



2023 STRATEGIC PLAN

Camp Fire Minnesota has created an inclusive space for young people through nature-based programs for more than 100 years. Today we are called to sharpen our focus, deepen our impact, and clarify our values and practices to positively impact young people.

Our 2023 Strategic Plan outlines the steps and partnerships necessary to continue our work. This next year we are committed to engaging our stakeholders to create our new 3-year plan. Through actively listening and engaging with youth and our community, we seek to eliminate barriers to youth experiences in nature.



GOAL 1

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

METRICS:

- Create a comprehensive development and training plan to support the on-going DEI work of Camp Fire staff, board, and trustees
- Create and display visual representations of Camp Fire's commitment to DEI at camp
- Create, foster and support partnerships with organizations and businesses that are BIPOC owned, and/or have shared values



GOAL 2

Grow a diverse array of community partnerships & programming by maximizing year-round use of Excelsior property.

METRICS:

- Increase overall facility access and usage through rentals by 10%
- Strengthen relationships with current rental groups for repeat business through year over year contracts
- Partner with 3 equity focused youth serving non-profits to collaborate on programming and events



GOAL 3

Build and deepen intentional pathways for young people to have new experiences in nature.

METRICS:

- Deepen nature-based experiences with existing nature immersion partners and increase number of schools participating in immersion partnership model
- Continue to develop progressive nature-based leadership experiences for young people across all CFMN programs
- Develop a strategy to engage families of young people after they have completed their CFMN school partnership programs, so they can participate in ongoing programming and experiences



GOAL 4

Create and maintain an inclusive, transparent, and values driven organizational culture.

METRICS:

- Develop a clear process and system to regularly check in with staff to gauge their experience at Camp Fire
- Staff will report that the Camp Fire culture is a space of transparency and openness