



CAMP
SOUTHERN
GROUND

GIVINGTUESDAY

Create a #GivingTuesday Facebook Fundraiser for Camp Southern Ground

Thank you for hosting a Camp Southern Ground (CSG) fundraiser for #GivingTuesday this year! We know you have many worthy causes to choose from and we are honored and thrilled you selected Camp Southern Ground. We want you to reach your goal, so we created this easy-to-use toolkit to help.

These tips and templates are designed to inform and inspire your friends and family to support veterans, youth and their families served through Camp Southern Ground's Warrior and Inclusive Summer Camp programming. If there is anything we can do to assist, please don't hesitate to [reach out](#).

HOW IT WORKS:

1. **Create a fundraiser.** We'll help you get started. All the tools and tips you'll need are outlined below. (Remember: Facebook does not charge fees on fundraisers for nonprofits. That means 100% of the funds you raise go straight to CSG's mission to support our youth and veteran families)
 2. **Share with friends.** Connect your friends and family to Camp Southern Ground, gain supporters across Facebook, and watch your impact grow.
 3. **Get donations.** People can donate to your Fundraiser in just a few clicks, without ever leaving Facebook.
 4. **Keep us updated.** Tag @CampSouthernGround #GivingTuesdayCSG We'll spread the word and cheer you along!
-

HOW TO CREATE YOUR FUNDRAISER:

STEP 1:

Download our Facebook Cover Photo here, then save to your desktop



STEP 2:

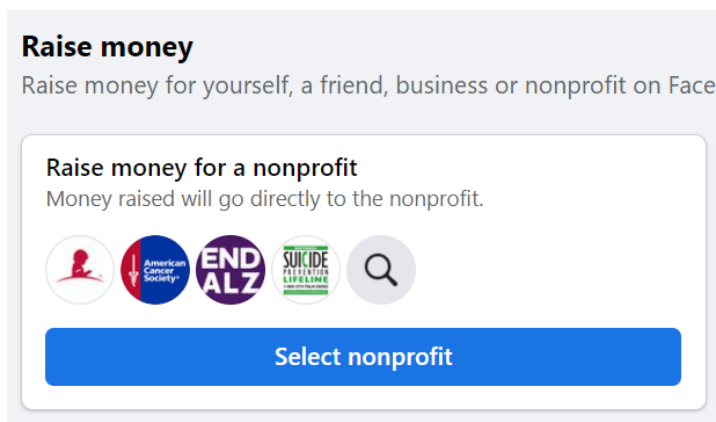
Login to your Facebook account. Click 'Fundraisers' in the left menu of your news feed

If you do not see 'Fundraisers' on the left menu, type 'Fundraisers' in the Facebook search bar



STEP 3:

Click the 'Raise Money' Button



STEP 4:


In the search bar type 'Camp Southern Ground' and select when it appears

Choose a nonprofit

Want to raise money for a personal cause instead?

Get support for things like medical, memorial or education costs by creating a personal fundraiser. **Switch to a personal cause**

Q Camp Southern Ground



Camp Southern Ground

You, Elizabeth Kramer Egan and 45K others like this nonprofit • Health and human services • Fayetteville, Georgia

STEP 5:

Fill in the Fundraiser details. (SEE BELOW PICTURE)

Fundraiser Title: *[Your Name's] #GivingTuesday Fundraiser for Camp Southern Ground*

How much do you want to raise? *Type in the amount of your fundraising goal.*

Date your Fundraiser should end? *Typically, a day or two after the Giving Tuesday is good in case you have any folks who wish to contribute but missed your day of post.*

Why are you raising money? *Feel free to copy and paste our sample text below OR if you have been personally impacted by the work of Camp Southern Ground, share your own story.*

Sample text:

I am incredibly inspired Camp Southern Ground's mission to provide extraordinary experiences for individuals to recognize and magnify the unique gifts within themselves and others to profoundly impact the world.

During Summer months, Camp Southern Ground hosts kids ages 7-17 for week-long, inclusive, residential camps, bringing together typically developing children, children with neurodevelopmental differences, underserved kids and kids from military families. In 2021 they welcomed over 600 campers from across the country. And because they do not want cost to prohibit any child from the life changing experience of summer camp, over 80% of campers received some level of tuition assistance.

The rest of the year is dedicated to supporting post-9/11 veterans with two programs. Warrior Week, Camp's signature workforce and wellness transition program, helps veterans in the transition to civilian life after military service. Warrior PATHH (Progressive Alternative Training for Healing Heroes) aims to facilitate post-traumatic growth among combat veterans struggling with PTSD and/or combat stress.

#GivingTuesdayCSG @CampSouthernGround

A collage of three images. The left image shows two smiling children, a girl with glasses and a boy in a green baseball cap. The middle image is a green background with a white heart logo made of geometric shapes, a 'DONATE TODAY' button, and logos for Camp Southern Ground and Giving Tuesday. The right image shows a family of four smiling outdoors.

