



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