ACTION PLANS

SPECIAL THANKS

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christian camping
NEW ZEALAND

ACTION PLAN

ACTIVATE YOUR ADVOCATES

ACTION STEPS	TASK	COST – TIME/MONEY	RESOURCES & NOTES
IN THE OFFICE	• Identify what is needed to achieve normal ministry operation. + Income Required this year + Bed Nights this year + Minimum nightly rate / group size to make money and achieve goal. • Identify key supporters, centers of influence and strongest advocates (board, past board, external supporters etc., past speakers). • Build supporters database + Identify Potential Needs • Build resource list of how potential needs could be met. + Accommodation / Camps + Meals + Activities – onsite / offsite + Other asset eg lawnmowers, staff kitchen. • Prioritise list of supporters based on most likely to support and relevance of camp resources for the group. • Health and safety templates and restructure of physical domains (dining rooms) so you can communicate that HS restrictions will all be met by the camp as required, not by the group.	Administration time 0.5 – 2 days Staff time – Brainstorming people and relevant resources. – 2 hours	• Bookings data base such as Venue360. • Facebook page, who likes your page? • Historic management & board reports with names of people who have been invested in camp. • Staff who have been at camp for a long time

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ACTION STEPS	TASK	COST – TIME/MONEY	RESOURCES & NOTES
WITH PEOPLE	• Contact people based on your priority list. Explain clearly what is needed and what the benefits of the ministry are. Ask them if they are willing to help. **Sell the fundraising support they can offer.** + Buy them coffee: » Pastors (they love coffee). They won't have time to put on a camp, but people in their congregations will. » Key invested volunteers. » Significant community groups. + Call them: » Volunteers. » Community groups. + Email (video advertising included?) » Past and present volunteers. » Holiday camp families. » Community groups.	Time: 2 hours – 5 days Cost: Coffee & Cake Flyers to give to churches and volunteer communities with: • Types of camps available. • How to organise a camp.	This is where the needs for camp and opportunities for support are clearly stated and sold. For greatest results ask the supporters to look at the resources available and identify what ones would suit their needs. Are they willing to facilitate a camp and even develop a programme for their group? It could be they organize: • A 50th birthday party • Family reunion • A self catered life group weekend away • People who need help around their property and camp supplies the labour & lawn mowers to do the work etc. + Mailchimp – emailing database + Canva – Simple & Free graphics & Flyer creator.
SECOND CONTACT	• Follow up. + Ask what ideas might be possible and begin the process of walking them through how to organize a camp. + If they can't, ask them if they may know anyone who would be willing to help out. + Help design a programme that uses the camps strengths.	1 Hour per contact.	

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ACTION STEPS	TASK	COST – TIME/MONEY	RESOURCES & NOTES
DURING & POST CAMP	• Leave a thank you card / gift for the person running the camp. • Thank the group for the support and take a moment to share with them the opportunities your camp has that they might be interested in utilizing in the future. • Take photos and share the images on social media and newsletters (gain permission from the group). • Follow up with key personnel and invite them to comment on the experience. They may be interested in rebooking.		

ACTION PLAN

TRAVELLERS AND TOURISM

ACTION STEPS	TASK	COST – TIME/MONEY	RESOURCES & NOTES
ASSESS TOURISM SECTOR	Before you launch into the tourism sector you need to assess if it is the right fit for your camp: • Do you have appropriate accommodation for them? Motel units, dorms where you provide bedding, tent sites, self-contained camper van sites or something else? • Would this be available all year round or only when you have no groups in? • If it is available all year round are you able to still work within the vulnerable children's act? • Travellers tend to be last minute; can you cater to this? • Does this fit within your vision and mission? • How will after hours check ins work?	1-2 weeks	
BUILD CONNECTIONS WITH YOUR LOCAL TOURISM PROVIDERS	Tourists are often looking for the best deal that they can find. If they can combine activities with food and accommodation, then they will be more inclined to book there. That does not mean that you must provide all of that. You could contact the following organisations to see if they will provide discounts if people book with you or are staying with you: • Activity providers (sailing, kayaking, rock climbing gyms, white water rafting etc). • Local Restaurants. • Local transport agencies (1 free return bus / train ticket to city, or a car rental with 10% off). • Food delivery services (Breakfast boxes, picnics etc).	1-2 weeks	Local contacts Websites Trip advisor

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ACTION STEPS	TASK	COST – TIME/MONEY	RESOURCES & NOTES
WORK OUT YOUR ADVERTISING STRATEGY	Will you have a package deal available, or will people be given discount vouchers? Where will you advertise? Trip Advisor, Campermate, Rankers, Facebook (Made in New Zealand) What will be your draw card? Especially if you are out of the way. Can you pitch it as the idyllic kiwi experience?	1-2 weeks plus advertising costs for various websites	
DOING	Set up website with booking capabilities, or a robust system for answering queries around booking. Ensure HS policies and procedures up to date and fit for purpose.		
TRAINING AND UPKEEP	It only takes one bad review to turn a lot of people away. Especially if there are other options. You may need to do some work around your camp. • Check bathrooms are clean and make a cleaning schedule for them while you have clients in. • Ensure there are hoses and a dump station available for if you have motorhomes coming in. • Make sure your gardens and lawns are nice and tidy. • Ensure all staff are on the same page and are aware there will be extra people around. How you interact with a traveller can be the memory they take away and a positive interaction can make up for an outdated bathroom.	Will be dependent upon what you already have set up.	
WELCOME YOUR FIRST GUEST	Make sure your camp is well sign posted – you want to be easily found from the get-go. Ensure all your staff are welcoming, area is well presented and smile!		

