



WACO

Wisconsin Association of Campground Owners

JULY 2020

Well Members, we've made it through to the month of July in this crazy, crazy season! We've seen some scary starts and setbacks, but we've also experienced some surprising twists and turns that have positively impacted our industry with a whole new group of customers trying camping for the first time. There's been insanely creative, yet simple fundraising ideas and some very touching stories to come across our paths this season as well—its very heartwarming to see that people are still willing and able to support each other during times like this. Our members have shared successes, asked about concerns, and provided options/resources to help each other out. I think its safe to say this is the year where we see what we're made of and it seems we're made of the right stuff! Read on to learn more and watch for future correspondences on fundraiser ideas, convention updates, and industry information.

FOCUS ON THE POSITIVES

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A Letter from WACO's Executive Director Lori Severson

Dear members:

Let's talk about the positives! The RV dealers in Wisconsin are struggling to find product to sell to anxious new campers who are wanting that first time camping experience. I spoke to Dave from Madison RV and he was able to purchase 100 units from a Canada distributor, as Canada took longer to open up. He has burned through that inventory, and is concerned about having little to actually sell. That is certainly a sign of us having the opportunity to gain more business.

The repercussions of seeing this increase is of course, us having some untrained customers! People do not understand how to park their

units, how to run them, or understand how to set up once they get to your park. We will have a year of needing to muster all our patience to keep these new folks interested in our wonderful industry. It takes more time today to develop these customers; however they will become customers for life if they have great experiences! Try to look at each and every one of those absolutely absurd questions as building a foundation for your future. Remember camping is a memory handed down from generations, so that one customer can impact your revenue stream for a long time.

Let's just say for giggles your site night cost is \$40 if they stay just 6 nights with you in a year that's \$240.00 the "life-time" of a camper is let's say 10 years \$2400. If they bring just one friend along the way it's \$4800. If they love you they will bring groups and seasonals. So even with this very



FOCUS ON THE POSITIVES

low end math.....for every customer that isn't at all educated determine whether it's worth it to you to educate them. Now, that's not to say there aren't some overbearing, demanding customers that you may very well be better off without. As a wise man once said "you can't fix stupid".

Directory distribution is going very well! We have been flooded with many more individual requests this year than ever before. The RV dealers and welcome centers are running out and we are able to restock them. Unfortunately none of the welcome centers and tourist areas want to "store" them so they are looking for just in time delivery. Thank goodness we have warehouse that is conveniently located within our office and we can get to what we need when we need it! We have been creative and have spread our distribution into local hospitals, motels, and gas stations. We have done this in the past, but we've been more aggressive this year. We have worked hard in the Minneapolis, Chicago areas specifically and have been successful in Iowa and Michigan. Our department of tourism partners have helped identify where campers in general are coming from and we've used this information as our targets for distribution.

I understand both ARVC and KOA conventions are going virtual. This new world will be one to learn from and watch. It will be interesting to learn what the costs are of putting on this type of convention. And of course there are a lot of other questions - will the attendance still work, will vendors show up, will sponsorships still be in tact? I am so very grateful that we will have the opportunity to learn about this from leaders in our industry. We were blessed to get our convention in before COVID shut down our world. I hear such sad stories from other state associations that were not as lucky. We are at this time pushing forward with our events like Fall workshops and convention. I will work hard, with my team, to learn how these virtual events fair, just in case we need to do



something like that.

Jim Button has graciously volunteered to run for ARVC Area 3 Director position. Its critical Wisconsin continues to be in the know with the National issues. This position will be contested by Bill Potts of Kentucky. The election will be absentee. Details on how that works will be announced after a special ARVC BOB meeting in the next three weeks. We will need your help on getting the word out, and of course, voting yourself. We plan a lively social media campaign and would ask you to share and get the message out as much as possible!

The Gilbert Brown Foundation is struggling this year, and I'm sure you can understand why based on the world events. Our latest project, is a sweet little lady who was born weighing one pound. She & mommy will be living at the Gunderson hotel as she has now learned to breast feed! She is making amazing progress you and your guests can follow. <https://www.facebook.com/twocansam.fonstad> The Gilbert Brown Foundation is paying for her stay which will likely be a month or longer at the hotel, along with gas money. We will be doing some fundraising specific to this project soon so watch for details.

Stoney Creek is currently raising money through \$5 pull tabs. The foundation has access to some boxes of these, so contact us if you would like more infor-



FOCUS ON THE POSITIVES

mation. You can sell them individually or write their names across them and pull one name – the winner gets to open them all! Watch for more things you can do to raise money during this interesting times, on the WACO members only page.

Last but not least, your early bird WACO dues ends July 31st. If you know other campgrounds who are not members please contact Carla! Thanks so very much for your support this year and all the past years! Your membership is valued!

