

# STRATEGIC PLAN

## EXECUTIVE SUMMARY

Camp Fire  
Inland Northwest



## Our Promise

Young People want to shape the world. Camp Fire provides the opportunity to find their spark, lift their voice, and discover who they are. In Camp Fire it begins *now*. Light the fire within.

## Camp Fire's Impact

Camp Fire develops growth mindsets in young people resulting in individuals that understand what they are passionate about in life (sparks) and have a desire to better themselves and their world (thrive).

## Introduction

Camp Fire embarked on a strategic planning process to envision its desired future and develop strategies to strengthen the organization and enhance its mission impact in the community.

These strategies describe the ways Camp Fire will shift how it operates and engages with the community to achieve its mission and goals.

## Organizational Strategies

- Build the organization's fundraising capacity
- Cultivate new partnerships in the community
- Expand the Board of Directors

## Programmatic Strategies

- Expand the uses of Camps Sweyolakan and Dart-Lo
- Strengthen Camp Fire's competitive advantage in the marketplace
- Increase Year-Round Programming

## Operational Strategies

- Increase marketing and communications activities to build our brand
- Strengthen volunteer engagement
- Nurture the development of staff





**Priority Area**

**Building a stronger business model**

Camp Fire will transition to a business model where operating income meets or exceeds operating expenses and puts the organization in a position to address unmet needs of youth and families in its service area.

**2017-2018 Goals**

Increase Camp Fire’s fundraising capacity through annual giving. Over 200 Camp Fire supporters will donate over \$75,000 in 2018.

Increase programming to maximize use at both camps during the summer season and expand usage into the spring and fall seasons.



**Priority Area**

**Harness the potential of our camps**

Camp Fire will leverage the tremendous potential of its Camp Sweyolakan and Camp Dart-Lo properties to achieve maximum financial and mission impact.

**2017-2018 Goals**

Partner with other non-profit youth organizations to provide an outdoor experience to more youth and to maximize usage at both camps.

Renovate the Lodge at Camp Dart-Lo with a new kitchen, bathrooms and HVAC so we can accommodate year round programming and attract outside groups to our facility.



**Priority Area**

**Help more youth find their Spark**

Camp Fire will revitalize its club program and/or create new programming to attract and engage more youth and have even greater impact in the community.

**2017-2018 Goals**

Integrate more club programming with outdoor experiences at our camps. Seek more crossover of youth and activities between our clubs and our camps.

Expand hours, weeks and sessions at both camps to better accommodate schedules of working parents and to meet the needs of today’s families.