ACTION PLAN

VOLUNTEER PROGRAMME

ACTION STEPS	TASK	COST – TIME/MONEY	RESOURCES & NOTES
ASSESS VOLUNTEER NEED	Do you have a need for volunteers? If you do not already have permanent volunteers within your environment, then you will need to assess whether having volunteers will enhance your ministry: • Will it enable you to provide more activities? • Could you enhance your cleaning of turn overs? • Do you have the adequate staffing to train and oversee volunteers? • What changes would you need to make to provide an exceptional experience? Training for staff etc. • What specialized training or growth can your camp offer?	1-2 days planning.	Communicate with camps that already use volunteers.
CONSIDER HOUSING	Depending on your locations, it is likely to be unreasonable for volunteers to stay off-site. There are some legalities around providing accommodation that you need to be comfortable you have addressed. Is it for reward in exchange for work? If so, they are an employee and employment law applies. Some questions that a camp that has volunteers on site suggests are: • Will they have their own rooms? • Do they need someone in the house to oversee them? • Are you able to provide food for them all year round? • Will you have any stipulations that they need to adhere to while in the house? Drinking, curfews etc.		For guidance on employees vs volunteers: https://www.employment.govt.nz/assets/Uploads/tools-and-resources/documents/4dfaf517dd/faqs-working-for-accommodation.pdf CCNZ is currently engaging with experts to compile a document outlining some of these complexities and legal obligations for the camping sector.

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ACTION STEPS	TASK	COST – TIME/MONEY	RESOURCES & NOTES
ADVERTISING	How and who do you target as potential volunteers? It is important that you have some sort of hand out that can be sent to schools, churches, community organisations etc. Your brochure will need to be simple but effective. Outlining their tasks, options, and opportunities. Once the brochure is put together send them out first to groups who know and use your camp and then further afield. It would be helpful to contact the individuals who will be promoting your programme, so they have a more personalised overview. Are there camps you could partner with that don't necessarily need volunteers but know people who would love to become one?	1 week and printing costs	Groups that attend and support your camp. E-mail CCNZ for a copy of El Rancho's advertising template.
COMPLETE INTERVIEW / BACKGROUND CHECK	Process for on-boarding volunteers (essentially same as staffing). When working with volunteers it is good to put them through a similar process to a staff employment. This ensures you are following all your health and safety requirements and gives you a more in-depth knowledge of the person you are bringing into your team. • Complete reference checks. • Complete background checks. • Complete the working with children safety interview.		

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WELCOME VOLUNTEERS	It is important to provide a positive experience to a volunteer, where their time at your camp will enhance not only your environment but their life. • Relationships are key. From the onset they need to know that you care about them. (welcome and growth) • Fun is important. Show them that yes there is a lot of work to be done, but it is also an incredibly fun environment. • Millennials need a high challenge and high support to thrive. At the beginning it is important to find out what their goals are for their time at camp. Where would they like to be challenged, where would they like to spend more time? • Training is important. It is important from the offset they know what level is expected of them.	Will be dependent upon what you already have set up.	
VOLUNTEER GROWTH	Once a volunteer is settled in it, it is always good to be committed to their growth. If they know they are growing they will continue to be motivated. • Consider their career aspirations. How can you support and encourage them? • How are you helping them in their Christian journey? Maybe they do not know God and sharing a meal with others from camp will show them Jesus' love. Maybe they know God but do not know how to expand on their personal relationship with him?		

ACTION PLAN

SCHOOL: GO TO THEM & DAY PROGRAMMES

ACTION STEPS	TASK	COST – TIME/MONEY	RESOURCES & NOTES
CLIENTELE	Identify your potential clientele base. Short list & prioritise clients, identifying how you will target these groups i.e. phone, email etc (We suggest starting with those where there is already a relationship).	1 day planning.	Utilise existing client database. Ministry of Education List Schools & associated details. Local Churches for Ministry Day Programmes
COMPETITION - LOOK UP LOCAL PROVIDERS	Who are you competing with? Who could you collaborate with? What's the Price point and Structure? What's our Point of Difference? Online search of all local and regional groups in the area. Speak to contacts that have experienced a competitor's programme. Add all potentials to a template list with contact information and any notes on how desirable they would be. Do not yet contact until you have worked out clear offerings.	2-3 Days	Online access Systematic method for recording & reporting information. Clear instruction as to what information needs to be collated.
RESOURCING	Staffing – Do I have competent and available staff or volunteers to run this programme? Equipment – Do I have satisfactory equipment? If not, what will it cost to adapt, purchase or borrow the gear I need? Transportation – Have I got the means to transport the equipment and staff? Prioritisation of camp needs – Is this an optional extra that puts pressure on vital aspects of your organisation, or does it add value?	Training time. Programme development (purchase or adapt existing), loss or productivity in other organisational areas.	Use all your wonderful camp ideas, games knowledge and portable activities i.e. soft archery, air rockets, cage soccer, wide games, team initiatives etc.