Respectfully yours,

Lori Severson, Executive Director of WACO

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ARVC ANNOUNCES REGISTRATION FOR VIRTUAL OHCE OPENS JULY 21 WITH OPTION TO ATTEND FOR FREE

As mentioned, ARVC's 2020 Outdoor Hospitality Conference & Expo (OHCE) will be shifting to a virtual platform this year. Registration rates are slightly reduced compared to past, in-person fees, and there will be an option to attend for free if you're part of this year's Hosted Buyer Option. More details available on their website about this option! Registration for all is currently open and the pricing is \$199 for individual logins, and \$49 for each additional. After the introductory rate ends, the pricing will increase to \$299 for individual logins for members, with additional logins costing \$59 each. A portion of the proceeds are donated to the ARVC Foundation.

"Our goal as always is to create the best learning and networking experiences for all attendees," says Paul Bambei, president and CEO of ARVC. "With a virtual conference we are able to do that at a lower cost and pass that savings on to attendees. Plus, without travel and hotel costs, the lower cost of entry will hopefully make the event accessible to even more attendees."

HOSTED BUYER FAQs

- **What is a Hosted Buyer Program?**

A hosted buyer program is an event that brings qualified buyers (decision makers) and sellers together with a high likelihood to book real business with each other through pre-arranged face-to-face meetings.

- **How will ARVC's Hosted Buyer Program work?**

Once you register and pay for OHCE2020, you will be asked if you would like to apply to be a Hosted Buyer. The application will take approximately 10 minutes to complete. Once submitted, the ARVC team will complete a rigorous qualification process of each application to ensure the applicant is the/a decision maker for the campground.

- [More information available on ARVC's website about their Hosted Buyer program.](#)



INDUSTRY NEWS

RV/CAMPING INDUSTRY SUCCESSFUL THROUGH COVID-19

[The COVID-19 edition of the North American Camping Report](#) reveals implications to the camping market, about when and how travelers may wish to start traveling once again. Findings were based on a survey conducted of North American leisure travelers in late April, 2020 in order to obtain real-time perspective on camping. “Research shows the camping industry may rebound sooner than other forms of travel, and may even gain strength later in the year, due to its consideration as a safe way to resume travel among COVID-19 health precautions.” As we know, this study absolutely rang true and in our own markets, we’ve seen this spike already.

Read on to see how those findings tie in to the latest [Longwoods WAVE 16 Study from July, 2020](#), and how the RV Industry Association notes a surge of sales, with areas like Kansas citing an 83% increase, * and all across the US, a new market of guests coming into the parks.

In April 2020, the Kampground Owners Association sponsored a survey to be conducted by Calm Consulting Group, which led to publication of findings in a Special Report: Camping & COVID – an offshoot of their traditional North American Camping Report.

THIS REPORT PRODUCED THE FOLLOWING KEY FINDINGS:

- Campers plan to take their planned camping trip this year, and non-campers say they are now interested in camping due to the Coronavirus pandemic.
- Leisure travelers – including both campers and non-campers – rank camping as the safest form of travel to resume once restrictions are lifted.
- Camping, glamping and road trips may replace other types of planned trips in 2020.
- COVID-19 concerns will impact how campers camp in the short term, including smaller group sizes, camping closer to home and accommodation choices.
- Interest in RV camping among both campers and non-campers can be attributed to concerns of cleanliness at other accommodations like hotels or resorts, as well as interest in avoiding communal facilities.
- Once travelers feel it is safe to travel again, spending time outdoors with family is what leisure travelers are looking forward to most.



Keep in mind, this was conducted back in April...and just look at us now! After a period of uncertainty, with parks and resorts across the US experiencing delayed openings, shutdowns of certain activities, or limited access to amenities, we are seeing an explosion of RV sales across the US. J.E. Cornwell, owner of KC RVs states, “I’ve been in and around this business for around 25 years, and I have never seen anything close to this. Even in the best of years, there was nothing like this.”



[The RV Industry Association](#) attributes the sales surge to people’s desire to simply get the heck out of the house. Daryn Anderson, Sales Manager

for a local RV Dealer goes on to say, “I think people are quarantining, but they’re also tired of sitting inside their houses and not being able to go out and do things,” Anderson said. “They’re far enough away from the next person, and they can still have a little bit of an adventure and be able to enjoy themselves.” RV retailers reported

INDUSTRY NEWS

demand across the board, including new and used travel trailers, motorhomes and pop-up trailers. However, things weren't so pretty in early Spring, as we all remember. Several of these retailers, similar to our Member Campgrounds, were shut down after being deemed non-essential. With the RV retailers closing their doors, manufacturers and vendors supplying those products, created supply problems. "The industry all the sudden had a huge flux of campers — wannabe campers, new campers or guys that had their own campers and they got them dusted off," Cornwell said. "We were now in a new realm. The problem was, when we were all shut down, so were the manufacturers." While manufacturers are still trying to keep up with the swing in demand, seasoned campers are using the opportunity to upgrade their units — giving new campers the used models to start their journey.



Chelsea More, a La Crosse County, WI resident, recently bought a 1996 Tahoe Mallard with her husband Joe. More said the purchase was "mainly due to COVID," since the couple was struggling to keep two children under the age of 5 entertained during quarantined. And I think we can all appreciate that haha!

