

What to Say

What type of campaign is your company hosting?

Click campaign type below:

1. [Round up at the register](#)
2. [A sign on the counter](#)
3. [A give back day](#)
4. [A share of what we earn](#)

1. Round up at the register

What your business is doing: Asking customers to round their total up to the next dollar and give the difference.

SAY THIS

"Would you like to round up your total to the nearest dollar to support kids with cancer?"

- If they say yes, round it up and say thank you.
- If they say no, say "no problem at all" and carry on exactly as normal.
- Ask once per customer.

2. A sign on the counter

What your business is doing: Displaying a sign that shares your company is supporting Camp Quality. You are not asking anyone for anything.

There is nothing you have to say. The sign does the work on its own.

3. A give back day

What your business is doing: Donating a portion of today's sales. The customer does not have to do anything.

SAY THIS

"Part of what you spend today supports sending kids with cancer to summer camp."

- Say it once, either at the start or when you hand over the receipt.

"Can I add to the donation?"

"Yes!" (Insert local donation process)

4. A share of what we earn

What your business is doing: Giving a set amount to Camp Quality from every sale.

This one usually comes up on the sales floor rather than at a register.

SAY THIS

"For every [SALE] we sell this month, we give \$X or X% to Camp Quality."

- Swap [SALE] for whatever you sell. Car, install, closing, ring, room.

"Can I give too?"

"Of course, thank you!" (insert local donation instructions)

Questions any customer might ask

"Where does the money go?"

"To camps and programs for kids with cancer. Families never pay anything."

"Is this a real charity?"

"Yes. Camp Quality USA is a 501(c)(3) nonprofit."

Questions about the campaign? Email development@campqualityusa.org