

■ by Scott Shaw, CCCA Fundraising Coach

Fundraising Events in a Pandemic

Spring is my favorite season, hands down. As flowers bloom, grass turns green and trees begin to get their leaves, it reminds me of new life and new beginnings. I also like spring because it means that summer camp is only a few months away. I remember the rush of hiring the last few summer staffers, finalizing summer Bible studies and setting up the blob and praying fervently

for the summer campers who would enter our gates. I also vividly recall planning and hosting fundraising events. They are an important piece to sharing your story and gaining more champions who give, share, pray, serve and learn.

But, let's all say it together ... COVID.


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You might be thinking fundraising events are currently off the table, and honestly, that would be a very easy and respected response right now. But, not so fast! We are camp people!

We are tough, resilient fighters, and we can't give up that easily. Instead, let's put our thinking caps on and go to work.

In addition to training on large-scale fundraising events, Mission Increase coaches leaders to consider other types of effective events, including micro-events (MEs). With so many of us having to think creatively about gath-

ering in small groups, MEs provide ministry leaders with the structure needed to equip existing champions and acquire new ones.



With so many of us having to think creatively about gathering in small groups, micro-events provide ministry leaders with the structure needed to equip existing champions and acquire new ones.

Photo courtesy of Camp Luther



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Making micro-events part of your 2021 strategy

As the name implies, MEs are small, with typically less than 30 people, and follow the N.I.C.E. structure:

- **Narrow-focused:** About one expression of your cause
- **Integrated:** In connection with your overall growth and acquisition strategies
- **Call to action:** Invites guests to take their first step in the cause
- **Experiential:** Step into the shoes of the people you serve

This could look like a camp champion inviting friends to join them at their backyard fire with s'mores and worship. The host shares their story of connection to camp and specifically focuses on the power that camp has on campers and staffers alike. The host would then conclude the evening with an invitation to sponsor a camper or as a group help build the new chapel at camp.

Don't give up on inviting new champions to your cause. Think differently. Get creative. Rally your champions and get a few micro-events on the calendar this spring. Need ideas? I am just an email or call away, and am eager to brainstorm options with you. ■



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