

Master Site Planning: Why You Might Need One - What You Need to Know to get One

The Why:

- Answer a question about your facility (is our Waste Water Treatment plant suitable for expansion?; could we develop our undeveloped property?; where will the new housing go for our expanded program?)
- Mini-Strategic Plan - get your board involved in a project that blends strategic planning and site planning
- Preparing for a capital campaign? Need some preliminary materials to present to donors?
- Budgeting future capital projects (Opinion of Probable Costs)

The How:

- Request for Proposal (RFP) - articulate your wants and needs clearly
- Be sure to ask for specific, consistent details in your RFP, so as to best compare proposals
- Schedule Interview
- Select the firm that best reflects your vision
- Charrettes, meetings with top donors, Board involvement
- Iterative process

The What's Next:

- Board Approval: *A motion was made to approve the completed master plan as the conceptual basis for future capital projects with the knowledge that specific projects would still need board approval contingent on financing. It was approved unanimously.*
- What is private? What is public?
- How to share your vision with donors
- Pre-Campaign Assessments
- Living into your Master Plan

Additional Resources:

<https://jcamp180.org/JCamp180/media/Media/Knowledge-Center/Strategic%20Planning/Beber-Master-Site-Plan-Final.pdf?ext=.pdf>

<https://jcamp180.org/JCamp180/media/Media/Knowledge-Center/Strategic%20Planning/Bnai-Brith-Camp-Final-Master-Plan.pdf?ext=.pdf>

<https://jcamp180.org/JCamp180/media/Media/Knowledge-Center/Fundraising/Herzl-Brochure.pdf?ext=.pdf>

JCamp180 Conference 2018

Josh Levine, Executive Director, Camp Alonim - American Jewish University jlevine@aju.edu

Rabbi Joel Seltzer, Executive Director, Camp Ramah in the Poconos joels@ramahpoconos.org