



# THE STORY.





# FROM THE MC4T TEAM

Michigan Cares for Tourism is a unified, statewide effort to “give back” to the tourism industry and preserve and invest in our most sacred treasures - our people and our historic attractions. We are a 100% volunteer, 100% nonprofit give back organization with all proceeds solely designed to contribute to the clean-up of Michigan’s historic attractions, and invest in Michigan’s tourism industry.

Thank you to over 200 tourism organizations and near 1,200 tourism industry professionals making MC4T a reality. Collectively, we have provided over 400K in labor and supply support to five of Michigan’s most treasured, but damaged historic attractions, since 2013. And 2017’s event is equally as exciting.

## JOIN US, OUR FINDINGS ARE BEGINNING TO TELL US THERE IS MORE TO OUR STORY

The impact of MC4T is extending beyond the historic attraction alone, and we continue to learn how these events are making an even larger effect on Michigan’s tourism industry. These four volunteer and sponsor stories help us learn that as a result of this unique partnership, we are building stronger teams, making an impact on a Michigan destination, and building corporate social responsibility as an industry.

### LINDA, STURGEON POINT LIGHTHOUSE IN HARRISVILLE, SHARED...

“Our visitor numbers increased in direct relation to the MC4T event, and we have more awareness from our partners in the community (who we had not been working with previously).”

### LESLEE, AMWAY HOTEL CORPORATION IN GRAND RAPIDS, SHARED...

“I hadn’t visited Belle Isle since I was too small to remember! I shared my experience with my mom who reminded me that they took us kids to visit the zoo and aquarium. Since my reintroduction through MC4T, I’ve visited at least a dozen more times and have introduced my boyfriend. It’s exciting to see the rebirth of Belle Isle.”

### DEANNA, THE DETROIT METRO CONVENTION AND VISITOR’S BUREAU, SHARED...

“After our engagement with MC4T the DMCVB decided to organize regular volunteer events that we could do together as an office team. We now offer several volunteer opportunities, inside and outside the office, that our staff can participate in throughout the year and are considering an 8 hour volunteer time off (VTO) program.”

### STEFANIE, MICHIGAN TRAVELS, LLC, SHARED...

“The week after the MC4T event, I wanted my tour group of visitors from Germany to experience the wonderful hospitality of the lighthouse volunteers, and an enhanced attraction. I was proud of our efforts.”

WE ARE EXCITED FOR 2017, AND THANK YOU IN ADVANCE FOR YOUR SUPPORT.  
PLEASE READ ABOUT OUR PAST, PRESENT, AND FUTURE. JOIN US!





