

# Fundraising

GUIDE FOR MISSIONARIES



Camp Barnabas



## Why Fundraise for Your Mission Trip?

If you are reading this packet, that means you've shown interest in signing up (or have already signed up) to serve at Camp Barnabas. We can't thank you enough for giving a week of your summer to bring smiles, share joy, and make a massive impact on our Campers with disabilities. Welcome to the Barnabas family!

Your connection to Barnabas starts way before you enter our gates: with your prayerful commitment and willingness to serve. For some Missionaries, that commitment also involves fundraising. This packet is full of resources for those seeking additional support in getting started.

### WHERE YOUR MISSIONS INVESTMENT GOES

Individual Missionary Rates	
August 31, 2022	\$275
September 1- December 31, 2022	\$295
January 1, 2023	\$320

Group Missionary Rates
Check with your group leader to confirm your rates for serving and traveling.

**The fee includes a \$100 non-refundable deposit for each person. The fee covers:**

- Meals (If you require special diet accommodations, there will be additional charge of \$100.)
- Lodging
- Background check/Volunteer Training
- Camper programming, activities, and adaptive measures
- Safety resources and medical supplies

### YOUR MISSIONS INVESTMENT

This summer will be a life-changing experience, and one that involves some planning. As a Missionary, not only do you play a very important role by serving our Campers, you also help sustain our ministry by covering the cost for you to be at camp. Any remaining amount goes to our Camper scholarship fund to further aid our Campers with disabilities. **Missionaries truly are the MVP's of camp!**

# Tell Your Story

Stories and testimonies are powerful. They make your call for support personal in a way that nothing else can. Stories add emotion, heart, and important background information that is appealing to all audiences. Stories have the power to connect with your family, your next door neighbor, or someone halfway across the United States. If you tell it effectively, your story can generate a lot of support!



## START FROM THE HEART

You know your story best. Start by sharing a bit about yourself. This helps those who may read your story and want to help but may not know your history or background.

## WHAT DO YOU LOVE ABOUT CAMP?

Next, add in what makes camp so important to you. Share favorite activities, fun stories, quotes from you or your Camper, or memories from camp.

## GAIN TRUST WITH SPECIFICS

After you've shared your story, it's time to make the "ask." Be as detailed as you can about the funds you are requesting. Include the total amount you are asking for and what this amount includes such as fees, transportation, etc. This lets your potential donors know what they are giving towards.

## PAIR WITH IMAGES AND VIDEO

Images and videos are so important. They add life to your story! If you have past pictures of camp, add these. If you don't, take a quick video of yourself and add it. It will increase the chance that your story is seen, heard, and retained.

## ADD A CALL TO ACTION

Make sure you give your potential donors a way to give funds. Example:

### How you can help me get to camp:

1. Make a donation directly to my family via cash or check!
2. Donate online at [campbarnabas.org/donate](https://campbarnabas.org/donate)  
Have them make a one time gift and put your name in the comment section.
3. Send in a donation to Camp Barnabas and include my name in the memo line of the check. Mail to:  
Camp Barnabas  
Attn: Missions Director  
P.O. Box 609  
Branson, MO 65615
4. If you are asking for money to travel, you will need to directly collect those funds. Barnabas cannot reimburse or distribute extra funds to you once we receive them.

# Repeating The Ask

It's okay to ask more than once if you spread it out strategically. Here are a few different ways to tell your story without repeating the same one:

## MY TESTIMONY

Write about your walk with God. What part has camp played in your story?

## MEET MY CAMPER

Write about the Camper you were paired with and how they impacted your time at Barnabas.

## THE RIPPLE EFFECT

Share how going to Camp Barnabas has affected other parts of your life.

## 5 THINGS I LOVE ABOUT CAMP

List your favorites and why they make camp great!

## COUNTDOWN TO CAMP

Remind your audiences how many days are left until camp!

## FAVORITE MEMORY

Write about some of your favorite memories or what you are most looking forward to doing at camp this summer.

## HOW DID YOU HEAR ABOUT BARNABAS?

Share your Barnabas story. How did you get connected with Barnabas? How long have you been attending? What friends have you met along the way?





# Fundraising for Individuals

Here is a list of fundraising opportunities that play to your strengths:

## LETTER TO FAMILY AND FRIENDS

Sending a letter to your family and friends is a great way to spread the word about your upcoming time at camp. We've put together a sample letter (page 8) in this packet. You can personalize it, then send it via email or mail.

