

■ by Jody Oates

Planning for Lasting Impact

On a camp tour, we have heard more than once, “After the war, the camp was given cabins as temporary housing for the new generation of campers in our growing program.” The war? World War II. These temporary cabins were donated more than 70 years ago!

When not-for-profit camps add any building, it is planted for the long haul; nothing is temporary

at camp. Capital funds are too limited to justify removing a structure that is even somewhat functional. A temporary solution can become planted for generations. Defining the right location and designing the right-sized space for envisioned future growth is a decision in which you can’t afford a mistake.

While the investment of time, funds and energy is significant for a master site planning process, the benefits of having a long-term master plan far outweigh the investment. A master plan guides physical development to enable you to carry out the programs that express your mission in a manner that provides adequate revenue for a quality operation.

1. Shared vision: Master planning allows for clarification of vision that grows out of the organization’s mission and values.
2. Enhanced effectiveness: Planning leads to effective program delivery and growth, quantitative in welcoming more campers and guests, and qualitative, serving the mission more effectively.
3. Fundraising: Donors appreciate knowing you have done your planning homework before asking for funds. Is this the best building location? How will it enhance the program? Can it be sustainable? More often,



5 benefits of a master plan

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4. Welcome the next generation: While long-time guests see the chapel as a place where the Holy resides, new guests initially see a tired, old shelter. Planning will help define the sacred spaces and provide an update to prioritize mission over history.
5. Save money: An investment in a thorough master plan will save money and time as program growth, operational sustainability, property restrictions and clear vision will provide a realistic guidebook to inspire and follow.

We would be pleased to explore with you the benefits of master planning, helping to define the areas your ministry can express your vision with narrative and graphics to tell the unfolding story. ■



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