

## **Fundraising Camp Counsellors/Directors e-newsletter**

**Subject line:** Marshmallows cost Money

**Headline:** Fun isn't always free

Dear (John),

While ghost stories and giggles around the campfire are free, the marshmallows and hot dogs that add to the fun are not. That's why we wanted to remind you about our Mabel's Labels' fundraising program. Why not offer parents and campers something they can really use? Instead of chocolate bars that attract vermin and possible cavities, our super durable, waterproof, UV resistant and guaranteed labels attract parents! Our personalized labels let campers know what gear is theirs and help keep lost items to a minimum.

Interested? Simply go to [www.signupmabelslabels.com](http://www.signupmabelslabels.com) and sign up! Then receive 20% commission on all sales through your unique website. It's that easy! We fill and ship all orders so our fundraisers are hassle free.

We know that camps take money to run efficiently, and fundraising can be a great way to raise additional funds for your camp. So, start today, and get ready to buy gourmet marshmallows this year!

**<Sign up now!**

**<Already fundraising with us? Great! Don't forget to remind your contributors that our Limited Edition Camp Combo, complete with all the labels campers need, is only available until June 30<sup>th</sup>!**