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ACTION STEPS	TASK	COST – TIME/MONEY	RESOURCES & NOTES
DEVELOPMENT OF OFFERING AND SCHEDULING	Example Programmes • Create an example programme (think ½, 1, 2, and 3 day programme, Onsite & Offsite). Identify program objectives (what are you trying to achieve that is developmental: eg. Confidence building, class culture, teamwork via shared challenges) Group Criteria • Min number of students, number of students per group or activity, how many adult helpers are required, what are the extra needs on staff and volunteers at camp. Adapt or develop activities/programmes to fit a wide variety of locations and groups, Take into consideration: • age of groups • demographics • poor weather options • locations	One key team meeting and then 1/2 days work by admin.	
PRICING	Decide on what price point you can afford to offer things at. Create a baseline for breaking even* and an ideal profit margin with leniency to entice any groups in. *Breaking Even; Take into consideration that breaking even may be an acceptable objective as a method of covering wages and keeping quality staff engaged and onboard. Clear pricing structures • Create pricing structures to meet your desired criteria i.e. cover staff wages, travel costs, make a surplus. Think about creating the opportunity to upsell i.e. base rate/programme verse what's the programme they really want?	Finance / Accounts	

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ACTION STEPS	TASK	COST – TIME/MONEY	RESOURCES & NOTES
UPDATE WEBSITE	Ensure that information is readily available prior to actively contacting potential clientele, it's always good to have a weblink to point them at and they may see something else on your site that interests them.		
H&S PLAN	Adapt Activity Management Plans Identify practical needs that the school must provide i.e. outdoor and indoor space, bathroom facilities, adult/staffing assistance. Covid19 management Adult helper Training/briefing and sign off		
CONTACT AND FOLLOW UP	Keep records of who you've contacted and when; Maintain dialogue by using different medians i.e. email, social media, phone, visitation. Keep in mind that school's information may not filter through from the school admin staff to the decision makers so multiple attempts may be required.		
TRIALING (IF NECESSARY AND TIME COMMITMENTS ARE OK)	Create external support/buy in for your programmes by locking in some key stakeholders i.e. Ministry day programme - contact local churches gain buy in: volunteers, facilities, campers, resources. • Use a local school to trial your programme – test dummies; ensure you gather valuable feedback, marketing quotes and photos. Use this group and their connections to help launch your campaign • Important for staff! Free offering but we need to get feedback and resource for website		

ACTION PLAN

COMMERCIALISATION OF CAMP RESOURCES

ACTION STEPS	TASK	COST – TIME/MONEY	RESOURCES & NOTES
ORGANIZE	Make a list of all the resources you have available to utilize (in working order), onsite or offsite. Eg. Mowers, skill sets, facilities, activities, expertise.	1 hour dream team meeting.	
BUDGET	Establish what it costs you to operate these resources. Consider a budget of 1/3rd cost 1/3rd labour 1/3rd profit to establish your charges. You need to be at a comparative market price point so doing some research into who offers what locally is a good idea. Service vs product has a different price point.	½ day manager and finance person.	
PACKAGE IT	Establish a tiered system. Basic service - budget orientation (comparatively more expensive) Standard. Full service - All of the extras- where you make money No need to discount, just offer a different service to meet their budget. "Offer specialty" Contract around cancellation policy etc.	2 days	Someone with some marketing skills.

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TELL PEOPLE - TIERED APPROACH	Networks, least cost and most convenience (think smart) Existing customers who know you is a good place to start (connections, past and physical proximity). Consider your scalability before approaching big operators. Those who can make bulk decisions across multiple sites (eg. Councils, schools, commercial entities like warehousing or factories, for short term especially- deliveries, waste minimisation.)	2 days of calls, emails, facebook adverts.	Vehicle for meetings, sales pitch person, personelle ready.
GET IT DONE	Get all contracts in writing (email is fine, just needs to be clear what you're doing and charging for – hence the package to keep it simple), organise delivery of resources, deliver, invoice, rebook. You can utilise software for this or set it up yourself on Excel.	2 hours to build a contract template.	Resources as per contract budget.
RE-BOOK	Before you walk off the finished job, ask for the next contract. It may look different, it may be a different resource you have. Don't be afraid of selling yourself or asking for rebooking.	10 min to ask the question!	

GROWING NEW ZELANDERS THROUGH EXPERIENTIAL CAMPING

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