



# HEROES WEEKEND CRAFT PLAYBOOK



Most WACO Members host a theme weekend around our Heroes. Those who serve in the military, police force, fire department, and healthcare all deserve a “THANK YOU!” Most Members also have some sort of craft room or scheduled time for an activity. So, we thought why not offer an easy way to fundraise for a great cause while you celebrate these local heroes?

- 1) Log on to <https://gilbertbrownfoundation.org/gbf-kickoff-packs/> to get all these awesome resources listed below!
- 2) Determine how your craft activity will be staffed: We have 3 options available as craft ideas with instructions listed in **CRAFT TEMPLATES/INSTRUCTIONS** under the Heroes Weekend section of the Kickoff Pack. Will you use your campground staff, or volunteers from your Seasonal community to staff the craft area? If you're offering volunteers, a sign-up sheet is helpful! A person is more likely to commit if they've written their name down and you'll know what you need for help on your end to pull off the event!
- 3) Get Your Advertising Ready:
  - ✓ Using the **POSTERS** template provided on in the Kickoff Pack for the Heroes Weekend print out posters to hang up around your location that show the day and time. *No way to print posters for your event? Contact our preferred print vendor S&H Ad Specialties at (608) 525-2323!*
  - ✓ Download the **SOCIAL MEDIA GRAPHICS** and update with your location/time. Then upload to your Facebook page and/or website. Want to increase engagement on your Facebook page? Have guests share their favorite local hero with a picture or comment!
  - ✓ Want to send an email to your guests? Download the **EMAIL HEADER** and send out a message to all your campers letting them know about the fun they'll have while raising money for noteworthy cause!
  - ✓ MAKE IT A BIG DEAL! Adding some extra bells and whistles can really add to the fun and can promote your campground at the same time! Be sure to check the **SPECIALTY ITEM SUGGESTIONS** before you leave the Kickoff Pack section of the website!
- 4) PREPARE FOR THE EVENT: Decide what craft you'll be offering, or if you'll offer a choice of them all. Collect the supplies for each craft. Plastic or paper baggies are an easy way to sell these! Put all the necessary pieces in grab bags and you

could also write the price and “a portion of these proceeds benefit GBF” on the outside. Be sure to have a cash bag or jar to collect donations. You can charge whatever you feel is fair, we suggest \$5 per craft and have that noted on all the printables.

- 5) TAKE PICTURES & SEND LETTERS! This is a great opportunity to grab photos of your willing guests for use on your website and Facebook. If you chose to do the letter option, be sure to send the letters off to the appropriate parties in your local community!
- 6) RECORD & DONATE: Count the cash from the sales, mark it off on your [GBF Funds Tracker football thermometer](#) (found in the Generic Forms & Documents section of the GBF Kickoff Packs!) and mail your donation to the Gilbert Brown Foundation at: PO Box 228, Ettrick, WI 54627.

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**Get your team and your Seasonals involved in something like this weekly! Watch your guests, and volunteer faces light up as they not only have a blast, but support a great cause.**

**Have a suggestion on another GBF Kickoff Pack? [Send it to the office](#) so we can share the great ideas with other campgrounds!**