

OUT OF THE BOX

FUND DEVELOPMENT

Creative Fractional Fundraising Solutions for Christian Camps & Retreat Centers

Rich Swartwood, CFRM

Founder · Out of the Box Fund Development

A Partner for Your Ministry's Fundraising, Today and for Years to Come



WHY I DO THIS

Why Out of the Box Exists



“Fund development never gets the attention it needs when camp is happening. That's why I exist.”

Camp and retreat leaders are stretched thin. When summer hits, donor relationships, appeals, and grant deadlines are the first things to slip. Right when a capital campaign or major project is on the horizon.

THE CAPACITY GAP

- ✓ **No dedicated development staff** Fundraising rides on already-full plates
- ✓ **Donor relationships go quiet** Lapsed (LYBUNT) givers drift away unasked
- ✓ **Campaigns arrive unready** Projects, program needs, and renovations need a plan now
- ✓ **Grants left on the table** No bandwidth to research or write them

THE PERSON BEHIND THE PLAN

Meet Rich Swartwood, CFRM

Fractional fundraising expertise for Christian camps and retreat centers. Not a generalist.

- 33+ years in Christian outdoor ministry leadership
- Executive Director at three camps and Director of Development at another
- Grew annual giving from \$127K to over \$616K
- Deep expertise in capital campaigns, annual funds & grant writing
- CFRM certified · 8 years consulting with and coaching Presbyterian camps · national conference presenter



EXPERTISE

No learning curve. I know the rhythms of camp ministry and Christian donor culture.



PARTNERSHIP

Consultant and coach in one, alongside your team for the long haul.



EFFICIENCY

Full development capacity at a fraction of a full-time staff hire.

Services Built for Camp & Retreat Ministry



Donor Engagement

Letters, calls & visits that build relationships, not just asks



Micro-Fundraisers

One need and a matching gift that bring lapsed & new donors in



Grant Opportunities

Right-fit foundations & proposals for operations and projects



Staff & Volunteer Training

Teams trained to ask, give thanks & share the camp's story



Capital Campaigns

The right goal, a strong case & prepared leaders



Database & CRM Management

Cleanup, deduplication & migration (Bloomerang, GiveButter)



Operational Support

Annual fund plans, year-end appeals & operating grants



Board Development & Workshops

Board training & national conference workshops, year after year

HOW I BUILD DONOR COMMUNICATION

The EPIC Framework

Four pillars that move people from awareness to action, applied to every appeal, case statement, and campaign I write.

E

Emotional Connection

Authentic stories that tie a donor's values to mission impact: relationships beyond transactions.

P

Personal Relevance

Segmented messages reflecting each donor's history and interests, building understanding that deepens partnership.

I

Inspiring Action

A compelling vision of changed lives, focused on outcomes, not operational needs.

C

Clear Call-to-Action

Specific, easy next steps: concrete amounts, dates, and projects that remove barriers.

Donors need 7 touches a year to stay connected, not just one appeal.

Camp Fellowship Lake Greenwood, SC



Board leadership retreat + a \$1.5M land-acquisition strategy to purchase the camp's property from Trinity Presbytery (on hold due to Presbytery visioning/planning)

WHAT I DELIVERED

- Fundraising 101 / 201 board training: concepts, board-vs-staff roles & culture of giving
- Donor-data analytics: giving-level segmentation, retention & LYBUNT opportunity analysis
- EPIC donor-journey & 7-touch communication system (thank → report → follow-up → ask)
- \$1.5M Trinity Presbytery acquisition strategy, SWOT & phased board action plans started

Stronghold Camp & Retreat Center

From Day of Caring to sustained annual growth

A matching-gift Day of Caring re-engaged lapsed donors and welcomed new supporters. That momentum has carried through the year. 2026 annual giving is already well ahead of all of 2025, driven by consistent donor communication and a new CRM.

WHAT I BUILT

- Annual giving up 66% year-over-year: \$84,702 (2025) to \$140,349 (2026 YTD)
- Giving-day strategy with a matching-gift structure to maximize urgency
- Lapsed-donor re-engagement and new-supporter acquisition assets
- Quarterly newsletters and database conversion to Give Butter
- Event marketing materials to support Stronghold's limited staffing
- Board consultation regarding Land Conservation Program



\$140,349

raised in 2026, year-to-date

\$84,702 raised in 2025
+66% year-over-year

CURRENT WORK · CAPITAL CAMPAIGN

William Black Lodge Montreat, NC



LOOKOUT · Look Beyond: a \$1.5M campaign to renew a century-old mountain lodge after Hurricane Helene.

WHAT I BUILT · WORKING WITH THEIR TEAM

- Micro Campaign for \$16,000 for deck railing, new rocking chairs, and bunk beds
- Campaign case for support & core messaging ("Where the Mountain Meets the Mission")
- LOOKOUT · Look Beyond capital-campaign bi-fold and print collateral
- CRM Management moved to GiveButter
- Bi-Monthly Newsletters
- Grant applications to FPC Raleigh, D. Thomason Committee, and Sloan Foundation; \$450K debt-retirement ask submitted
- Room Dedication program: seven rooms committed so far honoring pastors and Christian educators

CURRENT WORK · DONOR SYSTEMS & CAMPAIGN

Pyoca Camp and Retreat Center Brownstown, IN



Ignite Possibilities: a short-term contract for a full rebuild of the donor database, moving into annual fund year end program/social media development, and supporting their \$450,000 capital campaign.

WHAT I BUILT · WORKING WITH THEIR TEAM

- Bloomerang database cleanup: consolidating 900+ individual records into households and merging giving histories
- Ignite Possibilities capital campaign appeal letter, written with the EPIC framework
- Social Media / Development plan for 2026 Year-End Appeal including Day of Caring, letters, and emails.
- LYBUNT lapsed-donor and prior family re-engagement strategy
- Donor recognition chart and a donor-relationship SOP for data entry, recognition, and annual-fund tools

Thought Leadership & Marketing



The Blog

Ongoing fundraising insight written for camp and retreat leaders, with practical guidance on generosity, donor relationships, and building long-term sustainability.

Read at: outoftheboxfunddevelopment.com/blog

PROVEN RESULTS

A Track Record Ministries Trust



“Rich is very attentive to preparing detailed fundraising materials. His nonprofit experience and understanding of faith-based organizations addresses both organizational and leadership needs.”

Elise Bates Russell · Executive Director, Johnsonburg Camp & Retreat Center



“William Black Lodge needed someone willing to approach fundraising for our unique situation, rather than another cookie-cutter system. Rich and Out of the Box were just what we needed to help us design, develop, and implement a fundraising program tailored for WBL!”

Tommy Brown · Executive Director, William Black Lodge

THE SMART MODEL

Why Fractional Fundraising?

A seasoned consultant and a steady coach in one long-term partner, without the cost and overhead of a full-time development director.

FULL-TIME HIRE

- Salary, benefits, taxes & workspace (\$75K to \$120K+)
- Months of hiring and onboarding
- Turnover risk and lost momentum
- Generalist learning your world from scratch

OUT OF THE BOX

- One predictable monthly retainer
- Expert capacity from day one, no learning curve
- Specialist in camp & retreat ministry
- Consultant and coach for the long haul

LET'S TALK

Whether you need a plan, a partner, or a push, I'd love to help.



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