

Camp Donegal Master Plan 2010

This summary is prepared as an overview, and should not be considered seriously without spending time with the full Strategic Plan 2010 document which can be found online with the Presbytery Meeting Downloads. There will be a limited number of print copies of this plan available at the Presbytery Meeting.

The Master Plan addresses four major areas: Program, Marketing, Governance and Administration, and Site and Facilities. A bulleted list of some of the possible projects is included here.

- Program (page 14)
 - Continue to strengthen existing program offerings.
 - Hold an annual “program summit” to develop program ideas.
 - Develop all three categories of programs:
 - Sponsored, Hosted and Partnership
- Marketing
 - Work at relationship management for campers and guests (page 18)
 - Rebrand the Camp Donegal ministry (page 18)
 - Deepen and expand the image and perception of Camp Donegal
 - Internal Marketing (page 19)
 - Develop partnerships with presbytery and congregational leadership.
 - External Marketing (page 21)
 - Reaching out to core families and groups.
 - Work toward data-driven marketing.
- Governance (page 23)
 - Change the responsibilities of the Donegal Camp Committee from those of a “worker bee” committee to a Board of Directors working on behalf of the Presbytery
 - Build a stronger organizational core
 - Reach out to a wider circle
 - Build a strong network
- Administration (page 24)
 - Staffing
 - Redevelop “Administrator” to “Director”
 - Add additional year-round position (Business Manager?) to focus on administrative and financial detail.
 - Position would be funded outside of budget on a declining basis for the first three years through a micro-campaign.
 - Volunteer development
 - Data Management improvements
- Site & Facilities
 - Phase one: Improve capacity and facilities for summer camp (page 28)
 - Build new maintenance center outside of program area

- Convert existing maintenance building to staff housing, opening current staff housing back up as camper cabin (16 bed increase)
- Demolish A-frame infirmary
- Construct new infirmary that can also serve as retreat cottage
- Construct pond on creek
- Renovate Eden Nature Center to be Creation Center
- Add ropes course to program area
- Replace Wilderness lean-tos with summer cabins
- Dismantle existing chapel
- Construct new chapel in main program zone
- Phase two: Improve hospitality (page 29)
 - Remove office from administrator's residence
 - Construct welcome center and office
 - Construct new Dining Hall near Barmen Lodge
 - Renovate Donegal Hall to serve as program space
- Phase Three: Expand Capacity to Serve Adults and Families (page 29)
 - Construct an adult and family retreat center adjacent to new Dining Hall
 - Construct additional dining space to accommodate added guests.

The primary focus of this plan is to strengthen the ministry and outreach of Camp Donegal. Nothing can be done until we strengthen the financial viability of the ministry; therefore the first focus would be the Marketing, Program, and Governance and Administration areas.

Understanding the Camp's relationship to the Presbytery, approval of the Master Plan 2010 would not be considered tacit approval to move forward on all aspects of the plan. It would be considered endorsement and investment in the future of the ministry. Individual projects affecting staffing and facilities would continue to come before the Presbytery for approval.

It is understood that this is a plan that builds upon itself. We cannot move forward with facility improvements until we show that we can financially support them. At some point, we would want to move into a capital campaign, but we are not at that point yet. Our first goal is to strengthen the financial position of the camp.

The Strategic Planning Team has been asked by the Donegal Camp Committee to continue on as a task force that would oversee prioritization and accountability.

Thank you for your prayerful consideration of the future of the ministry of Camp Donegal!

Respectfully Submitted,

Amy Wade, Administrator, Camp Donegal