



### *10,000 Reasons Campaign: About*

#### **Why 10,000 Reasons?**

Campaign names must be direct, memorable, and personal. It is a tall order for one small title, especially for a campaign that is planned to last several years such as this one.

The meaning of the title is multi-faceted: first, we are going to raise one million dollars in four years. We will raise this money in increments of **\$10,000**. That number is a bite-sized, more attainable measurement that constituents will help us reach. To put it in perspective, we need only to raise \$10,000 one hundred times. This measurement helps break down what might at times seem an impossible goal to donors and illustrate how viable it is if we focus on one step at a time.

Likewise, we want our Camp Northward family to find their **reasons** for giving. To give because it is the “right thing to do”, “it is what we have always done”, or even a generic “I love Camp Northward” is no longer enough. If Camp Northward is to grow, change, and magnify the Kingdom of God, its body must clearly understand the point of physical growth of the campus. Likewise, the Trustees and staff desire that the physical growth, exemplified through the Pavilion remodel and more, is always directly tied to the spiritual impact such a facility will have on the community.

Camp Northward wishes that faculty, staff, donors, alumni and the Camp Northward community at large clearly identify what their connections are to the camp as well as the spiritual implications of those connections. This will be done through the **10,000 Stories** project.

Finally, the title “10,000 Reasons” was purposefully chosen with the **worship song** in mind. We wish that this project stay focused on the glory of God and the advancement of His Kingdom at all times. Our desire is that the Camp Northward community will find 10,000 true reasons “for our hearts to sing”; in other words, to praise Him for all the work He has done at Camp Northward thus far. Likewise, we pray that the camp will continue to last for a long time to come, that it serves multitudes of individuals and fosters their spiritual growth. We pray that Camp Northward, and more to the point the spiritual discipline that Christian camps bring into lives, may last “10,000 years and then forevermore”. In this way we celebrate and honor Camp Northward’s rich history while looking toward the future with excitement and optimism.

#### **Final Words**

1,000,000 is a large sum. It can seem daunting.

But if 200,000 people give just \$5.00, it will be done.

More importantly: if it is God’s will, it will be done.

Are you feeling confident? I know we are.

May God bless us on this endeavor.