



**HEMOPHILIA  
OF GEORGIA**

# CAMP CHALLENGE SUCCESS GUIDE

Fundraise to help kids go to Camp Wannaklot and:



**Learn about their  
bleeding disorders**



**Gain independence**



**Make friends in the  
community**

Learn more: [hog.org/campchallenge](http://hog.org/campchallenge)

# Who We Are

**Hemophilia of Georgia exists so that people affected by bleeding disorders live as normally and productively as possible.**

## Did you know?

- Hemophilia is a bleeding disorder where the blood fails to clot due to low levels of blood clotting proteins.
- There is currently no cure for hemophilia, but there is medicine to help control the bleeding.
- Hemophilia can cause bleeding within joints that can lead to chronic joint disease and pain.

## Hemophilia of Georgia

Hemophilia of Georgia (HoG) is a nationally and internationally recognized 501©(3) organization and premier provider of programs and support services for people with hemophilia, von Willebrand Disease, and other bleeding disorders. As the only agency of its kind in the state, HoG is dedicated to enhancing the health and wellness of the bleeding disorder community by providing excellence in comprehensive healthcare, education, advocacy, and the support of research to transform lives.

Since 1973, HoG has been providing blood clotting medications, home infusion training, educational programs, and clinical services. HoG works to enhance the quality of life and care for people with bleeding disorders, while actively pursuing a cure through research funding. HoG serves over 1,900 clients throughout the state.

## Camp Wannaklot

Camp Wannaklot is a week-long residential summer camp and is the only camp in Georgia that provides children who have bleeding disorders the opportunity to enjoy a traditional camp experience. Campers make new friends, learn about their bleeding disorders, and share new experiences.



For more information contact

Milad Jabbari at [sponsorship@hog.org](mailto:sponsorship@hog.org) or 470-621-0605

Visit [hog.org/campchallenge](http://hog.org/campchallenge)

# Funding Needed for Camp Wannaklot



**\$1,000**

Sponsor one camper's full week.



**\$500**

Fund an evening program



**\$250**

Provide supplies for one camper.  
Bed sheets, water bottle, etc.



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# Guide to Success

## Building Your Personal Fundraising Page

### Create your Fundraising Page!

Invite your network to join you to help send kids to camp!

Create your  
fundraising page

Set your goal

Share the word

Set up your personal fundraising page on [hog.org/campchallenge](http://hog.org/campchallenge) and add photos and a personal story.

\$1,000 can sponsor one campers full week!

Reach out to friends, family, and coworkers and share on social media.



Scan for instructions  
on how to create a  
fundraising page!



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Visit [hog.org/trot](http://hog.org/trot)

# Guide to Success

## Sample Email/Letter to Prospective Supporters

Hello (INSERT NAME HERE),

This season, I am participating in Hemophilia of Georgia's (HoG) Camp Challenge! I will be fundraising for the next month to provide kids with bleeding disorders the opportunity to attend camp and make life-long memories! HoG's Camp Wannaklot is the only camp in Georgia that provides children who have hemophilia or other bleeding disorders the opportunity to enjoy a traditional camp experience. During the week, campers learn about their bleeding disorders, gain independence by learning to self-infuse their medicine through IVs, and create lasting friendships with others in the community.

For our first fundraising push of the month, my goal is to raise \$100 symbolizing the 100 kids we aim to send to camp. This camp offers more than just a week-long experience; for many of our youth with bleeding disorders, it's the only camp where they can fully participate in all activities, thanks to the medical care and experts we have onsite.

If you would like to help me in my personal fundraising to provide a kid with a wonderful lifelong memory and experience by making a tax-deductible donation to Hemophilia of Georgia, my fundraising page is linked below. Thank you for helping me make a difference in the lives of people with bleeding disorders!

[INSERT CLASSY LINK HERE]

Sincerely,

**Hemophilia of Georgia** exists so that people affected by bleeding disorders live as normally and productively as possible.

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# Guide to Success

## Text and Instagram Stories

### SAMPLE TEXT:

Hey (insert name), I hope you're doing well! This month, I am participating in Hemophilia of Georgia's (HoG) Camp Challenge fundraiser to send kids with bleeding disorders to Camp Wannaklot! It's the only camp in Georgia for children with hemophilia or other bleeding disorders, offering them a traditional camp experience where they learn about their bleeding disorder, gain independence, and make lasting friendships.

If you would like to help me in my personal fundraising to provide a kid with a lifelong memory and experience by making a tax-deductible donation to Hemophilia of Georgia, my fundraising page is linked below. Thank you for helping me make a difference in the lives of people with bleeding disorders! If you would like to participate, I am asking friends and family to donate \$32 to celebrate 32 years of camp but no amount is too small to give.

(INSERT FUNDRAISING LINK HERE)

Hemophilia of Georgia  
*Camp Challenge*  
**BINGO**

Let's raise money to send kids to camp!  
Visit my fundraising page:

\$5	\$10	\$30	SHARE POST	\$50
SHARE POST	\$30	\$5	\$15	\$20
\$20	\$15	SHARE POST	\$10	\$5
\$10	SHARE POST	\$50	\$5	\$20

Message me to claim your square!



**Don't forget to insert your fundraising link in the story above!**

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# Guide to Success

## Instagram Stories

### CAMP CHALLENGE

Send kids with a bleeding disorder to camp for lifelong memories and education!