## BIRTHDAY OR HOLIDAY PRESENT

Turn your request for support into an experience gift. As a Missionary, receiving the gift of camp is one of the best presents you can receive. It's an opportunity for you to experience a place of pure love, joy, and acceptance. Encourage your family and friends to go in on a group gift that will not only change your summer, but also your life!

## SERVICES & OTHER SPECIALTY SKILLS

If you have any marketable skills, use these to raise some money. Whether it's photography, writing, tutoring, wrapping presents, etc. If you can't think of anything specific, consider shoveling driveways, mowing lawns, cleaning houses, dog walking, or any other service that would benefit people.

## CHILDCARE

Offer babysitting for parents who need it. They'll be excited to hear that they can get the opportunity for a date night. Charge whatever you feel comfortable charging, and remember to explain the reason you're trying to raise money. Some people will be willing to donate above your rate to support your cause!

## E-SALES

Grab your clothes or other items you're tired of having around the house and sell them. Tell your buyers you're raising

money for your trip to Barnabas. You can use Facebook marketplace, eBay, Instagram, or any other platform to get the word out and raise money.

## CHECK IN WITH YOUR CHURCH

If you still need some fundraising help, consider contacting your church home or other local churches in the area and tell them about your upcoming opportunity to attend camp. Ask if they have any chances to share about your experience at camp with Sunday School groups, at an upcoming service, or in their bulletin. Some churches may even allow a special envelope fundraiser (During a service, churches could pass out an envelope and ask the congregation to give what they can).



## Fundraising for Groups

Fundraising for your trip is more fun as a group. Here are a few ideas to help jump start your group in preparing for Camp Barnabas:

### PLAN A GROUP DINNER

Hosting a group dinner is a great (and tasty) way to connect with supporters! Find a low-cost caterer (bonus if you can get it donated) or cook the meal as a group. Have fun creating a theme. You can invite supporters to come and pay what they feel comfortable paying (or charge a flat rate if you'd rather), and they can enjoy a meal with friends. If you want to make your event even more profitable, offer entertainment during the meal, in the form of a performance, broadcast of a popular sports game, movie night, or whatever else your group comes up with.

### PARENTS NIGHT OUT

Offer a night of respite for parents by providing childcare for an evening in exchange for a donation to your fundraiser. You can plan fun group activities to do with the kids while their parents enjoy a date night to themselves—they'll be more than grateful for the opportunity!

### BENEFIT CONCERT

Think as big or as small as you want! Find a local band that's looking for publicity and offer to host a concert for them in your facility. Concerts can draw a lot of people, which means a lot of support for your fundraiser. You can get the word out with flyers, emails, social media etc. and raise as much support as possible. The best part: both you and the band benefit from the foot traffic!

### GARAGE SALE

Big garage sales draw big crowds, and if you can get enough people involved in your group to pool their items together and get the word out, you can have a fantastic fundraiser! You can use your church parking lot as the "garage," and organize sections based on type (one section for clothes, one for electronics, etc.), and put up signs pointing people to your location. Plus, after the weekend is over, if you have excess items, you can donate them to a local thrift store.



# Third Party Fundraising Guidelines

If you host an event to raise money for your mission trip, you agree to abide by these third-party fundraising guidelines:

## MARKETING & PROMOTION GUIDELINES

Third-party events may not be represented as events sponsored/hosted by Camp Barnabas. Promotions for the event should reflect you or your group trip as the beneficiary (not Barnabas as a beneficiary).

**Example of Approved Use:** “Proceeds from XXX Event will benefit our Missions Trip to Camp Barnabas” or “XXX Event Benefiting My Summer at Camp Barnabas.”

**Example of Non-Approved Use:** “Camp Barnabas Fundraising Event,” “Event with Camp Barnabas,” “XXX Event Sponsored by Camp Barnabas,” “XXX Event Conducted on behalf of Camp Barnabas,” “Camp Barnabas Hosts XXX Event,” or “XXXX Fundraising Event with Camp Barnabas.” No outdated, incorrect, cropped, or distorted logos should be used. Refer to our website for the most up-to-date logo or contact our Missions Director.

## EVENT EXPENSES & FINANCIAL GUIDELINES

- Camp Barnabas will not incur third-party expenses or provide any funds for third-party events or promotions.
- No bank accounts or holding accounts may be established under the Barnabas name.