"We got a camper and have been able to see places we may never have experienced in the past, and while most places are between 1-2 hours away, they are places we have never visited. Being stuck home was tough and this gave our family an opportunity to still hike, bike and get out to explore nature. Not to mention swim, since our area pools are shut down for the summer." The More's also cited being able to use their own kitchen and bathroom as a big contributor to their purchase decision.

RV parks and campsites also are seeing a boom in business. Leslie Sherman is office attendant at Campus RV Park in Independence. Over the pandemic, the park has "taken reservations from vacationers, locals trying to get out of the house and even a range of traveling workers such as first responders", she said. Jellystone Park in Warrens, WI is seeing the same impacts with weekends like their "Christmas in July" having no vacancies for any rental units of any kind.



This information is really uplifting and shows a true testament to the grit and ability to bounce back for the camping industry. Based on the latest COVID-19 Travel Sentiment Study-WAVE 16 from Longwoods International, "the percentage of American travelers who now feel safe traveling outside their community has fallen to 38%, **the lowest level since mid-May**. About half of travelers say that the pandemic will greatly impact their decision to travel in the next six months, **with that percentage steadily increasing in the past six weeks after previous declines**." These results emphasize the desire for people to stay somewhat close to home, limiting air travel, and confirm the thought that people are looking to do more activities like camping in the remainder of 2020.



Other insights from the latest study include thoughts on face masks. "About 60% prefer destinations which require face masks in public, with a third of those reporting they will ONLY visit destinations with mandatory face mask orders." On the opposite side of the spectrum, "only 9% are less likely to

INDUSTRY NEWS

visit a destination which requires face masks, with 3% refusing to visit destinations which require face masks.”

“With the coronavirus pandemic surging across the country, the required use of face masks has become an important consideration when making travel decisions,” said Amir Eylon, President and CEO of Longwoods International. “Destinations which require face masks are likely to see more visitors than those who do not have such requirements.” In other words, whatever your personal beliefs, the guests’ perception is that face masks being required seems to have the current majority vote. Be sure to make your guests feel safe!

Based on all the information we’re currently seeing, our industry should expect to continue to see a steady business through the season, as from what health experts state, the pandemic isn’t going anywhere anytime soon. So let’s take a breath, prepare ourselves for guests that will need our help, and buckle up for the rest of the season!

Sources cited for this article include: 2020 North American Camping Report, Special Report, Camping & COVID; RV Industry Association: ‘Never Seen Anything Close To This.’ In Pandemic, Kansas City RV Business Is Very Good, Laura Evans, July 12, 2020; Longwoods International, COVID-19 Travel Sentiment Study-Wave 16, July 21, 2020.



KEEPING IT LEGAL

MARK HAZELABKER, Attorney at Law, Kasietz Legal Group, LLC

Non – Renewal of Campers: An Opportunity to Enhance Your Campground

It’s renewal time. Campgrounds need to decide whether to offer seasonal agreements to campers for 2021. You should use non-renewal decisions freely to improve your campground.

In the final analysis, campgrounds are in the peace, quiet and fun business. If you have campers that rub you the wrong way, annoy other people, refuse to cooperate, or grumble about things, don’t hesitate. If they have had payment problems which you can’t understand, it’s time to stop the problem. Put them out of your misery. Send them packing. Give them a non-renewal notice.

Of course, it’s scary to non-renew a customer. There’s always the fear that a site might go empty. This year, many campgrounds have been busier than ever. That’s likely to recur in 2021 and beyond. The population continues to age and seeks safe and relaxing experiences closer to home. Fear not. A new camper will be found.



Don’t make the mistake of believing that you “owe” a camper renewal. If you’ve been in business more than a very short time, you are well aware that customers put their own economic well being far ahead of loyalty to any business. I’m not saying there is no such thing as loyalty. I’m saying that customers don’t hesitate to put themselves first. Neither should you.

Consider also that non-renewing troublesome guests actually is loyal – to the good guests you have who deserve good companions.



IN THE KNOW

There is a widespread tendency to give undue weight to previous relationships and history with customers over present concerns. That's a variation on the "sunk costs fallacy." There is a broad tendency to continue to do business with people who owe money in the hope that they eventually will pay. In truth, once money goes into arrears – or relationships deteriorate – you have to ignore the past. Instead, you have to look dispassionately at how things are today. Is this camper going to somehow become a nice person again (if they ever were)?

There is also a human tendency to tolerate a slow burn as long as it does not flare up into a bonfire. Tolerating and renewing campers who are not great guests does no good to anyone. It punishes the campers who are good customers. It creates needless tension. And, if we adopt the idea that we have to wait for a major incident, we are setting the campground up for an ugly incident. When the fire finally bursts into a conflagration, it will ruin the campground experience for everyone for a long time. It will divert your energy and time from taking care of guests who deserve the attention. Renewal is the chance to put out the fire.

You, as the campground owners and managers, are responsible for the atmosphere, culture and experience your guests enjoy. From the moment you accept guests as campers on, you need to communicate what your expectations of guests are – and that their presence on the campground is a privilege which is conditioned on meeting those expectations.

