Elements of a Strategic Plan

1. Staff and staff development
2. Programming
3. Operations – includes parental outreach
4. Facilities
5. Budgeting
6. Marketing
7. Fundraising / Development
8. Governance – Camp Committee/Board
9. Recruitment & Enrollment
10. Board Development
   Includes succession planning

For each element:

   Deliverables
   Timing

Analyze by:
   Strengths  Weaknesses  Opportunities  Threats

SMART Goals:
   Specific
   Measurable
   Attainable
   Relevant
   Time Bound