

December 9, 2010

CCCA National Conference

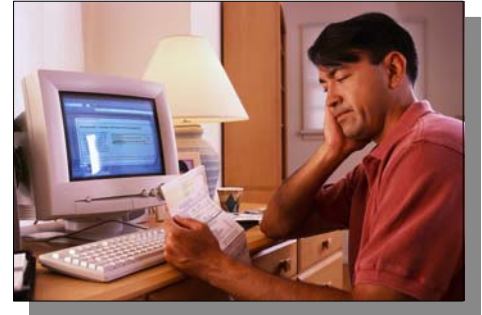
Ridgecrest, North Carolina

Presenter: Kathleen Trotter

“Balancing your Dollars and Sense”

Struggling financially?

What are the secrets held by those camps and centers that are thriving in this tough economy? Learn the three principles that are observed by this consultant who works with dozens of Christian ministries each year.



#1: Understand and DO Fundamental Accounting Practices

Basic accounting practices that you MUST work out with your Board and accountant –

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Set up the specifics of your accounting system based on YOUR ministry –

- What proportion of your revenue do you have to earn in fees and how do you decide?

- What proportion are you and the Board committed to raising in contributions?

- How will you account for capital expenditures?

- How do you assure that your projections are realized?



#2: Link your financial projections directly to marketing goals

- Quantify and track activity in a way that corresponds to income.

Program Fees, Subsidy			Directed programs
Included in site fee or a special fee		Resources	Resources
Aim for at least 85% from individual fees	Hospitality	Hospitality	Hospitality
Special Gifts, grants, campaigns	Capital	Capital	Capital

- Develop an intentional marketing plan and teach ALL STAFF to market.

MARKETING APPROACHES TO EXPAND PROGRAMS AND SERVICES:

		Existing	New
CUSTOMERS	Existing	① <i>Retention</i>	② <i>Penetration</i>
	New	③ <i>Acquisition</i>	④ <i>Diversity</i>
	PROGRAMS/SERVICES		

#3: Manage toward the MISSION

- Are you thinking of expanding as a way to “make money”? Think hard.....

- IF you expand, how will you assure that your new activity is an expression of your mission?

