



SH 10,000 nights *The gift of a visit*



Spruce Hill Inn & Cottages- North Central Ohio's Retreat & Learning Center announces to the community that a campaign dubbed as **Spruce Hill 10,000 Nights Project** is being launched to raise \$1 Million revenue as seed money to build a **Multi-Purpose Youth Hall and Conference Center**. Spruce Hill needs to expand to get a higher fill rate, and it needs a higher fill rate to pay for the expansion. Key to this growth is the idea of community development. In addition to marketing toward targeted groups like churches and companies, families are a crucial part of the project. Whether they come on a vacation or as part of a group, each night stay contributes toward the final completion of the new building. Their stay at Spruce Hill is a great, inexpensive and practical investment-gift both for themselves and for the youth and families in the community.

To prime the pump, Spruce Hill will send **10,000 gift cards** to heads of schools, businesses, churches, offices and organizations in the area to use for a night stay at Spruce Hill. *If they enjoyed their stay they are asked to buy a gift card at a regular rate in secret for a family member, friend, associate, or employee.* It will be a gift of a visit in many ways -for the recipients, for Spruce Hill and for the community. There will be this awesome ripple effect as these gift card recipients will also be encouraged to do the same -buying a night stay anonymously for another couple or a family. This "paying- forward" concept is a great and powerful thing touching and impacting other's lives. If a good number of guests are generated this way for Spruce Hill, the multi-purpose Youth Hall and Conference Center can become a reality in three years!

(Feb 2012)



Spruce Hill's Proposed Multi-Purpose Youth Hall & Conference Center