



Camp Moves Me Debrief for National Council of Leaders

October 2014 event launched based on the following philanthropic goals:

- Raise money to send children to camp (benefitting the Send a Child to Camp program)
- Engage our membership
- Tell the story of camp outside the summer months
- Create a cause marketing campaign that will be attractive to new corporate sponsors
- Maximize peer-to-peer fundraising

I. Final Results:

| | |
|---------------------------------|------------|
| Dollars Raised | \$58,000 + |
| Sign-ups | 275 |
| Active Participants | 173 |
| New Donors to ACA | 950 |
| Transactions | 1060 |
| Average donation | \$46.00 |
| Miles travelled by participants | 7000+ |
| New corporate sponsors to ACA | 7 |

II. Where do we go from here?

- Survey monkey to ACA community to get feedback on event

Key questions we hope provide us tactical direction:

Was this the appropriate month for the event?

What motivated participants to get involved?

Was the team structure valued? Should we try another competition model next year?

- Create a volunteer committee to help with the strategic planning of this ACA initiative
- **Camp Moves Me celebration-February 5, New Orleans**
Goal is to recap and celebrate 2014, and launch 2015.
We hope to see you there!