Upload your customized cover photo (the one you saved to your desktop in step 1 to Facebook and hit create. You're done!

Share your fundraiser with the world! You want to motivate and inspire your friends and family to donate. That means educating and telling your story of why Camp Southern Ground matters to you. Here are some sample posts you can share on Facebook to spark engagement:

Nov 30th is #GivingTuesday and this year I'm fundraising for Camp Southern Ground (CSG), a nonprofit whose mission is to provide extraordinary experiences to individuals to recognize and magnify the unique gifts within themselves and others to profoundly impact

the world. CSG's programs serve post 9/11 veterans transitioning from military to civilian life and youth through inclusive camp programming.

@CampSouthernGround #GivingTuesdayCSG

Reminder/Impact Details:

[X] days until #GivingTuesday. Now through Nov. 30th, I'm fundraising for Camp Southern Ground (CSG), a nonprofit in Fayetteville, GA that serves youth and veterans from across the county. This year CSG welcomed 611 campers for an inclusive summer camp experience where 30 campers learned to ride a bike for the first time, 10 campers learned to swim and 90% tried something new.

[X] days until #GivingTuesday. Now through Nov. 30th, I'm fundraising for Camp Southern Ground (CSG), a nonprofit in Fayetteville, GA that serves youth and veterans from across the county. This year CSG has served almost 200 veterans through their Warrior Week and Warrior PATHH programs.

@CampSouthernGround #GivingTuesdayCSG

Day Of:

Support Camp Southern Ground this #GivingTuesday. Donate Now. There are no fees on donations – 100% goes directly to support Camp Southern Ground's youth and veteran programs.

And, if applicable...

And on #GivingTuesday (Nov 30) funds raised on Facebook will be matched by _____ so the impact will DOUBLE! Learn more and donate here: [link to your FB fundraiser]

@CampSouthernGround #GivingTuesdayCSG

TAKE IT OFFLINE:

Get your friends and family excited about your Camp Southern Ground fundraiser through email. Copy and customize this sample text:

Announcement:

Dear [Name],

I have exciting news! In honor of #GivingTuesday, I'm fundraising for Camp Southern Ground, a nonprofit that serves youth ages 7-17 with an inclusive summer camp, and the rest of the year serves veterans through two programs; Warrior Week and Warrior PATHH. Most recently, Camp hosted a Veteran Family Camp Week because they recognize that one individual's act of service in the military affects the entire family.

As a supporter of inclusion and honoring our nation's veterans, I need your help. Veterans travel from across the country, at no cost to them, to Camp Southern Ground, and because CSG does not want cost to prohibit any child from the life changing experience of camp and each summer provides over 80% campers with some level of tuition assistance.

Please donate to my Camp Southern Ground Giving Tuesday fundraiser on Facebook now through Nov 30th. 100% of every dollar raised goes directly to support the mission of Camp Southern Ground. Learn more and donate here [link to your FB fundraiser]

Thank you for your support!

[Name]

Reminder/Impact Details:

Dear [Name],

#GivingTuesday is around the corner and I need your help in supporting Camp Southern Ground. Their mission impacts the lives and families of our veteran's and the next generation of youth. [Tell any personal impact story here]

Please donate to my Camp Southern Ground Giving Tuesday fundraiser on Facebook now through Nov 30th. 100% of every dollar raised goes directly to support the mission of Camp Southern Ground. Learn more and donate here [link to your FB fundraiser]

Thank you for your support!

[Name]

Day of:

Dear [Name],

Ready... set... go! Today is #GivingTuesday, a global day of giving back to causes we care about. I am passionate about Camp Southern Ground, a nonprofit that serves youth ages 7-17 with an inclusive summer camp, and, for the remainder of the year, serves veterans through two programs; Warrior Week and Warrior PATHH.

[personal impact story here if appropriate]

I've been raising funds for CSG and today (Nov 30) is the final day of my fundraiser. You can help me reach and exceed my goal by donating to my #GivingTuesday Facebook fundraiser here [link to FB fundraiser]

I greatly appreciate your support and commitment to making a difference in the lives of the veterans and youth served through Camp Southern Ground.

Thank you for your support!

[Your name]

RESOURCES AND FOLLOW UP:

After #GivingTuesday, please consider reporting and celebrating the impact your friends/family's donations had on advancing Camp Southern Ground's mission. Post a "Thank You" on Facebook or mail a handwritten note to your donors.

To enhance your efforts and increase awareness please visit our [TOOLKIT](#) for more social images, sample posts and key #GivingTuesday messaging.

For questions or more information about Camp Southern Ground and our #GivingTuesday impact, please contact development@campssouthernground.org

Learn More: <https://campssouthernground.org/GT>

Donate: <https://campssouthernground.org/GivingTuesday>