



“Initial Weigh-Ins”
Sunday, January 1st, 2012
-or- Saturday, January 7th, 2012

through

“Final Weigh-In”
Sunday, May 6th, 2012

I have made a commitment
to get in shape and lose weight
to support a youth ministry
called Campus Way.

NAME: _____

January, 2012

Dear Campus "Way Down" Participant,

Thank you for your commitment in participating in The Campus "Way Down".

You are going to have a blast! We're committed to providing you with private weigh-ins, short health messages and handouts that will aid you in improving your health and weight loss. While you're having fun and losing weight, you'll be making a tremendous difference in the lives of young people.

Campus Way develops a supportive Christian community where students spend the majority of their time. This Campus Way community then becomes an attractive place to invite friends to come, be accepted, loved, and learn of the love of Jesus. Since 2006, over 90 students have made a decision to trust Christ as Savior through a Campus Way meeting or camp! The money donated to Campus Way is used to invest into students that will make a difference for eternity.

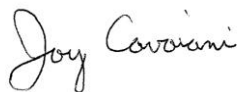
The first weigh-ins will be Sunday, January 1st, 2012 **-OR-** Saturday, January 7th, 2012 at Campus Way Headquarters. The final weigh-in will be held Sunday, May 6th, 2012 at Campus Way's "Miles for His Mission" at Lapham Peak. Lapham Peak is located at W329N846 Hwy. "C" which is one mile south of interstate 94 on Hwy. "C", in Delafield.

The money raised will support Campus Way and help us achieve our goals of:

- 1. Continuing to disciple more students to be followers of Christ**
- 2. Adding additional gifted staff members**
- 3. Sending as many students as possible to camp this summer – many with scholarships**

Please read the next few pages to get a more in-depth explanation of The Campus "Way Down." Thanks again for your willingness to get involved and to invest in our youth.

In His Grip,



Jay Cavaiani & Staff



The Campus “Way Down” TABLE OF CONTENTS

Why Participate in Campus “Way Down”	1
What Campus “Way Down” is all about.....	1
Fundraising Goals, Strategies and Example.....	2
Dates, Locations, Times of the Weigh-Ins and Classes.....	3
Final Weigh-In Event Format and Schedule of Events.....	4
Prizes.....	4
Sponsor Pledge Forms.....	5-12

CAMPUS WAY HEADQUARTERS CONTACT INFORMATION

Campus Way

308 E. Oak Crest Drive
Wales, WI 53183
262-968-2988
www.campusway.org

Main Event Contact

Doreen Niedermayer
Office/Ministry Manager
262-968-2988 (M/T/Th 9am-3pm)
doreen@campusway.org

Office Staff

Jay Cavaiani
Ministry Director
jay@campusway.org

Katheren Reinke
Office Administrator
katheren@campusway.org

Corrine Nareski
Office Administrator
corrine@campusway.org



Why Participate in Campus “Way Down”?

*Don't you realize that your body
is the temple of the Holy Spirit
who lives in you and was given to you by God?
You do not belong to yourself,
for God bought you with a high price.
So you must honor God with your body.
1 Corinthians 6:19-20 (NLT)*

Campus “Way Down” is an exciting weight loss strategy and fundraiser developed by Campus Way. Campus Way is a youth campus ministry that takes place in many middle and high schools in the Milwaukee and Waukesha County areas. Our mission is to disciple students to be followers of Christ and His Mission to reach their campus now and their community for a lifetime.

Here's the general picture of what Campus “Way Down” is all about:

Between November 1st, 2011, and January 1st, 2012 (*and ongoing...*), Campus Way will be recruiting people who...

- Want to lose weight and improve their health
- Want to help raise support for an impactful ministry

To participate, sign up online at www.campusway.org.

