

# Ambassador

*Your Guide to Carrying Crow's Message*

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**Crowsnest Lake Bible Camp**

2026

## Welcome — What Is an Ambassador?

The Ambassador process is simply a way of sharing what Crow's needs are with people who might be able to help Crow meet those needs.

**An Ambassador's job is NOT to sell or pressure. It is to:**

- Share something they love with people they trust
- Match the right message to the right person
- Open doors and make introductions
- Let God's story at Crow do the rest

## Email Outreach

We've drafted 3 versions of an outreach email, each for a different purpose. But we are not precious about how you do the outreach: you can choose what works best for you.

### Version 1 — The Warm Ask ("Hey, could you give?")

**Best for:**

Close friends, family, people you know well who care about kids, camp, or faith.

**Tone:**

Casual, personal, direct.

**Key ask:**

A one-time gift or recurring. Mention Homecoming Weekend (June 19–21) and offer to introduce David.

*Template:*

*Good to talk just now. As I was saying on the call, I am raising money for Crowsnest Lake Bible Camp. They are a ministry that is close to my heart, and I want to see them succeed. As we get closer to the summer, they are preparing to welcome hundreds of kids, so it is their most expensive time of the year.*

*I thought of you because you have [common priority — e.g. you love the outdoors; you care about kids; you want to build something lasting; your own kids have benefitted from camp; you loved camp when we were kids; you are passionate about evangelism; etc].*

*If you want to come visit the camp, a perfect time would be over the weekend of 19–21 June, when they do their kickoff/Homecoming weekend. And if you'd like to meet the camp director, David, I can set that up too.*

*I hope you will help me reach my goal. I am trying to raise [\$5,000] in one-time gifts, or [\$200] in monthly donations, so every little bit helps.*

*Thanks!*

*[your name]*

## Version 2 — The Project Match ("Which capital project fits you?")

### Best for:

Practical-minded donors, business people, those who want to see exactly where their money goes.

### Tone:

Professional but warm. Assumes some prior conversation.

### Key ask:

Explore the capital projects deck, pick one, schedule a follow-up. Remember: this is a survey of priorities — other giving options exist (training programs, salary, bursary, equipment, general fund).

### Template:

*As discussed, I've put together a deck for your consideration. Here is the link — take a look, and let me know what you think. Depending on your availability, I'd suggest that perhaps you and I have a quick catch-up on [day], so I can run through some of the thinking.*

*Most importantly, I want to emphasize that this is a survey, or a sampling, of our upcoming projects, which means:*

- *There are other things on the docket — these are a selection of our priorities.*
- *There are non-capital outcomes that a donor could contribute to.*

*I got the sense that these capital projects might match your interests, but if I have that wrong, there are lots of places (training programs; salary; bursary; equipment; general fund) that would also be fitting places to commit some resources.*

*Let me know what you think — look forward to seeing you on [day]! [name]*

## Version 3 — The Director Introduction ("Meet David")

### Best for:

High-capacity donors, business leaders, philanthropists — people who need a personal connection before giving.

### Tone:

Peer-to-peer introduction, warm and confident.

### Key ask:

Introduce your contact to David directly — then step back. The Captain's job is to open the door. David takes it from there.

### Template:

*Hey [name] — I wanted you to be introduced to David. He's the director of Crowsnest Lake Bible Camp.*

*As I mentioned when we talked earlier, I think he'd benefit from meeting you; they're just starting a [capital campaign/training project] that might be of interest to you, so I offered to make an introduction.*

David — [name] is [an old friend; a smart guy I play racquetball with; a businessman who cares about God's kingdom]. He's in [Edmonton/Calgary/Fort Lauderdale] and I think you should tell him about Crow, and especially the [projects you are working on / new bathrooms / new Bible Study curriculum].

I'll leave it with you to choose the time and place — or maybe a video call? Anyway, I do think you will get along, but be cautious — David's an Oilers fan, so maybe stay away from hockey!

Hope it works out! [name]

## Section 3: Using the Slide Deck

The deck is your backup, not your opener. Keep it in your back pocket — pull it out only when the conversation calls for it.

### How the Deck Is Built

The deck is modular, built from the middle out:

- Centre slide: The Cross — the heart of Crow's mission
- Before the midpoint: Crow's INPUTS — what it takes to make camp work (facilities, programs, staff, training)
- After the midpoint: Crow's OUTPUTS — what camp produces (lives changed, kids in the wilderness, community built, faith grown)

### Matching the Slide to the Person

Donor Profile	Where to Start
Practical / builder type	Capital project slides
Outdoors / adventure type	Wilderness and out-trip slides
Parent / family type	Kids and safety slides
Spiritually motivated	Start at or near The Cross
Long-time supporter	Start with outputs — what their past giving produced
New connection	Start with inputs — here's what it takes to make this happen

## The Giving Narrative — Key Messages

Below are Crow's six core messages. Draw from these in conversation — you don't need to use all of them. Find the one that resonates with your contact.

1. **"This is Crow"** — Camp is safe, fun, and Jesus. Parents trust it. Kids love it. It depends on you.
2. **"Crow is what you make it"** — Autonomy means ownership. No HQ, no safety net — YOU are the safety net.
3. **"The Nickel Story"** — For 60+ years, kids came for free because donors gave.
4. **"There is more to do"** — Water is solved. Now the real work begins. Capital investment for the next generation.
5. **"We finish what we start"** — The 2018 list is done. Crow is reliable. The new list is open — what will you sponsor? What will Crow do next?
6. **"In plenty or in want"** — Crow walks by faith. No debt, no government grants, no camper fees. Just community.

## Matching Donors to Giving Levels

We want to give you the material that you need to succeed, not constrain you to a certain template. It's up to you to choose the right approach, and it is always best to let the conversation develop naturally.

Donor Type	Best Approach	Suggested Ask
Friend / family, casual supporter	Version 1 Email	One-time gift (any amount) or \$50–\$200 / month
Practical / business person	Version 2 Email + Deck	Sponsor a capital project (\$5,000–\$80,000)
High-capacity / networked leader	Version 3 Email	Introduction to David; major gift conversation

*Note: giving to specific funds (bursary, salary, equipment, training programs) is also possible, and might work well for people who don't connect with capital projects.*

## Frequently Asked Questions

Keep answers brief and confident. Here are the questions you're most likely to hear:

**Q: Is Crow a registered charity?**

A: Yes — donations are tax-deductible.

**Q: Are kids actually free?**

A: Yes — Crow has been fee-free for over 60 years. No child is turned away for financial reasons.

**Q: Where does the money go?**

A: Operating costs (food, staff, programming) and capital improvements to facilities. We publish our project list.

**Q: Is this a loan or a gift?**

A: A gift. No repayment expected.

**Q: What if someone wants to give but not to a specific project?**

A: The general fund is always open — it goes where it's needed most.

**Q: What if they want to visit?**

A: Homecoming Weekend, June 19–21, 2026. Perfect time to see camp in action.

**Q: What if they want to meet the director?**

A: Great! Feel free to make an introduction to David directly, for any reason (even if they don't give; that's fine).

## Your Personal Commitment

Fill in this section to set your own goals as an Ambassador.

**My name:** \_\_\_\_\_

**My goal: \$** \_\_\_\_\_

**Target completion date:** \_\_\_\_\_

**My top 5 contacts to reach out to:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

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Crowsnest Lake Bible Camp | Crowsnest Pass, Alberta  
*Fee-free for every child — made possible by donors like you.*