

What's your Mindcamp story?

Started out about 20 years ago when about 20 friends (including John Sedgewick) who were in the creativity area decided to get together for a weekend. They invited friends and the first weekend had about 50 to 60 people. When weekend was over, one person enjoyed it so much he said, "When is it going to be next year?" So, it started.

We have actively resisted sponsorship over the years but now the business model is not sustainable as everyone involved (other than certain professional service providers) does it for free

1. Who is your Audience? Potential Donor? Client? Target?
 - *Large corporations (note: There are Creative Mornings (creativemornings.com) around the world sponsored by: Adobe, Mail Chimp, Word Press, Camp Tech, CrowdZ etc.*
 - *Educational institutions and Family and other private Foundations such as The Rockefeller Foundation, Bill & Melinda Gates Foundation, The Rogers family etc.*
 - *Local businesses*

2. What specifically do you want that particular audience / client to do? What specific action do you want them to take?
 - *Sponsor attendees within their organization*
 - *Local sponsor within cities: University students, underprivileged students and children*
 - *Donate sufficient funds for 10-20 scholarships per Mindcamp (Canada, Chile, Southwest etc.) for underprivileged youth (under 35) facing financial pressure*

3. Why should they? How will they benefit from this donation / sponsorship?
 - *teaches attendees how to think and thus act more productively (this is #1)*
 - *improved problem-solving methods learned*
 - *develop a tool kit and a larger network of creative-thinking mentors and stewards for underprivileged youth, which they can hopefully benefit from by sharing this knowledge with their communities. Others would be community leaders, social agencies, students, people in various stages of transition, either in terms of their residences (immigrants), social circumstance (people coming out of prison, people coming out of difficult domestic situations, etc.)*
 - *innovation and application within their business*
 - *global networking thus will reach people who could be of value to their organization*
 - *participants return with increased enthusiasm for problem-solving*
 - *our world faces complex challenges including Indigenous reconciliation (Canada); reparations (Black America); climate change (impacting poorer communities most acutely) and the Scholars will have the opportunity to learn new ways of thinking about their community's challenges and perhaps arriving at solutions*

4. Anything else your team should know? What makes you a good investment for your donor? How much are you looking for as a donation / sponsorship?

- *Would like to raise \$100 000 - \$ 150 000*
- *Teaches people to think more productively! Be better citizens, better family members, better parents, better students, better volunteers, better entrepreneurs*
- *May be a direct benefit to your organization as attendees appreciate the training which has applications in many areas. Problem solving, creativity, communication and real-world application.*
- *Network with those in a variety of businesses in numerous countries around the world. We have a tight-knit, intelligent, international, and longstanding community. The ingredients are in place to catalyze the journeys of real superstars in this world.*
- *Mindcamp rejuvenates your thinking*
- *Every Camp has different content and learnings*