On Sunday, January 1st, 2012 at 11am **-OR-** Saturday, January 7th, 2012 at 11am, we will administer the first of 4 private weigh-ins. You can choose January 1st **-or-** 7th and weigh in at our headquarters located at 308 E. Oak Crest Drive, Wales. For those that cannot make the weigh-ins, a weigh-in can be scheduled individually. At the weigh-ins, we will provide information to inspire you in your weight loss and teach you about healthy lifestyle habits (See Page 3 for details). Each of you will be weighed in privately by Doreen Niedermayer from Campus Way, who is both our Office/Ministry Manager and a Health & Wellness Consultant. You are required to participate in the weigh-ins, however, if you cannot make the scheduled dates as mentioned above, you can schedule an alternate time with Doreen to weigh in. Doreen can be reached at Campus Way at 262-968-2988 on M/T/Th 9am-3pm or doreen@campusway.org.



Fundraising Goal

What strategies are used to raise funds?

1. **Mail out Tri-fold** You start with 20 tri-fold mailers; more tri-folds will be given out upon request. These tri-folds do a great job of explaining the event and the ministry. **Getting this step done early will insure your success as well as indicate to you what other strategies you may need to do to raise your pledge goal.**
2. **Email** your friends, family, and business contacts to remind them, as well as contact other people that you do not have addresses for. When emailing, make sure you direct them to the Campus Way website. www.campusway.org
3. **Call** people. Let them know you're participating in a fundraiser to help a ministry that is doing great things in discipling students to follow Christ right in the public schools. Ask if they would consider sponsoring you. Then log their complete contact information and pledge into the back of this booklet and bring it May 6th. We will bill them after the event.
4. **Talk** to people that you come across on a daily basis and if they agree to a pledge, insert their complete information in the back of this booklet and bring it May 6th.
5. **Consider making your own donation** Some people have chosen to donate the goal amount themselves. But since this is a minimum goal, please consider contacting at least 30 other people or families to see if they feel led to support your efforts.
6. **Do I have to collect the money?** Not necessarily. We can collect pledges after the event. If someone wants to give right away, mark them as "paid" on your form and bring their payment to the event on May 6th. We will keep you updated on what we receive in your name. To help with post-final weigh-in collections, **please bring all pledges, COMPLETE contact info and checks (if you have any) to final weigh-in on May 6th.**

Goal Example:

\$1,000 would be a great goal to strive for. Example of 25 sponsors at different levels / 20 pounds lost.

<u>Sponsors</u>	<u>\$ Amt/pound</u>	<u>\$ Raised</u>
2	\$5 / pound	\$ 200
8	\$3 / pound	\$ 480
14	\$1 / pound	\$ 280
1	\$100 donation	\$ 100

25 Sponsors

\$1, 060 Total Raised Support

We are excited about how this can be a win/win situation for you and the youth in our ministry. Let's face it, this will be a great incentive for you to lose weight and start your year making healthier lifestyle choices. By obtaining donations and pledges you are really putting a stake in the ground that you are serious about this. The people around you will be motivated to help incentivize you to lose weight. We believe this is going to be great for your health, relationships and for the students of the Campus Way ministry!



The Dates, Locations, Times of the Weigh-Ins and Classes are as follows:

- 1st Weigh-In:** *Sunday, January 1st, Campus Way Headquarters **-OR-**
*Saturday, January 7th, Campus Way Headquarters
- Weigh in between 11am and Noon both dates
- Handouts are provided both dates
- 2nd Weigh-In:** *Saturday, February 4th, Campus Way Headquarters
- Weigh in between 11am and Noon, Health & Wellness Class Noon-1pm
- 3rd Weigh-In:** *Saturday, March 3rd, Campus Way Headquarters
-Weigh in between 11am and Noon, Health & Wellness Class Noon-1pm
- 4th Weigh-In:** *Saturday, April 14th, Campus Way Headquarters
-Weigh in between 11am and Noon, Health & Wellness Class Noon-1pm

*** You are required to participate in the weigh-ins (classes not required), however, if you cannot make the weigh-in dates, you can schedule an alternate time with Doreen to weigh in. Doreen can be reached at Campus Way at 262-968-2988 on M/T/Th 9am-3pm or doreen@campusway.org.**

Final Weigh-In: Sunday, May 6th, Lapham Peak at the “Miles for His Mission” Event!