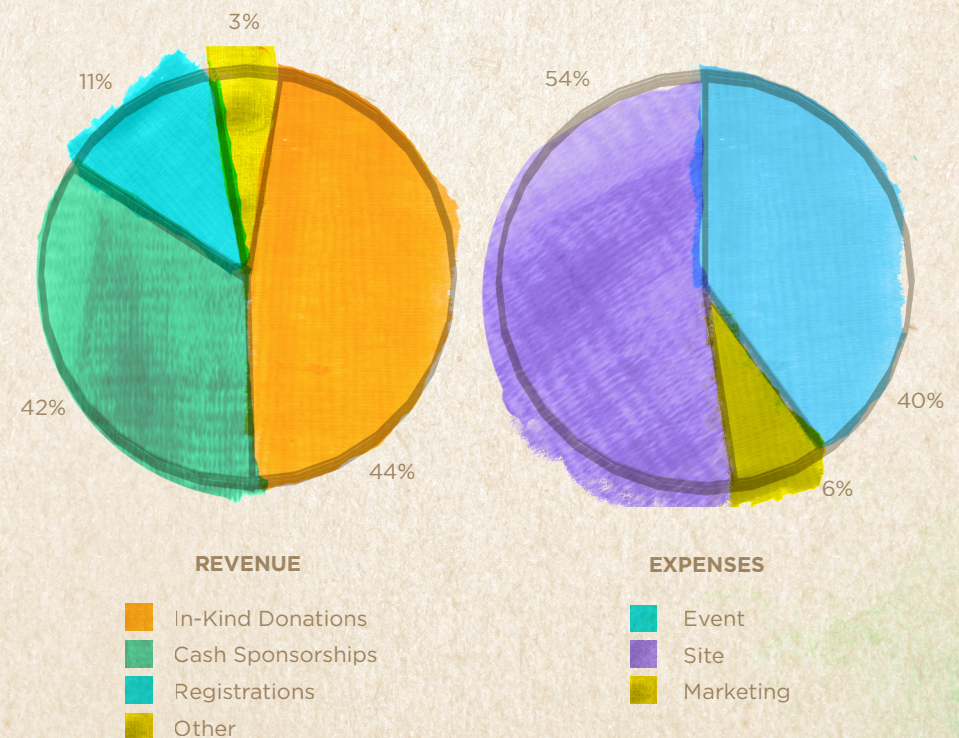
# 2017 MEMBERSHIP OPPORTUNITIES

# WHERE THE FUNDS ARE INVESTED

2017 Member Benefits by Level of Cash or In-Kind Contribution\*

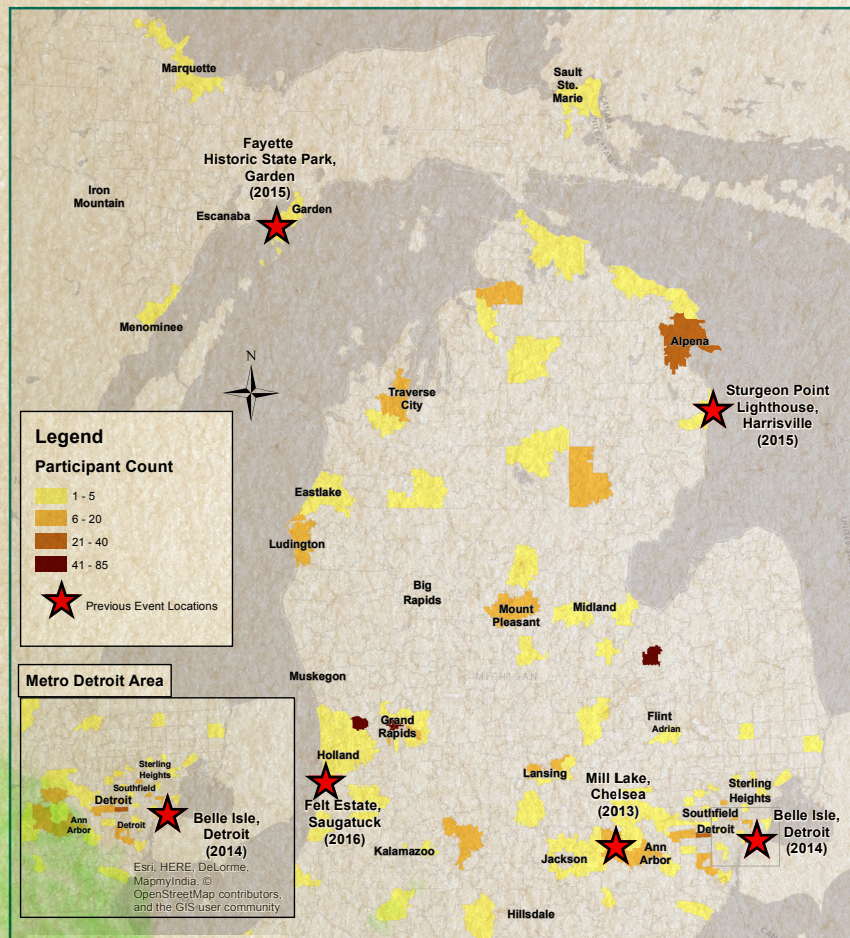
Membership Benefits	\$250	\$500	\$1000	\$2500
Discounted event registration, logo on our website and banners at the event and other presentations				
PLUS your logo on the back of the Michigan Cares for Tourism event t-shirt				
PLUS social media mentions and verbal recognition at the event, magnet logo on the supply trailer, and quarterly webinars on Corporate Social Responsibility topics				
PLUS your logo on booth display (utilized at Michigan tourism related association conferences) and marketing materials mailed/emailed including press releases				

\*Sponsorship is tax deductible to the extent permissible by law. A document will be sent for deduction purposes. All funds will be donated through Michigan Cares for Tourism (an official 501 (c)3).





## WHERE VOLUNTEERS ARE FROM



## OUR VOLUNTEERS...

57% female, average age 42 (range 16-70)

33% upper-level/executive;  
30% mid-level management

25% lodging; 19% CVB/DMO;  
16% educator/student; 13% recreation;  
10% attraction/events;  
8% marketing/media;  
8% gov't/association/other

99% of volunteer respondents  
were satisfied/very satisfied with  
the experience, and

99% WOULD RETURN  
AND DO IT AGAIN!

## 2017 VOLUNTEER EVENT

# CCC MUSEUM AT RAM CONFERENCE CENTER

ROSCOMMON

SEPTEMBER 18 - 19

With rustic-chic lodging and modern meeting space, the Ralph A. MacMullan Conference Center combines the fun of summer camp with the facilities of a premier conference center. Nestled on the northern shore of Higgins Lake, this conference center has a 75-year legacy of conservation education and offers one of the most distinctive meeting experiences in Michigan's northern woods. The Ralph A. MacMullan Conference Center provides a recreational retreat for nonprofit, government and education-based organizations, as well as private businesses with an outdoor or green-themed agenda.







TO DONATE YOUR TIME, TALENT OR  
RESOURCES, PLEASE CONTACT US TODAY!



[WWW.MICHIGANCARESFORTOURISM.COM](http://WWW.MICHIGANCARESFORTOURISM.COM)  
[ICARE@MICHIGANCARESFORTOURISM.ORG](mailto:ICARE@MICHIGANCARESFORTOURISM.ORG)  
989.424.0123