Visit my fundraising page:



### THANK YOU

FOR DONATING TO SEND  
KIDS TO CAMP

RAISED

**Don't forget to insert your fundraising link and amount raised in the stories above!**

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# Guide to Success

## Social Media Posts

### Post 1 Sample Caption:

This month, I am participating in Hemophilia of Georgia's (HoG) Camp Challenge fundraiser to send kids with bleeding disorders to Camp Wannaklot! It's the only camp in Georgia for children with hemophilia or other bleeding disorders, offering them a traditional camp experience where they learn about their bleeding disorder, gain independence, and make lasting friendships.

If you would like to help me in my personal fundraising to provide a kid with a lifelong memory and experience by making a tax-deductible donation to Hemophilia of Georgia, my fundraising page is linked below. Thank you for helping me make a difference in the lives of people with bleeding disorders! If you would like to participate, I am asking friends and family to donate \$32 to celebrate 32 years of camp but no amount is too small to give.

Please consider donating at [\[insert your fundraising page here\]](#).



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## CAMP CHALLENGE

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-  Learn about their bleeding disorders
-  Gain independence
-  Make friends in the community

Donate today: [hog.org/campchallenge](http://hog.org/campchallenge)

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# Guide to Success


## Social Media Posts

### Post 2 Sample Caption:

This month I am fundraising for Hemophilia of Georgia's Camp Challenge and am asking for your support for this important cause! All proceeds raised will go directly to HoG's Camp Wannaklot.

Hemophilia of Georgia exists so that people affected by bleeding disorders live as normally and productively as possible. Hemophilia is an incredibly rare disorder, and its treatment requires regular medication that could include infusions through IV. HoG provides a variety of programs that serve youth and families including a one-week summer camp for clients ages 7-17 at Camp Twin Lakes Will-A-Way in Winder, GA. During the week, campers are provided educational programming around their bleeding disorder, opportunities to develop skills around self-management of a bleeding disorder and independence, and a space to connect with peers in the community. My personal goal is to raise \$1,000 by March 31<sup>st</sup>.

Please consider donating at [insert your fundraising page here].



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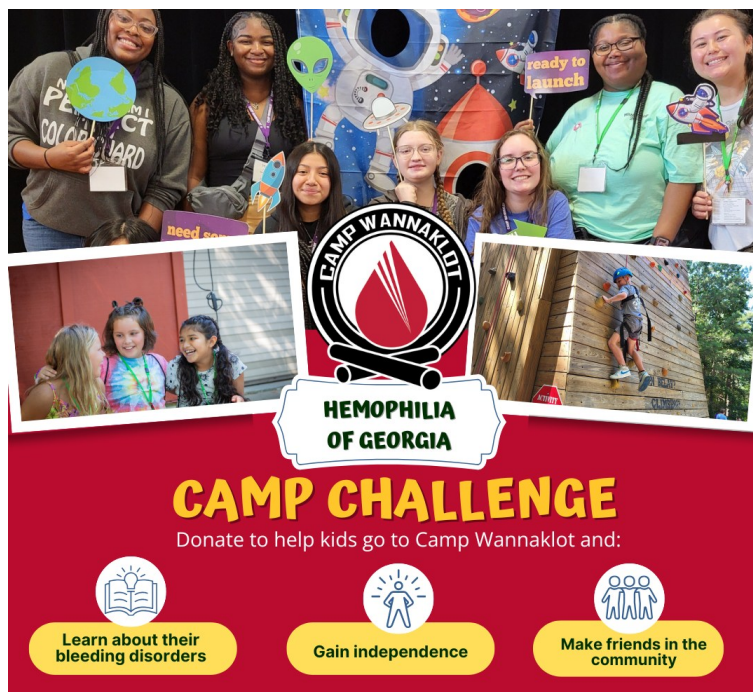
## Social Media Posts

### Post 3 Sample Caption:

I am fundraising for Hemophilia of Georgia's Camp Challenge and am asking for your support for this important cause! All proceeds raised will go directly to HoG's Camp Wannaklot.

Hemophilia is an incredibly rare disorder, and its treatment requires regular medication that could include infusions through IV. Hemophilia of Georgia hosts a one-week summer camp for clients ages 7-17 at Camp Twin Lakes Will-A-Way in Winder, GA. During the week, campers are provided educational programming around their bleeding disorder, opportunities to develop skills around self-management of a bleeding disorder and independence, and a space to connect with peers in the community. My personal goal is to raise \$500 by March 31<sup>st</sup>.

Please consider donating at **[insert your fundraising page here]** or sharing my post to help spread the word!



Donate today: [hog.org/campchallenge](http://hog.org/campchallenge)

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# Guide to Success

## Social Media Posts

### Post 4 Sample Caption:

It's the final week of Hemophilia of Georgia's Camp Challenge and am asking for your support to help me reach my fundraising goal of \$1,000! All proceeds raised will go directly to HoG's Camp Wannaklot.

Hemophilia is an incredibly rare disorder, and its treatment requires regular medication that could include infusions through IV. Hemophilia of Georgia provides a variety of programs that serve youth and families including a one-week summer camp for clients ages 7-17 at Camp Twin Lakes Will-A-Way in Winder, GA. During the week, campers are provided educational programming around their bleeding disorder, opportunities to develop skills around self-management of a bleeding disorder and independence, and a space to connect with peers in the community.

Please consider donating at **[insert your fundraising page here]**.



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