The final weigh-in will take place at the “Miles for His Mission” event on Sunday, May 6th at Lapham Peak. Although not required, we would love it and encourage you to participate in the “Miles for His Mission” Walk/Run/Bike event taking place that day. Before the “Miles for His Mission” event begins, a final private weigh-in will take place. A Dinner and Awards Ceremony will follow. We will be congratulating participants on their percentage of weight lost and handing out prizes accordingly... and revealing our \$1,000 Winner! At no time will Campus Way be publicly disclosing start or end weights, but we will be reporting percentages of weight lost throughout the contest.



2012 Campus “Way Down” Final Weigh-In Event Format

Sunday, May 6th, 2012. The Campus “Way Down” event finale will be held at Campus Way’s “Miles for His Mission” event which consists of walkers, runners and bicyclers participating individually or as families or teams. 100% of funds raised by both the “Way Down” and the “Miles for His Mission” will go to Campus Way, a non-profit organization that focuses on discipling students to be followers of Christ and His mission to reach their campus now, and their community for a lifetime.

“Miles for His Mission” participants may walk or run on trails that wind through the wooded hills & open meadows of Lapham Peak to accomplish their 5 miles. The bicyclers will utilize the paved trails at Lapham Peak. We will time all running events.

Schedule of Events:

Time	Description *Lapham Peak Homestead Hollow Parking Area (Trecker Lodge)
1:00pm	Final Weigh-Ins (location will be clearly marked)
2:00pm	Check-in All Walkers, Runners and Bikers
2:45pm	Start All Walkers, Runners and Bikers
4:30pm*	Dinner, Awards, Music
	* All races are anticipated to be done by 4:30pm...

There will be free water and snacks at check in. Join us afterwards for a complimentary dinner followed by awards. We expect to be done by 6:30 p.m.

Park Fees and Parking:

Parking is free on the grounds. Upon arrival please mention the Campus Way event.

What if it Rains?

Rain, snow, or locusts – the event will go on unless there is lightening. Please dress appropriately for the weather.

Prizes Awarded:

- ~ **\$1,000 1st Place Prize...** Biggest Percentage Lost & Highest Support Raised (\$1,000 and up)
- ~ **Sweatsuit...** Met Weight Loss Goal & Raised \$1,000 in Support
- ~ **Sweatshirt...** Met Weight Loss Goal & Raised \$500 in Support
- ~ **T-Shirt...** All Participants



2012 SPONSOR/PLEDGE FORM

Your Name(s): _____

1.) _____
FIRST NAME LAST NAME

SPONSOR'S NAME - Use ONLY if Company is donating

ADDRESS

CITY STATE ZIP

PHONE NUMBER E-mail

Sponsor Amount \$ _____ / lb.
Simple Donation of \$ _____
Corporate Sponsor \$ _____

Paid
 Check
 Credit Card
 Cash

 Send Bill After Event

2.) _____
FIRST NAME LAST NAME

SPONSOR'S NAME - Use ONLY if Company is donating

ADDRESS

CITY STATE ZIP

PHONE NUMBER E-mail

Sponsor Amount \$ _____ / lb.
Simple Donation of \$ _____
Corporate Sponsor \$ _____

Paid
 Check
 Credit Card
 Cash

 Send Bill After Event

3.) _____
FIRST NAME LAST NAME

SPONSOR'S NAME - Use ONLY if Company is donating

ADDRESS

CITY STATE ZIP

PHONE NUMBER E-mail

Sponsor Amount \$ _____ / lb.
Simple Donation of \$ _____
Corporate Sponsor \$ _____

