



Camp Tour Worksheet

- 1) **Prepare yourself – write down description of your donor prospect**
What is his/her background, interests, connection to camp, past giving history to your camp and other charities

- 2) **What are your goals for the visit?**
Is this cultivation to more fully engage them?
Is this a solicitation? If so, will you be asking for capital, annual, endowment, a legacy gift – or a combination – an integrated ask?

- 3) **What are the 3 most important points you want this visitor to the camp to remember?**

- 4) **Map out a 5 stop visit to the camp**
Ensure that the camp looks good, or at least looks like it is “in action” (ie camp is camp so campers towels hanging off a bunk is fine, but garbage is not)
Prepare the key point to be made at each of these stops
Prepare, if possible, for who they might meet at each stop (staff, camper)

- 5) **Define the key roles of all the “tour guides”**
Camp director, development director, board member etc.

- 6) **When and where will the solicitation occur; Who will do the actual ask?**

- 7) **Take notes immediately afterwards**
Prepare for who and when the thank you note gets written for their visit
Prepare to answer any questions/concerns that the prospect raised
Make sure the development data base marks the visit and follow-up.