- The non-for-profit tax exempt status of Barnabas may not be used by the host organization to purchase items and materials with which to conduct the activity.
- If you are deducting expenses before sending out net proceeds to Camp Barnabas, you should not state or imply to your donors that any funds given to you are tax deductible, and you should not use the word “donation” because it implies that they are tax deductible.
- Event organizer agrees to inform Camp Barnabas of any effort to recruit any major financial underwriters to ensure there is no duplication of underwriting efforts already underway.

## EVENT INSURANCE & LIABILITY GUIDELINES

- Event organizers are responsible for obtaining any necessary permits and clearances required by local and state government.
- Event activities shall comply with state and federal laws and regulations.
- Camp Barnabas cannot be held liable for details associated directly or indirectly with the event, including, but not limited to: expenses, purchases, insurance or liability coverage.

# Additional Resources

## MEDIA RESOURCES

Camp Barnabas is able to provide the following tools to you or your group:

- **Videos:** Visit [youtube.com/campbarnabas](https://youtube.com/campbarnabas) or ask us for a downloadable file to share at your upcoming fundraiser.
- **Slideshow Template:** We want to equip you with options and templates to share about your upcoming missions trip!
- **Camp Photos:** We have amazing images we'd love to share with you. You can use these on social media, in your own print pieces, or in a presentation formation. (Brand Guideline: Do not crop or add text to these images).
- Contact our Missions Director for additional details and materials: [camille@campbarnabas.org](mailto:camille@campbarnabas.org).

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



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## SAMPLE FUNDRAISING LETTER

*Friends and Family,*

*This summer I have an amazing opportunity to go on a missions trip to Camp Barnabas! Camp Barnabas is an organization that serves, loves, and provides life-changing experiences for individuals with disabilities and chronic illnesses. Each summer they welcome more than 1,800 Campers through their gates, which means they need just as many Missionaries to serve these amazing Campers.*

*I feel personally called to be a part of this ministry, and I'm fundraising for my mission trip. The missions investment is (\$\_\_\_\_\_). This covers meals, lodging, a background check, programming, activities, adaptive measures, safety resources and medical supplies. Additionally, there is also a cost for travel to get there which is (\$\_\_\_\_\_).*

*I am still working on fundraising for both and would be incredibly grateful for your assistance in helping me achieve this goal!*

**HOW YOU CAN HELP ME SERVE AT BARNABAS:**

1. Donate directly to my family via cash or check.
2. Donate online at [campbarnabas.org/donate](https://campbarnabas.org/donate). Make sure to put my name in the comment section.
3. Send in a donation to Camp Barnabas and include my name in the memo of the check:

Camp Barnabas  
Attn: Missions Director  
P.O. Box 609  
Branson, MO 65615

*Most importantly, I would love if you could pray for my time at camp. Pray for the Staff who dedicate their lives to this ministry and make camp possible. Please pray for my amazing Camper who will be paired with me for the week. And, please pray for me – that I can grow in my faith and that my life will be forever changed!*

*Thank you for supporting me through prayer and/or giving. This trip wouldn't be possible without your generosity. I can't wait to go to Camp Barnabas and share all about it when I come back!*

*(Your Name)*

**\*If you are asking for money to travel, you will need to directly collect those funds. Barnabas cannot reimburse or distribute extra funds to you once we receive them.**



# The Power of Thanks

Once you've completed your fundraising, don't forget to share your gratitude! A simple thank you can go a long way when it comes to fundraising. Here are a few different ways to say thank you:

## HANDWRITTEN THANK YOU CARD

A simple hand-written card takes time, but it is so powerful. It lets your supporters know their gift meant a lot and adds the perfect personal touch. Add photos to make it even more personal.

## SOCIAL MEDIA SHOUT OUT

If you don't have a supporters address but do have a social media connection, it's great idea to give a shout-out online. You can do this via private message, by individually tagging supporters in a post, or by writing a general post to all of your followers about your gratitude.

## VERBAL THANK YOU

Saying thank you in person is always welcome and well-received.

## RECAP LETTER

After camp, send a recap letter of your experience and how much fun you had. This will show your supporters how their money was invested.

Gratitude is everything. Spending time saying thank you will add a personal touch to any relationship and make your supporters more inclined to donate again in the future.

Good luck fundraising. Please contact us with any questions. We can't wait to see you at camp!



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