Paid
 Check
 Credit Card
 Cash

 Send Bill After Event

4.) _____
FIRST NAME LAST NAME

SPONSOR'S NAME - Use ONLY if Company is donating

ADDRESS

CITY STATE ZIP

PHONE NUMBER E-mail

Sponsor Amount \$ _____ / lb.
Simple Donation of \$ _____
Corporate Sponsor \$ _____

Paid
 Check
 Credit Card
 Cash

 Send Bill After Event

Total Raised For Page: \$ _____

5.) _____
FIRST NAME LAST NAME

SPONSOR'S NAME - Use ONLY if Company is donating

ADDRESS

CITY STATE ZIP

PHONE NUMBER E-mail

Sponsor Amount \$ _____ / lb.
Simple Donation of \$ _____
Corporate Sponsor \$ _____

Paid
 Check
 Credit Card
 Cash

 Send Bill After Event

6.) _____
FIRST NAME LAST NAME

SPONSOR'S NAME - Use ONLY if Company is donating

ADDRESS

CITY STATE ZIP

PHONE NUMBER E-mail

Sponsor Amount \$ _____ / lb.
Simple Donation of \$ _____
Corporate Sponsor \$ _____

Paid
 Check
 Credit Card
 Cash

 Send Bill After Event

7.) _____
FIRST NAME LAST NAME

SPONSOR'S NAME - Use ONLY if Company is donating

ADDRESS

CITY STATE ZIP

PHONE NUMBER E-mail

Sponsor Amount \$ _____ / lb.
Simple Donation of \$ _____
Corporate Sponsor \$ _____

Paid
 Check
 Credit Card
 Cash

 Send Bill After Event

8.) _____
FIRST NAME LAST NAME

SPONSOR'S NAME - Use ONLY if Company is donating

ADDRESS

CITY STATE ZIP

PHONE NUMBER E-mail

Sponsor Amount \$ _____ / lb.
Simple Donation of \$ _____
Corporate Sponsor \$ _____

Paid
 Check
 Credit Card
 Cash

 Send Bill After Event

Total Raised For Page: \$ _____

9.) _____
FIRST NAME LAST NAME

SPONSOR'S NAME - Use ONLY if Company is donating

ADDRESS

CITY STATE ZIP

PHONE NUMBER E-mail

Sponsor Amount \$ _____ / lb.
Simple Donation of \$ _____
Corporate Sponsor \$ _____

Paid
 Check
 Credit Card
 Cash

 Send Bill After Event

10.) _____
FIRST NAME LAST NAME

SPONSOR'S NAME - Use ONLY if Company is donating

ADDRESS

CITY STATE ZIP

PHONE NUMBER E-mail

Sponsor Amount \$ _____ / lb.
Simple Donation of \$ _____
Corporate Sponsor \$ _____

Paid
 Check
 Credit Card
 Cash

 Send Bill After Event

11.) _____
FIRST NAME LAST NAME

SPONSOR'S NAME - Use ONLY if Company is donating

ADDRESS

CITY STATE ZIP

PHONE NUMBER E-mail

Sponsor Amount \$ _____ / lb.
Simple Donation of \$ _____
Corporate Sponsor \$ _____

Paid
 Check
 Credit Card
 Cash

 Send Bill After Event

12.) _____
FIRST NAME LAST NAME

SPONSOR'S NAME - Use ONLY if Company is donating

ADDRESS

CITY STATE ZIP

PHONE NUMBER E-mail

Sponsor Amount \$ _____ / lb.
Simple Donation of \$ _____
Corporate Sponsor \$ _____

Paid
 Check
 Credit Card
 Cash

 Send Bill After Event

Total Raised For Page: \$ _____

13.) _____
FIRST NAME LAST NAME

SPONSOR'S NAME - Use ONLY if Company is donating

ADDRESS

CITY STATE ZIP

PHONE NUMBER E-mail

Sponsor Amount \$ _____ / lb.
Simple Donation of \$ _____
Corporate Sponsor \$ _____

