



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:

- Implement Board, Trustee and staff DE&I development plan
- Adopt a Camp Fire Minnesota Inclusion Plan and Statement
- Expand accessibility for inclusive program experience for youth



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:

- Pivot program formats to meet community needs given Covid-19, including free and paid resources through virtual, video and adapted in-person programs



GOAL 4

Leveraging our people at all levels and across the organization to achieve strategic initiatives

YEAR 1 METRICS:

- Executed plan to build and celebrate teams