As you go through renewals, talk to your staff. Ask them if there are campers who have treated them poorly, or have been rude to others. If you have complaints from campers about other campers, follow up on them. Don't accept general comments like "he's a jerk." Ask what specific behaviors the camper engaged in that was troublesome – there's a big difference between being considered a jerk because you told a bad joke and being a jerk by refusing to turn loud music down late at night.

Use your judgment, and then, stand by it. Once you decide not to renew someone, that's the end of the process. There is no appeal. If the guest causes trouble over the non-renewal, remove them.

Winnowing out the less than ideal campers will enhance your campground and strengthen it. Use that decision thoughtfully, but freely.



MARK HAZELABKER,
Attorney at Law,
Kasietal Legal Group,



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IN THE KNOW

FIVE EXPENSES TO CUT DURING TOUGH TIMES

If revenue hasn't come back as fast as you expected it to, it may be time to review your budget and determine if some planned expenses can be cut. Here are five places to look to do just that.

1 TRAVEL

Since most events have been moved online or cancelled altogether, you can likely redirect any money you've budgeted for travel this year to other more urgent expenses. And if you have prepaid these items, you may be able to get a refund. Hotels have flexible refunds up to the date of the stay unless you took a prepaid deal. And airlines have begrudgingly provided refunds, although in some cases, it did take time to get them.

Now that so many employees are familiar with Zoom and other videoconferencing tools, you may want to rethink any future travel requirements that could easily be accomplished virtually with a much lower budget.

2 TRAINING

While it's never a good idea to cut training, there may be ways to deliver it more affordably. You may be able to purchase subscriptions to online courses that include an "all-you-can-eat" component to them. A good example is Lynda.com, now owned by LinkedIn. Any unnecessary training that can be delayed is another way to free up funds.

3 DUES AND SUBSCRIPTIONS

If money is tight, evaluating your memberships is one area where you may be able to free up money. Especially since many in-person events have been cancelled, this might be a good time cancel any renewals you are not able to fully utilize.

Subscriptions are also something you can review. Can any of these be cancelled to free up cash? You can always re-subscribe when things get better.

4 EMPLOYEE PERKS

If you provide your employees with benefits and times are extremely lean, cutting them is an option to keep from laying off workers. Some of the options might be:

- Eliminating perks like movie day, free car washes, or onsite chair massages
- Stopping coverage of paid volunteer hours
- Cutting education expenses if you are paying college tuition for some employees
- Cancelling employees' memberships and subscriptions as described above
- Slashing training budgets as described above
- Converting event attendance and sales meetings to online versions

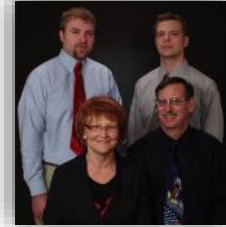
IN THE KNOW

- Disallowing overtime work
- Holding off on employee bonuses
- Reducing vacation or holiday pay
- Cutting down on health care options such as vision and dental plans
- Reducing 401(k) matches on a temporary basis (watch out for plan requirements, though)
- Cutting regular hours

All of these are steps you can take to avoid having to reduce your workforce.

5 LAYOFFS

One painful place to look for more cash is your workforce. If work has slowed due to demand, you can raise cash by furloughing or laying off workers. Unfortunately, many businesses have already had to do this.



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By looking deeply at all of your business expenses, you can find places to cut spending so that you will be in a better position for the future.



CSAW Associates, LLC

Coulee Region Bookkeeping and Tax

MAKE YOUR RENTAL UNIT “LIKE HOME”

How often have you really taken a peek at your rental units other than to clean/stock them? If you’re using park models in particular, having a few nice touches to make the place feel more “like home” can go a long way in terms of guests feeling that true “glamping” experience and encourage repeat visits...not to mention referrals! Here are 5 easy ways to change up your rental units with very little cost:

- Hang wall décor
- Add a rug in the entrance and near bedrooms/bathrooms
- Replace valances with curtains
- Make it cozy with throw pillows and blankets
- Paint the walls or cabinets



WACO UPDATES

YOUR VOTE COUNTS

As our Executive Director mentioned in her letter to the members, Jim Button, owner of Evergreen Campsites & Resort, has volunteered to run for ARVC Area 3 Director position. Its so very important, especially in times like



JIM BUTTON, OHE, CPO

**OWNER
EVERGREEN CAMPSITES & RESORT**

Personal Statement:

Jim has been involved in the Outdoor Hospitality Industry for 37 years and has owned Evergreen Campsites & Resort for last 24 years. Jim's commitment to his business and continuous improvement has elevated the Resort to serve as a premier, year-round, recreation destination for families all across Wisconsin and neighboring states. His dedication and trust in allowing his management team to try new and creative things in an effort to enhance guests experience along with regular staff meetings to evaluate the results and setting goals. Jim's support and guidance to WACO campgrounds are requested consistently from campground owners throughout the state. Jim mentors campgrounds throughout the country and is highly respected for his visionary ability.

