

**Community Building Trustee Report
ACC Business Meeting
November 15, 2020**

Prayer Calendar

- On any given month, about two-thirds of our member camps send praise/prayer items for the monthly prayer calendar. For the most part, the responses come from one representative from each camp.
- Of those member camps sending monthly updates, typically they have designated one individual to communicate with me.
- I can say with confidence all camps are aware of the prayer calendar. Over the course of the year, I hear from each of our camps at least once.
- Occasionally, I get emails of encouragement from someone invested in the ACC family through prayer despite their inability to physically serve in their local camp ministry.

Member Camp Directory

- To date, we've yet to update the member camp directory on C.A.M.P. I've maintained a directory myself based upon the information sent when membership fees are paid by the camps.

ACC Conference Survey

- A survey was sent out for input on the virtual conference planned for November 2020. Eight ACC member camps responded.

Ginny Adametz
Community Building Trustee



Marketing Trustee Report ACC Business Meeting November 15, 2020

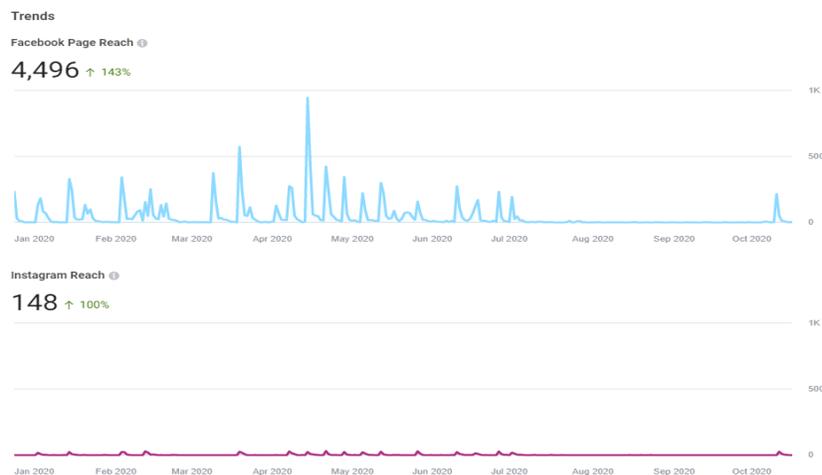
Marketing has been quite busy in the last year. We have accomplished a lot and we are finally getting traction.

Branding:

We finally have continuity in our brand. We use the same 4 core value pictures in all we do as well as in our print. We stick to those 4 core values and have used that as a platform for our targeted marketing. Our 4 core values are what make us unique from other camps. We now have a banner and rack cards. We have ones that camps can use in their own marketing and ones we can use in marketing to camps we would like to possibly recruit into the membership. We also launched 4 core value videos at our 2019 Annual Conference.

Social Media:

- Chelsey Dankert volunteered to design photos/posts that center around our 4 core values, with photos from the camps and then I posted them on Facebook and Instagram (which we didn't have before).
- I have included some statistics about our posts on Facebook and Instagram. We are seeing A LOT more interaction now, which is good and our camps share our posts as they are usable for all camps and generic enough. We changed tactics in April from focusing on our 4 core values to posting encouragement as we were in the middle of COVID-19 shutdowns and uncertainty. We posted messages using camp photos and had #encouragingWednesdays which were well received.