Paid
 Check
 Credit Card
 Cash

 Send Bill After Event

14.) _____
FIRST NAME LAST NAME

SPONSOR'S NAME - Use ONLY if Company is donating

ADDRESS

CITY STATE ZIP

PHONE NUMBER E-mail

Sponsor Amount \$ _____ / lb.
Simple Donation of \$ _____
Corporate Sponsor \$ _____

Paid
 Check
 Credit Card
 Cash

 Send Bill After Event

15.) _____
FIRST NAME LAST NAME

SPONSOR'S NAME - Use ONLY if Company is donating

ADDRESS

CITY STATE ZIP

PHONE NUMBER E-mail

Sponsor Amount \$ _____ / lb.
Simple Donation of \$ _____
Corporate Sponsor \$ _____

Paid
 Check
 Credit Card
 Cash

 Send Bill After Event

16.) _____
FIRST NAME LAST NAME

SPONSOR'S NAME - Use ONLY if Company is donating

ADDRESS

CITY STATE ZIP

PHONE NUMBER E-mail

Sponsor Amount \$ _____ / lb.
Simple Donation of \$ _____
Corporate Sponsor \$ _____

Paid
 Check
 Credit Card
 Cash

 Send Bill After Event

Total Raised For Page: \$ _____

17.) _____
FIRST NAME LAST NAME

SPONSOR'S NAME - Use ONLY if Company is donating

ADDRESS

CITY STATE ZIP

PHONE NUMBER E-mail

Sponsor Amount \$ _____ / lb.
Simple Donation of \$ _____
Corporate Sponsor \$ _____

Paid
 Check
 Credit Card
 Cash

 Send Bill After Event

18.) _____
FIRST NAME LAST NAME

SPONSOR'S NAME - Use ONLY if Company is donating

ADDRESS

CITY STATE ZIP

PHONE NUMBER E-mail

Sponsor Amount \$ _____ / lb.
Simple Donation of \$ _____
Corporate Sponsor \$ _____

Paid
 Check
 Credit Card
 Cash

 Send Bill After Event

19.) _____
FIRST NAME LAST NAME

SPONSOR'S NAME - Use ONLY if Company is donating

ADDRESS

CITY STATE ZIP

PHONE NUMBER E-mail

Sponsor Amount \$ _____ / lb.
Simple Donation of \$ _____
Corporate Sponsor \$ _____

Paid
 Check
 Credit Card
 Cash

 Send Bill After Event

20.) _____
FIRST NAME LAST NAME

SPONSOR'S NAME - Use ONLY if Company is donating

ADDRESS

CITY STATE ZIP

PHONE NUMBER E-mail

Sponsor Amount \$ _____ / lb.
Simple Donation of \$ _____
Corporate Sponsor \$ _____

Paid
 Check
 Credit Card
 Cash

 Send Bill After Event

Total Raised For Page: \$ _____

21.) _____
FIRST NAME LAST NAME

SPONSOR'S NAME - Use ONLY if Company is donating

ADDRESS

CITY STATE ZIP

PHONE NUMBER E-mail

Sponsor Amount \$ _____ / lb.
Simple Donation of \$ _____
Corporate Sponsor \$ _____

Paid
 Check
 Credit Card
 Cash

 Send Bill After Event

22.) _____
FIRST NAME LAST NAME

SPONSOR'S NAME - Use ONLY if Company is donating

ADDRESS

CITY STATE ZIP

PHONE NUMBER E-mail

Sponsor Amount \$ _____ / lb.
Simple Donation of \$ _____
Corporate Sponsor \$ _____

Paid
 Check
 Credit Card
 Cash

 Send Bill After Event

23.) _____
FIRST NAME LAST NAME

SPONSOR'S NAME - Use ONLY if Company is donating

ADDRESS

CITY STATE ZIP

PHONE NUMBER E-mail

Sponsor Amount \$ _____ / lb.
Simple Donation of \$ _____
Corporate Sponsor \$ _____