Certifications

- CPO
- OHE
- NFPA-1194

Awards/Achievements

- ARVC Campground Partner Award 2017
- ARVC Green Park of the Year
- Waco Hall of Fame 2017

Current Industry Involvement

- WACO Board of Directors- Second Term
 - Promoting and protecting the camping experience for families in Wisconsin
 - Represents the bi-laws committee
 - Represented WACO to help pass the Campground Immunity Bill
- WACO Speaker
 - Class/seminar instructor
- ARVC Public Affairs-
 - Spokesperson for Advocacy Day on the Hill
- ARVC Convention Attendee
 - Supports the convention and volunteered for various tasks
- ARVC Convention Speaker
 - Class/seminar instructor
 - Sewer
 - Activities
 - Group 20
- ARVC Foundation Board
 - Disaster relief/fundraising
- Group 20 IV
 - Advocate for industry campgrounds
 - Founding representative of Group 20 IV
 - Represents the top 10% of campgrounds in the United States

Community Involvement

- Volunteer Fire Fighter for 25 years
- Donations to local schools and community organizations
- Advocate for anti-bullying in local schools

Married to Dawn, has 4 children (Emily, Joey, Ricky & Becca), 1 dog (Bella) & 4 chickens

these, that Wisconsin continues to be in the know about National changes to our industry. This position will be contested by Bill Potts of Kentucky. Your vote will absolutely count!

Be sure to watch for more information on how we can support Jim in his election. Featured here is a little more information about Jim, including his background, education, and experience in the industry—all of which makes him a great fit for a Director role.

Good Luck Mr. Button!

CONTACT

Cell Phone: 9205700764
Work Phone: 9206223498

Evergreen Campsites & Resort
W5449 Archer Lane
Wild Rose, WI 54984

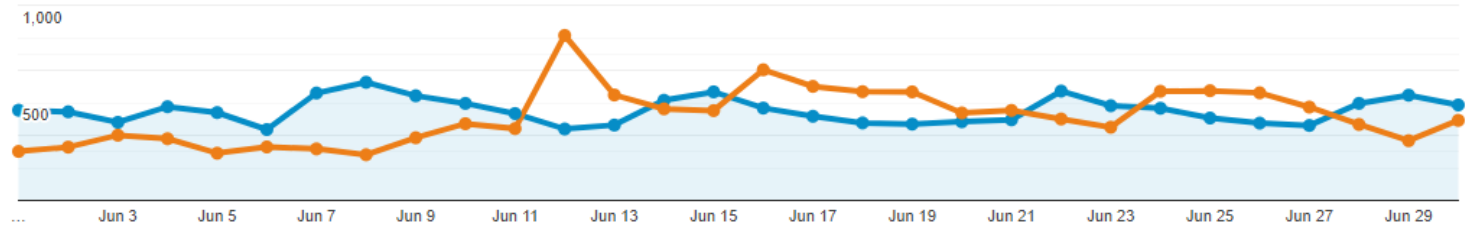


WACO WEBSITE STAT UPDATE

QUERY SUMMARY COMPARING MAY to JUNE 2020

Jun 1, 2020 - Jun 30, 2020: ● Users

May 2, 2020 - May 31, 2020: ● Users



Users

5.57%

12,387 vs 11,733



New Users

5.67%

11,944 vs 11,303



Sessions

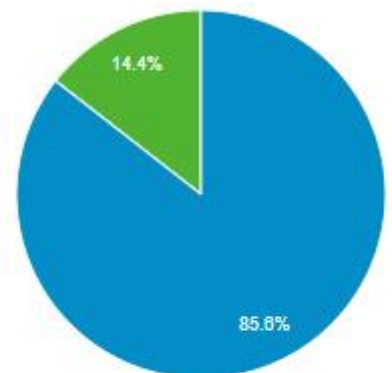
6.12%

15,078 vs 14,208



■ New Visitor ■ Returning Visitor

Jun 1, 2020 - Jun 30, 2020



Number of Sessions per User

0.52%

1.22 vs 1.21



Pageviews

6.82%

72,215 vs 67,602



Pages / Session

0.66%

4.79 vs 4.76



Avg. Session Duration

-0.70%

00:04:28 vs 00:04:30



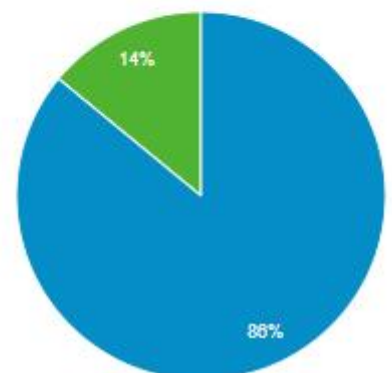
Bounce Rate

-0.93%

43.29% vs 43.69%



May 2, 2020 - May 31, 2020



JUNE vs. MAY 2020 Site Traffic Notes:

- Almost 6% increase in overall site traffic/number of users
- Almost 6% increase of new users
- Over 6% increase in # of sessions
- Still seeing a large percentage of users being “NEW” Visitors overall to the site—coming in at a whopping 86% in both months.