Content



Recent Content ↕	↓ Reach	↕ Likes and Reactions	↕ Comments	↕ Shares
 <p>At a time of uncertainty i... Wed Apr 22, 11:33a... </p>	1.6K	92	2	--
 <p>At Cedarbrook Camps, c... Fri Mar 27, 2:00pm </p>	985	48	5	--
 <p>During a time when we a... Wed Apr 29, 11:11a... </p>	797	66	2	--
 <p>Cedarbrook Camps have... Fri Jan 10, 1:15pm </p>	764	41	1	--
 <p>At Cedarbrook Camps, o... Tue Mar 17, 2:00pm </p>	683	26	1	--
 <p>During a time when life ... Wed Apr 15, 2:05pm </p>	678	43	0	--
 <p>At Cedarbrook Camps, c... Wed Jan 22, 1:15pm </p>	675	46	0	--
 <p>Cedarbrook Camps have... Tue Feb 11, 2:00pm </p>	625	29	0	--
 <p>It is wonderful to know t... Wed May 20, 12:13pm </p>	620	44	1	--
 <p>Let us praise God today ... Wed May 6, 12:10pm </p>	617	38	0	--

Cedarbrook Connections:

We changed our platform on how we send this out. It is no longer a PDF to download but a Constant Contact email, where we can track what people are reading and clicking on. Our Resource Trustee puts the Connections together and sends it out to the membership.

Google for Nonprofits:

With the help of our Technology Director, Matt Daniel, we set up Google Suite for all the Trustees. Now all Trustees will have a general email with @cedarbrookcamps.com. We are slowly moving everyone over to this. This way Trustees do not need to use our personal emails. We did this for 2 reasons. First, it gives the brand credibility and adds professionalism to it. Second, it also gives visibility for when a Trustee switches out. Instead the new Trustee can see emails, what's been done, etc. Membership can still email the Trustee without having to change their emails. Our next step is to do this for all volunteer staff or if we have a group like Shared Core Value Assessments. We also added our own Cedarbrook Channel on YouTube, where we posted our Core Value Videos. Check it out at <https://youtube.com/channel/UCNx79xO-u3P7wwq3nhCxaJQ>

We can also do a lot more via Google Forms which will make it easier for everyone to fill out forms and all the information is logged for us (no need for us to tabulate it)!

Future Goals

Information about Distance Education: I would like to set it up so our social media platforms can let people know when classes are coming and how to sign up. I am working on getting the information for this.

Information for 2021: Some camps make events on Facebook for their camp dates. I would like to get them to add us as hosts on those so then they show up on our event calendar on Facebook! I also would like to get the information soon so we can update the website.

Website Update: Matt Daniel, Jayne Blackburn and I have been slowly working on getting the website updated. We were finally getting traction until COVID-19 and our lives got busier. The goal this year is to get it finalized and up-to-date and put together a calendar of when we need to update pages, etc.

Social Media: I would like to follow the cadence I was going to do in 2020.

January: Core Value - Spiritual Formation

February: Core Value - Skill Building and Individual Development

March: Core Value - Relationships and Community

April: Core Value - Creation Appreciation

May: Staff (Staff training, multi-generational, veteran staff, CILT)

June, July and August: Camps (stuff we know happens at camp regularly... campfires, songfests, UEPs, etc...)

September: Conference

October: Conference

November: Conference and Giving Tuesday (in 2019 Facebook matched money donated thru Facebook).

December: Year in Review

Overall, it's been a full year for Marketing, but I can finally see traction. Looking forward to another year, where I get to see God at work in the all the member Camps.

