

A young child with light hair is smiling broadly while swinging on a swing set. The background is slightly blurred, showing other people and greenery. The text is overlaid on the image in a clean, white, sans-serif font.

# The Joy of Giving: Reframing Fundraising to Inspire Camps of All Shapes and Sizes

UNITE JOY AND GENEROSITY TO INCREASE YOUR IMPACT





# Introduction

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- TPF Relationship Manager
- Key partner liaison
- Stewardship and generosity expert
- Dedicated to helping others





**“But who am I, and who are my people, that we should be able to give as generously as this? Everything comes from you, and we have given you only what comes from your hand.”**

**1 Chronicles 29:14**



# Agenda

1. **Why Reframe Fundraising Now?**
2. **Getting Started**
3. **Let's Do This**
4. **Focus on Sustainability**
5. **Looking Forward**





“Fundraising is the gentle art of teaching the joy of giving.”

Hank Rosso





# 1. Why Reframe Fundraising Now?







- **\$31 trillion wealth transfer by 2033.**
- **750,000 individuals with net worth of \$5 million or more to transfer wealth by 2035.**
- **Average age of individuals transferring wealth is 79-80.**
- **Most popular interest of donors are sports and philanthropy.**



# What We Face Every Day...

## CHALLENGES

- Donor fatigue
- Competition for funds
- Negative perceptions that can surround fundraising

## OPPORTUNITIES

- Build a community of supporters
- Align your fundraising with your values
- Focus on joy and impact





# 2. Getting Started



# Focus on Awareness and Purpose for

1. Define your audience
2. Determine your communication channels
3. Create a communications calendar
4. Develop a budget
5. Document, share, and track progress



A photograph of three children participating in a tree-based obstacle course. They are standing on a wooden platform made of logs, with their arms raised in celebration. The children are wearing helmets and safety harnesses. The background is a lush green forest. A semi-transparent grey banner is overlaid across the middle of the image, containing the text "3. Let's DO This".

# 3. Let's DO This





# Your Message Matters!

- Explain the importance of giving.
- Outline the benefits.
- Show the impact.
- Include a call to action.







# Create a Joyful Culture of Generosity

- Engage donors
- Foster a sense of belonging
- Recognizing contributions beyond monetary support
- Fully embed culture of giving into everyday camp activities and communications





# Focus on Impact Storytelling

- Why?
- Components of compelling camp story
- Imagery is key







Camp Gilmont

October 10 at 2:29 PM · 🌐

THANK YOU SO MUCH to our WONDERFUL SPONSORS we can't thank you enough for helping to make Battle of the Bags this Saturday 10/12 such a SUCCESS!!! When trying to decide what companies to do business with, please choose those who support and love Gilmont as you do

## THANK YOU TO OUR GENEROUS SPONSORS!

SWISH



Lodge #26



ACE



**DOTTY AND PHILIP SMITH**

HOLE SPONSORS

**LIL AND GREG SMITH**



Global Graphics  
Anonymous Friend of Gilmont



Scarboroughs Cleaning  
Hibbs-Hallmark & Company Insurance



**FAITHFUL FRIENDS**



Time to Treasure Travel  
St. Andrew Presbyterian Church



Vanguard Trailworks  
First Presbyterian Church of Tyler

👍❤️👤 18

2 comments 6 shares

👍 Like

💬 Comment

➦ Share



Camp Gilmont

October 7 · 🌐

Battle of the Bags Cornhole Tournament and Fundraiser is THIS Saturday, October 12! It will be a full day of activities, fellowship, and supporting Gilmont's ministry. Grab your tickets by midnight tonight (10/7) to be entered into a raffle to win a Gilmont sweatshirt.

The Silent Auction is now open! Items include vacation rentals, unique experiences with Gilmont staff, tickets to Dallas sports events, and items for people of all ages. More items are added daily between now ... [See more](#)



Camp Gilmont

October 17 at 11:02 AM · 🌐

Battle of the Bags was a huge success! Don't wait until next year to show your support for Gilmont's ministry... sign up today to be a monthly donor.

During Summer Camp, campers and staff start each day with fun, silly dances called Energizers. Gilmont calls our monthly donors Energizers because they energize our ministry all year long!

When you sign up to give \$10 or more a month, we will send you a special Gilmont Energizer t-shirt!... [See more](#)



👍❤️👤 17

4 shares

👍 Like

💬 Comment

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# Your Donors Matter

1. Individual donors
2. Corporate and community partners
3. Alumni and families

**Hint: Don't forget to organize donor data!**





# Marketing Fundamentals

1

Create a generosity phrase.

3

Design a brochure or flyer.

2

Write a donor letter.

4

Develop a giving landing page.

A network diagram with a green background. It features a central large white circle containing a white silhouette of a person's head and shoulders. This central circle is connected by thin white lines to numerous smaller white circles, each containing a smaller white silhouette of a person's head and shoulders. The connections form a complex web. In the top-left corner, there is a small yellow speech bubble icon with three horizontal lines inside.

# Activate and Connect in the Digital World

1. Dedicated landing page
2. Social Media
3. Email
4. Blogs



# Plan and Execute Inspiring Events

1. Identify and align a leadership team.
2. Define clear and achievable goals.
3. Outline a detailed budget.
4. Focus on Promotion and Awareness
5. Effectively execute the event.
6. Provide easy-to-use donation vehicles.
7. Focus on gratitude and follow up.



A photograph of a man with dark curly hair and a beard, wearing a light blue button-down shirt and tan pants, kneeling in a garden. He is looking down at a young child with a bun hairstyle, wearing a striped shirt and green overalls. The child is holding a small pink-handled tool. They are surrounded by green leafy plants in a garden bed. The background shows more greenery and a fence. A semi-transparent white banner is overlaid across the middle of the image, containing the text.

# 4. Focus on Sustainability



# Basics and Benefits

- **What is legacy giving?**
- **Broaden your fundraising efforts**
- **Extend your mission**





# Spread the Word!

## Marketing Your Giving Program

- Website
- Online donation forms
- Email strategies
- Social media
- Fundraising events
- Use QR codes
- Build relationship with local press
- Include compelling images





# 5. Looking Forward



A group of people, mostly young adults, are seen from behind, hugging each other in a circle. They are wearing blue t-shirts. The background is a blurred outdoor setting with trees and sunlight. A white rectangular box is overlaid on the image, containing text.

# What do I do now?

1. Evaluate
2. Evolve
3. Enjoy



**It's not just a phrase...**





# Importance of Transparency and Trust

# Recognize and Celebrate

## Meaningful Donor

### Recognition:

Personalized thank-you's, donor spotlight, events

### Ongoing Stewardship:

Regular updates on impact, opportunities for donors to stay involved, continued communications







# Let's Have Some Fun!

## Creative Fundraising Ideas for Camps:

- Themed Events
- Outdoor Challenges
- Sponsorship Opportunities
- Digital Campaigns

**Encourage donor engagement through interactive and memorable events.**



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[www.tpflegacybuilder.org](http://www.tpflegacybuilder.org)







**THANK  
YOU!**

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