INDUSTRY SPEAKER ANNOUNCEMENT

ARVC announces NY Times Best Seller, Gretchen Rubin, as OHCE2020 Keynote Speaker.
Author's Message of Resiliency and Overcoming Adversity Crucial in the Age of COVID-19

**More OHCE2020 info can be found at www.arvc.org*

FACEBOOK STATS JUNE 2020



Wisconsin
Campers ✓
@wicampgrounds



WISCONSIN CAMPGROUNDS

Page Summary Last 28 days

Export Data

Results from Jun 3, 2020 - Jun 30, 2020

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Organic Paid

Actions on Page

June 3 - June 30

7

Total Actions on Page ▼30%



Page Views

June 3 - June 30

817

Total Page Views ▼16%



Page Previews

June 3 - June 30

24

Page Previews ▲14%



Page Likes

June 3 - June 30

366

Page Likes ▲2%



Post Reach

June 3 - June 30

2,025

People Reached ▼95%



Story Reach

June 3 - June 30

Get Story Insights

See stats on how your Page's recent stories have performed.

Learn More

Recommendations

June 3 - June 30



We have insufficient data to show for the selected time period.

Post Engagement

June 3 - June 30

78

Post Engagement ▼98%



Videos

June 3 - June 30

99

3-Second Video Views ▲41%



Page Followers

June 3 - June 30

378

Page Followers ▲1%



Orders

June 3 - June 30

0

Number of Orders ▲0%

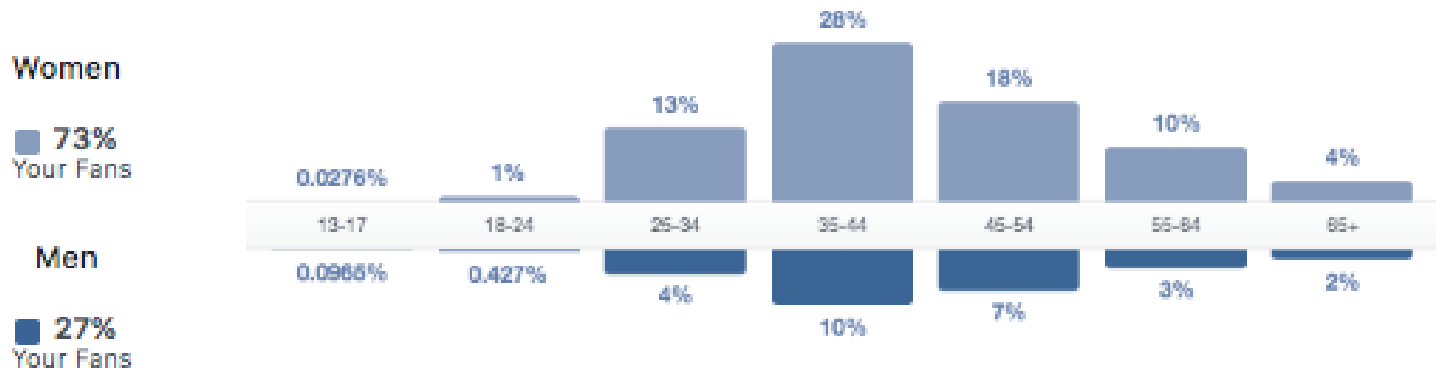
0

Earnings from Orders ▲0%



FACEBOOK STATS JUNE 2020

The number of people who saw any of your posts at least once, grouped by age and gender. Aggregated demographic data is based on a number of factors, including age and gender information users provide in their Facebook profiles. This number is an estimate.



Key Points from June 2020 Facebook Stats:

1. Page Likes are up 2% from the month of May
2. Page Previews are up 14% from the month of May
3. Video Views were up 41% from the month of May
4. Women seem to be the biggest target market in terms of followers of the page, at a whopping 73% in comparison to the 27% of followers who are Men.



WACO FACEBOOK MEMBERS

WACO has a Campground Member Facebook group for members to stay current with important information, receive updates on deadlines, and network easily with our members.

To join this group visit <https://www.facebook.com/groups/wacomembers/>.

DID YOU KNOW?

Over the five years to 2020, the Campgrounds and RV Parks industry has experienced steady growth.

Average industry growth 2015–2020: 3.2%

Source: [IBISWorld.com](https://www.ibisworld.com)

WACO UPDATES

GBF FUNDRAISING BY OUR OWN WACO MEMBERS

The total funds raised by our generous WACO Members for the Gilbert Brown Foundation so far in 2020 is at \$12,698! Considering how crazy our year has been, that's great news. I'm sure you're all thinking about ways to do some outside of the box fundraising. Check the story below for some more ideas!

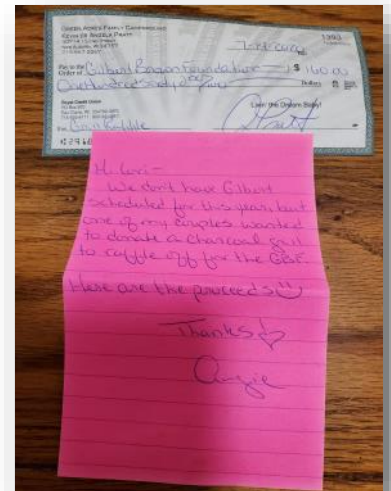
CAMPGROUND	TOTAL FUNDS RAISED
Wilderness Campground	\$6,701
Pineland Camping Park	\$1,610
Dells Camping Resort	\$1,189
Champions Riverside Resort	\$1,100
Lake Arrowhead	\$1,088
O'Neil Creek Campground	\$850
Green Acres Campground	\$160
TOTAL WACO MEMBER FUNDS RAISED FOR GBF IN 2020	\$12,698

