

EDITORIAL

Fund Raising

One of the biggest problems of Bible camps, especially if you own your own camp site, is that of raising money for such items as insurance on the buildings, caretaker's salary, repairs, expansion of facilities, etc.

In the last issue of Trail Signs we had a fine article by Gordon French of the Michigan Christian Youth Camp, in which he explained the effectiveness of candy selling campaigns in raising funds.

This fall we tried the same technique and we were highly pleased with the results. We netted about \$1,300.00 for the camp's general budget, with a minimum amount of effort. The campaign was conducted in only one town—Lubbock, Texas. We believe that with better planning and an earlier campaign we can easily raise \$2,500.00 in Lubbock alone each year.

We sold candy manufactured by the Mason Candy Co. of Mineola, N. Y. We found the candy of high quality and easy to sell. The company and their district representative are very cooperative and fine to work with. The candy sells for \$1.00 per box, giving you a profit of 40 cents per box. A printed sleeve on the boxes gives you good advertising for the camp.

Advantages of such campaigns:

- (1) funds can be raised with a minimum of effort, since the boys and girls do most of the work;
- (2) you do not ask people for donations—you sell them a product;
- (3) you contact the general public—not just members of the church;
- (4) your camp gets some good advertising.