharing my campaign page through this post.



I am participating in the [#ShootForCause](#) Fundraiser 🎯 because I know how important specialized services are to people living with disabilities. As a long-time Shoot For Cause participant, I know the benefits of Camp He Ho Ha and the unique facility and programs they provide to make dreams come true for kids and adults with disabilities.
Donate to the cause, and learn more about Camp he Ho Ha on my campaign page: [personal campaign page link]

Check out the **Shoot for Cause Fundraiser Toolkit** for more examples.

Camp He Ho Ha on social media

Follow Camp He Ho Ha on social media so you can be sure to get all the latest details about our programs, services, and fundraising events. You can find our handles on the following websites:

Facebook: [@hehoha1960](#)
Instagram: [@camphehoha](#)
YouTube: [Camp He Ho Ha](#)
Twitter: [@camphehoha](#)
LinkedIn: [@Camp Health Hope Happiness](#)

Hashtags

When you post on social media, use our hashtags so we can like your post, and other attendees can cheer you on. Try to use the following hashtags when posting about the **Shoot for Cause Fundraiser**

[#ShootForCause](#)
[#CampHeHoHa](#)

EMAIL: SAMPLE MESSAGING

The **Shoot for Cause Fundraiser Toolkit** contains 7 email templates you can use to contact potential donors and fundraising teammates. You can copy, paste, and personalize these templates easily to promote your fundraiser. See the example below for emailing your contacts:

SUBJECT:

Why I am Participating

MESSAGE:

I am participating in the **2022 Shoot for Cause Fundraiser** to raise [\$1,500] by May 6, 2022!

The **Shoot for Cause Fundraiser** raises money and awareness for Camp He Ho Ha, a fully accessible summer camp that serves over 700 individuals with disabilities each summer. Camp programs provide opportunities for people with physical and mental disabilities to increase their independence, try new things, form meaningful friendships, and more.

I am excited to raise money and awareness for Camp He Ho Ha because the work they do is so important. I know this because [my close friend Sydney's son has a disability. Sydney works as a full-time caregiver to her son. It is a 24/7 tireless job. Although she loves caring for him, every now and then she would love a break. *Wouldn't we all?* Unfortunately, due to his severe mental and physical disabilities, there aren't many programs available to him. But Camp He Ho Ha is different. 😊 the compassionate and energetic staff care for all his needs including bathing, feeding, and going to the bathroom. He participates in all the activities including basketball, boating, covering the counsellors in pudding, and climbing the 40ft climbing wall. *It was amazing to see the video of him hoisted to the top of the wall in a body sling.* Of course, her son had an amazing time at Camp, but just as important, Sydney got a well-deserved break! Camp He Ho Ha made a dream come true for Sydney and her son... and has done the same for hundreds of other families across Alberta.] That is why I support Camp He Ho Ha, and I hope you will too.

If I raise enough money [Camp can subsidize one camper for a week and] I can attend the 2022 Shoot for Cause 3D Archery Tournament & Fundraiser. 🎯 I will have the chance to shoot with archers from across western Canada, enjoy 2 days of outdoor 3D target archery, and can give even more to Camp at the live auction. Please donate to my campaign at [insert personal fundraising page link] and share this email with your friends and family.

Thanks for your support,

[Justin Smith]

Check out the **Shoot for Cause Fundraiser Toolkit** for more email templates.

CONTACT

We want your fundraiser to be successful! If you have any questions, please contact:

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