Paid
 Check
 Credit Card
 Cash

 Send Bill After Event

24.) _____
FIRST NAME LAST NAME

SPONSOR'S NAME - Use ONLY if Company is donating

ADDRESS

CITY STATE ZIP

PHONE NUMBER E-mail

Sponsor Amount \$ _____ / lb.
Simple Donation of \$ _____
Corporate Sponsor \$ _____

Paid
 Check
 Credit Card
 Cash

 Send Bill After Event

Total Raised For Page: \$ _____

25.) _____
FIRST NAME LAST NAME

SPONSOR'S NAME - Use ONLY if Company is donating

ADDRESS

CITY STATE ZIP

PHONE NUMBER E-mail

Sponsor Amount \$ _____ / lb.
Simple Donation of \$ _____
Corporate Sponsor \$ _____

Paid
 Check
 Credit Card
 Cash

 Send Bill After Event

26.) _____
FIRST NAME LAST NAME

SPONSOR'S NAME - Use ONLY if Company is donating

ADDRESS

CITY STATE ZIP

PHONE NUMBER E-mail

Sponsor Amount \$ _____ / lb.
Simple Donation of \$ _____
Corporate Sponsor \$ _____

Paid
 Check
 Credit Card
 Cash

 Send Bill After Event

27.) _____
FIRST NAME LAST NAME

SPONSOR'S NAME - Use ONLY if Company is donating

ADDRESS

CITY STATE ZIP

PHONE NUMBER E-mail

Sponsor Amount \$ _____ / lb.
Simple Donation of \$ _____
Corporate Sponsor \$ _____

Paid
 Check
 Credit Card
 Cash

 Send Bill After Event

28.) _____
FIRST NAME LAST NAME

SPONSOR'S NAME - Use ONLY if Company is donating

ADDRESS

CITY STATE ZIP

PHONE NUMBER E-mail

Sponsor Amount \$ _____ / lb.
Simple Donation of \$ _____
Corporate Sponsor \$ _____

Paid
 Check
 Credit Card
 Cash

 Send Bill After Event

Total Raised For Page: \$ _____

29.) _____
 FIRST NAME LAST NAME

SPONSOR'S NAME - Use ONLY if Company is donating _____

ADDRESS _____

CITY STATE ZIP _____

PHONE NUMBER E-mail _____

Sponsor Amount \$ _____ / lb.
 Simple Donation of \$ _____
 Corporate Sponsor \$ _____

Paid
 Check
 Credit Card
 Cash

Send Bill After Event

30.) _____
 FIRST NAME LAST NAME

SPONSOR'S NAME - Use ONLY if Company is donating _____

ADDRESS _____

CITY STATE ZIP _____

PHONE NUMBER E-mail _____

Sponsor Amount \$ _____ / lb.
 Simple Donation of \$ _____
 Corporate Sponsor \$ _____

Paid
 Check
 Credit Card
 Cash

Send Bill After Event

31.) _____
 FIRST NAME LAST NAME

SPONSOR'S NAME - Use ONLY if Company is donating _____

ADDRESS _____

CITY STATE ZIP _____

PHONE NUMBER E-mail _____

Sponsor Amount \$ _____ / lb.
 Simple Donation of \$ _____
 Corporate Sponsor \$ _____

Paid
 Check
 Credit Card
 Cash

Send Bill After Event

32.) _____
 FIRST NAME LAST NAME

SPONSOR'S NAME - Use ONLY if Company is donating _____

ADDRESS _____

CITY STATE ZIP _____

PHONE NUMBER E-mail _____

Sponsor Amount \$ _____ / lb.
 Simple Donation of \$ _____
 Corporate Sponsor \$ _____

Paid
 Check
 Credit Card
 Cash

Send Bill After Event

Total Raised For Page: \$ _____