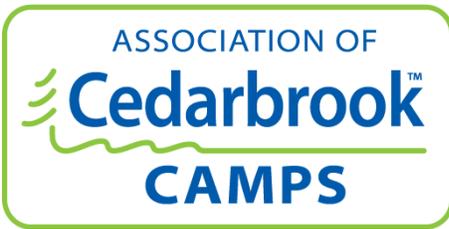
Marjie Randall
Marketing Trustee



**Resources Trustee Report
ACC Business Meeting
November 15, 2020**

<p>Situation</p> <ul style="list-style-type: none"> • What projects are you currently working on? 	<ul style="list-style-type: none"> • Gathering ideas for 2022 Spiritual Theme Selection and planning a virtual workshop for that. • Continuing to publish Cedarbrook Connections, update the ACC Board and Operations Manuals, and organize the C.A.M.P. Library submissions.
<p>Background</p> <ul style="list-style-type: none"> • What were your goals for 2020? 	<ul style="list-style-type: none"> • Switch over Cedarbrook Connections to use Constant Contact. • Oversee updates to the ACC Board Manual and the ACC Operations Manual. • Continue to organize the C.A.M.P. Library as documents are added. • Facilitate the 2022 Spiritual Theme Selection
<p>Assessment</p> <ul style="list-style-type: none"> • Where are you currently in your project work? 	<ul style="list-style-type: none"> • Cedarbrook Connections began distribution with Constant Contact in April. • The manuals still need some work, especially reviewing job descriptions and procedures for welcoming new camps. • The C.A.M.P. Library is updated periodically. • Plans for a virtual theme selection meeting have been made.
<p>Recommendation</p> <ul style="list-style-type: none"> • What is the plan for finishing your projects that you're currently working on? • What are your next steps? 	<ul style="list-style-type: none"> • Continue publishing Cedarbrook Connections. • Finish up the manuals by the March ACC board meeting. • Share the Virtual Camp Conference videos/documents in the C.A.M.P. Library.

Debbie Morris
Resources Trustee



**Fundraising Trustee Report
ACC Business Meeting
November 15, 2020**

<p>Situation</p> <ul style="list-style-type: none"> • What projects are you currently working on? 	<ul style="list-style-type: none"> • Seeking compliance in all states, if possible • Creating a fundraising plan for 2021 • Participating in committee on hiring an Executive Director • Updating Fundraising Section of Board Manual • Researching fundraising processes, procedures
<p>Background</p> <ul style="list-style-type: none"> • What were your goals for 2020? 	<ul style="list-style-type: none"> • To learn more about this position • To update documentation, manuals, and processes
<p>Assessment</p> <ul style="list-style-type: none"> • Where are you currently in your project work? 	<ul style="list-style-type: none"> • Compliance – preparation in order to recruit help • 2021 plan – research • Exec Director – discussions • Board Manual – Final edits • Research – continuing
<p>Recommendation</p> <ul style="list-style-type: none"> • What is the plan for finishing your projects that you're currently working on? • What are your next steps? 	<ul style="list-style-type: none"> • Recruit helpers as needed • Monthly designated time • Some work was tabled to work on conference and other items. Next step is to set aside several hours to continue work.

Lynnette Goebel
Fundraising Trustee



**Education & Training Trustee Report
ACC Business Meeting
November 15, 2020**

<p>Situation</p> <ul style="list-style-type: none"> • What projects are you currently working on? 	<ul style="list-style-type: none"> • CILT curriculum update • Revisions, Updates and Edits in Distance Education modules • CQRI – Cedarbrook Quality Review Initiative
<p>Background</p> <ul style="list-style-type: none"> • What were your goals for 2020? 	<ul style="list-style-type: none"> • Research what new/revised CILT lessons are needed • CQRI: Alignment of Distance Education with our Core Values • Outcomes information released earlier to Directors • Outcomes Staff Training information available by March
<p>Assessment</p> <ul style="list-style-type: none"> • Where are you currently in your project work? 	<ul style="list-style-type: none"> • Recommending 3 - 4 new/revised CILT lessons • Distance Education revisions have been completed except for one module (LEGO philosophy) • Outcomes information (Surveys, Staff Training ideas, etc.) was sent to camp Directors in March 2020
<p>Recommendation</p> <ul style="list-style-type: none"> • What is the plan for finishing your projects that you're currently working on? • What are your next steps? 	<ul style="list-style-type: none"> • Writers will be contacted to write/revise CILT lessons • A writer (Shirley Jamieson) has been identified to work on LEGO philosophy • A CQRI (Cedarbrook Quality Review Initiative) grid or rubric needs to be developed to assess all curriculum/training material with the same criteria – a Task Force worked on this and made some progress

Kathy Hall
Education & Training Trustee