FUNDRAISING OUTSIDE THE BOX

During times like you may be thinking, "It's tough to get through my own season, let alone get donations for any charitable organizations." While that can absolutely be the case, it looks like the world is still seeing positive people giving to those in need everywhere we look! And while you're raising funds, you can also in turn be increasing the value of your culture to your employees, your guests, and your community. Statistics show that companies who donate and conduct fundraisers are increasing the "peaks" in employee experiences—the more peaks vs. the more "valleys" you experience as an employee, the more likely you are to feel engaged. In fact, "companies that engage their employees in fundraising and community projects see a 22% decrease in burnout and a whopping 83% increase in purpose!"*

5 IDEAS FOR YOUR NEXT FUNDRAISER:

- 1. Raffle off an item you don't need:** get a wedding gift you never opened? Did you receive a generous donation from a guest or employee and haven't figured out what to do with it? Follow Green Acres lead! They had a guest who didn't need a grill, raffled it off and donated the proceeds!
- 2. Conduct a Virtual Fundraiser:**
 - Use your Facebook to do a "LIVE" event and talk about the cause, set up a way to collect funds! EASY!
 - Raffle off an item during a "LIVE" auction
 - Bring in a guest who's benefited from proceeds of the charity in the past and have them talk about ways they were able to thrive from the donations.
 - Be sure to do a few posts leading up to the event, mention if there are "in-person" opportunities to be involved as well and be sure to include any necessary links.



*Source: [5 Things you Might Have Missed About Workplace Culture, O.C. Tanner.](#)

WACO UPDATES

- **Specific Date**—choose a date and ask people to donate a certain amount on that date. Sometimes taking all the guesswork out and just saying, “Donate \$25 on the 25th,” is the easiest thing for folks!

- 3. Dog Services:** Have a dog park at your campground or resort? Offer to take guests' pets to the dog park for a specific timeframe of activity and donate the proceeds to your favorite charity. No dog park? No problem! Simply offer walks! Or, if you're really zealous, you can up the ante and offer a dog wash.



- 4. RV Wash:** For this one, you may want to partner with a local group, or maybe you have seasonal kiddos looking for ways to help—volunteer community service always looks great on college applications haha! Set some packages up in terms of cost and what you are willing to do for services, clean the units as specified and donate a portion or all proceeds to the nonprofit doing some amazing work in your state.

5. Balloon Raffle: This one could be incorporated into your virtual fundraiser or done onsite/live. Set up an area where the person can choose the balloon and gets a raffle ticket that was inserted inside—either use a donated tem or create a camping package (potentially with donations from your area as well, like tickets to attractions nearby or local food vendors if you don't have a restaurant for examples), and the winning ticket gets the good! Bonus points if you set your area up to be more carnival style with darts and smaller prizes are available—you can do \$5 chances with \$1 –4 prizes and still make a profit for the charitable donation.



- Don't love the balloons mess/idea? Change it to envelopes of all shapes and sizes and clear out your office!
- Have a bunch of mix matched glasses you've been meaning to donate? Place tickets in those and when a guest purchases the ticket, they get the glass too!

LOOKING AHEAD

As the world continues to be so crazy with COVID 19, its nice to look ahead sometimes and think about how things will look when we get through all of the worries of the pandemic. As of right now, the Smoky Mountain Gift Show, is still scheduled to be on and in-person!

Mark your calendars for November 4-7, 2020! The Smoky Mountain Gift Show will be celebrating our 55th anniversary in Gatlinburg, TN and we'd love for you to be a part of this incredible milestone!



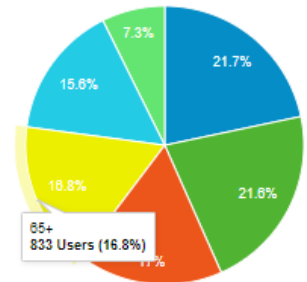
WEBSITE STATS UPDATE

DEMOGRAPHICS AGE SUMMERY FROM MAY to JUNE 2020

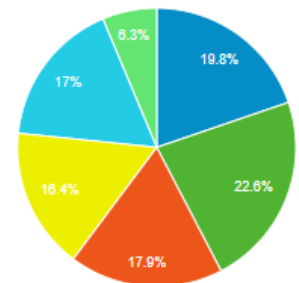
When comparing age demographics month over month, it's interesting to note we have a new leader. Visitors age 24-34 took the lead in the highest percentage when compared to all other age groups. This is the first time that the 55-64 year old demographic hasn't been number one in several months!

