



2020-2022 STRATEGIC PLAN

In Camp Fire’s 110th year, Camp Fire Minnesota is setting out on a new strategic plan that takes a deep look at what nature and outdoor education means to the young people and communities we serve.

Recognizing the inequity in our field (both in the past and today), this new strategic plan aims to further diversify what spending time in and protecting nature looks like – for every young person. We will leverage Tanadoona in new ways with the addition of a brand new Community & Dining Center. And guided by input from youth and schools across communities, our programs and curriculum will further evolve to embrace the many ways people engage with and benefit from nature.

Youth who spend meaningful time in nature protect it – through this strategic plan we will expand quality nature-based experiences serving more youth.



GOAL 1

Invest and integrate diversity, equity and inclusion throughout all aspects of Camp Fire Minnesota

YEAR 1 METRICS:

Conduct community conversations with four priority communities to inform new programming and Inclusion Plan

Adopt a Camp Fire Minnesota Inclusion Plan and Statement



GOAL 2

Maximize Tanadoona as a year-round organizational and community asset

YEAR 1 METRICS:

Implement new business plan for year-round use, leveraging Tanadoona’s new Community & Dining Center



GOAL 3

Expand partnerships to build next generation of environmental champions

YEAR 1 METRICS:

One Nature Immersion Program piloted with a school

OUR MISSION

With nature as our catalyst, we energize youth to discover their spark so their futures glow brighter.

OUR VALUES

We believe in:

Love of Nature

Including Everyone

Courageous Leadership

Can-Do Collaboration

Fostering Youth and Community

Innovation in Youth Development