

CCI-CANADA

VIRTUAL CEO Dialogue

Session Two Final Topics

TUESDAY FEB 23RD

1. TOPIC 10 - Improving Performance of Key Staff

We have had a decent but not great food services team for a while, but the food is not always up to the standard I would like to see. How do I help them improve without them feeling like I am nit-picking? Cooks are very sensitive, so I try to pick good times, but it is tricky... Food Service - Description: Have others made use of professional catering companies? Has this been a positive thing? Also are there suggestions on how to decrease food costs?
Tim – resources for personality tests

2. TOPIC 1 - Fundraising

how best to do it and how to get staff on board with helping. Donor Fatigue - Wise ways to navigate this in the pandemic and post-pandemic world. Fundraising - Description: We have just hired a professional fundraiser. Have others found this helpful? What forms of fundraising efforts worked the best? Fundraising - ideas to nurture relationships with your donor base. How do you communicate with them on a regular basis? What is important for a CEO to do? And what could be delegated to staff? Engaging the next generation - Our older donors are getting old and many are dying off, along with their financial support. What are some ways to engage the next generation (30-45-year-olds) to get involved with camp?

3. Church Partnership

How can we help churches see that Camp is a ministry and just as important as foreign missions? How can we help change the mindset that raising funds for a mission trip is acceptable, but not raising funds for a young person to work at camp? Partnerships with Churches - how do camps foster these relationships? What methods of communicating vision and mission are helpful; what methods are not?

4. Facilities and Design

Description: Looking for a good design for washroom facilities and plans for a garage. I have a good cabin design if others are interested.



TUESDAY MARCH 2ND

1. Trans Kids and the LGBTQ Agenda

How are camps dealing with the pressure of society to accept and affirm these lifestyles?

2. Board Involvement

Some of our board members own business's and have generously supported the camp through projects. Once the project is underway, it sometimes becomes evident that the project was donated with timelines and assistance. What's a successful process to make sure that people feel cared for and accountability is in place?

3. Funding Streams

Are there other options for funding outside of the traditional avenues of donations, camper fees and rental groups?

4. Raising Missionary Funds

How can we put our trust in God to provide for our Missionary needs in recruitment and funding for their personal support. Relying on gov't grants isn't necessarily relying on God and from one year to the next the outcome is uncertain. How do we create a sincere and strong support base? Staff salaries - Our camp currently does all the fund raising for staff salaries. With minimum wage increasing quite rapidly, this budget line is going up quickly. What's been other camps experiences with self-support vs camp supported.

5. Program

Description: What program additions have you recently added that gave you the best bang for the buck? Camp Registration - What does the scene/experience look like when campers are dropped off at camp for registration.

TUESDAY MARCH 9TH

1. **Transition** When I became the camp director we had recently replaced 4 of the 6 full time staff (including the director), shortly there after we had a turn over of 2/3 of our board members. What would you say would be the top three things to focus on in settling in a team? Health and Energy - I am not the young man I was when I started as E.D., and I have health issues. I can no longer "lead the charge" by out-working others. How can I work "smarter" as I age without necessarily working as hard as younger staff? Knowing How & When to Leave - I've been the executive director for almost 16 years, and overall, I think things are going great. Well, pre-COVID! We have an excellent staff, we've kept our mission front and center, and we continue to build and expand. I still feel called to continue, but how will I know when it's time to go, and if I do, what does a good transition out look like?

2. **Youth Enrollment** Description: Our youth enrollment has been decreasing over the past ten years. Definitely is concerning especially after taking a year or two off because of the pandemic. What has worked for others to boost enrollment? What are you doing in the face of the pandemic to boost

numbers for this year. Marketing - Description: What methods of marketing have you found that works the best? Camp Fee Deadlines - We've always had a lot of late payments come in and it complicates registration with the added task of collecting payment. This past year we were going to set payment deadlines, but then Covid... What's methods have others found worked well?

3. **Long Term Planning.** How to implement the plan and communicate the plan to lease holders and partners.
4. **Volunteer Engagement:** Our volunteers that help us get the camp ready for the summer have not been engaged as much as desired lately. What ideas do others have that have helped volunteer engagement and enjoyment increase?

If time allows.....

Camps working together

In my mind, if camps with like-minded missions are able to fill their beds every summer, that is in essence fulfilling your own mission. My dream has always been to forge closer relationships with other camps. How could this work (board buy in, member buy in, staff buy in, allocation of resources, etc.)

Staff follow up

I love to stay connected with our summer team throughout the 10 months that we're not in summer camp mode. We've started monthly discipleship nights and try to connect with some of the staff one on one throughout the year. Are there other methods that camps have found impactful?

Tools Increase Efficiencies

Communication devices, vehicles, apps, programs - what do camps use to stay connected and communicate with staff both on an ongoing basis as well as in emergencies? Rhythms - what are habits that help in getting your job done and being productive in the areas that are important? How do you schedule your days? weeks? months? Administration Platforms - Our camp currently uses many different programs to accomplish our administrative needs. We're not a large camp so it's difficult to spend large amounts of money annually on some of the new, all-encompassing software. What's been a positive experience for others?