1. ■ 25-34		
Jun 1, 2020 - Jun 30, 2020	1,076	21.69%
May 2, 2020 - May 31, 2020	996	19.76%
2. ■ 55-64		
Jun 1, 2020 - Jun 30, 2020	1,074	21.65%
May 2, 2020 - May 31, 2020	1,138	22.58%
3. ■ 45-54		
Jun 1, 2020 - Jun 30, 2020	842	16.97%
May 2, 2020 - May 31, 2020	901	17.88%
4. ■ 65+		
Jun 1, 2020 - Jun 30, 2020	833	16.79%
May 2, 2020 - May 31, 2020	827	16.41%
5. ■ 35-44		
Jun 1, 2020 - Jun 30, 2020	772	15.56%
May 2, 2020 - May 31, 2020	859	17.04%
6. ■ 18-24		
Jun 1, 2020 - Jun 30, 2020	364	7.34%
May 2, 2020 - May 31, 2020	319	6.33%

Jun 1, 2020 - Jun 30, 2020



May 2, 2020 - May 31, 2020



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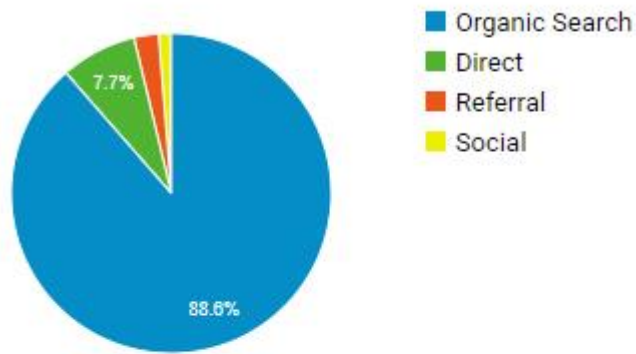
1600 S Main St. Oshkosh, WI 54902

WEBSITE STATS UPDATES

QUERY SUMMARY COMPARING MAY TO JUNE 2020

Top Channels

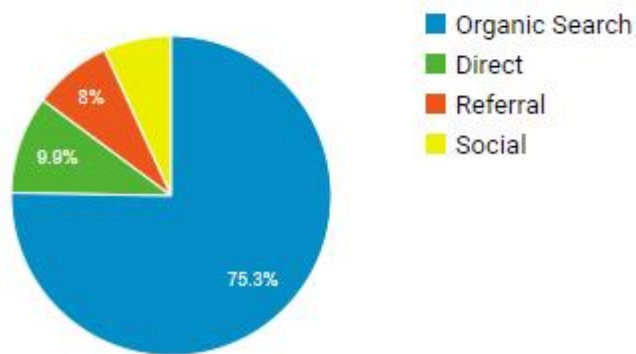
Jun 1, 2020 - Jun 30, 2020













Organic search is the top channel for how our website is seeing new visitors - which is GREAT, because this means our SEO is working and people are finding the site when they type in searches for campgrounds in WI:

- Organic search rose from 75% to 83% MOM
- Slight decrease in social media search for the month of June when compared to May. Memorial Day searches could be a factor here

May 2, 2020 - May 31, 2020



TOP PAGES VIEWED IN MONTH OF JUNE 2020

Page		Pageviews	% Pageviews
1. /campgrounds/		5,910	8.18%
2. /central-wisconsin-river/		4,710	6.52%
3. /east-wisconsin-waters/		4,700	6.51%
4. /		4,676	6.48%
5. /campgrounds/browse-by-region/		4,085	5.66%
6. /southeastern-wisconsin/		3,412	4.72%
7. /northwoods/		3,041	4.21%
8. /indian-head/		2,600	3.60%
9. /hidden-valleys/		2,149	2.98%
10. /seasonal-camping-availability/		1,011	1.40%

WACO UPDATES



MEMBER VISITS

What a great month for Member Campground visits! Lori was able to check out the beautiful Stoney Creek—their scenery never ceases to put your mind at peace. Check out the use of their Moose in the front entrance. Also looks like they may have some volunteer security team members available haha!



Lori's Godbaby took Tina's Godbaby to Wilderness for a family vacation...yep you read that right. Danielle was really impressed with their COVID practices and their ability to enjoy time away from home while still feeling safe.

WACO UPDATES



MEMBER VISITS

Speaking of feeling safe, Tina and her family, along with friends, were able to visit her old childhood stomping grounds at Jellystone, Warrens. The park still offers a ton of amenities and visiting during the week allowed for them to feel safe and secure even during the pandemic. The lazy river and water slides were great when crowds were less on Thursday, and the pond was a great option when the pool area was busier on Friday. Keep up the great work everyone—all of us enjoyed our visits at your parks!

WACO 2020 Advertising

WEBSITE AD SIZES

Banner Ad: 1200 x 120

Side Ad: 200 x 200

PLEASE NOTE!

All Photoshop work should be actual size with a resolution of at least 300 and saved as a layered .tiff in CMYK. It can also be saved as a PDF.

WACO Member

Login

Username:
member

Password:
born2camp



Lori Severson,
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petehagen@camppoa.com
800-236-6395



TEXT CLUB

Are you a part of the WACO Member Text Club? If you are not, consider joining! The WACO office uses the text club as a way to communicate urgent messages, deadlines, important information and more. To join the text club, text the word “WACO” to 25827 and your number will automatically be added. After adding, you are able to stop the messages at any time by texting “STOP” in reply to a text.