



C.A.M.P.

Christian Aid Mission Partnership

Neighbors Helping Neighbors

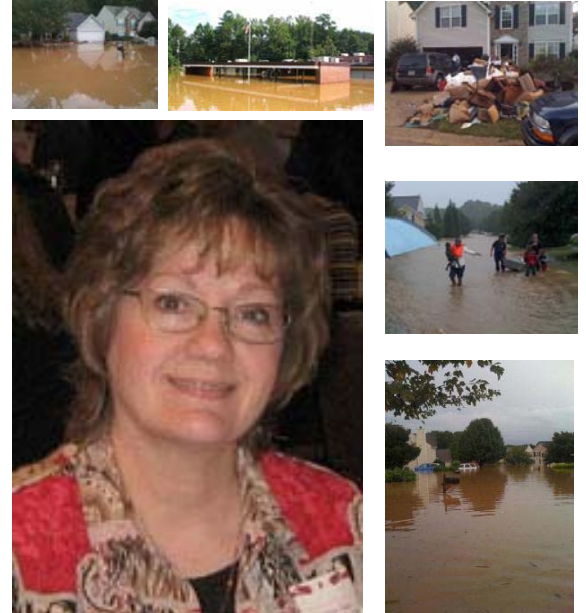
...the power of being prepared through Strategic Planning

“With our Board Chair taking the lead, we chose Carol Redman to facilitate our August 2009 three-year Strategic Planning session. It was exactly what our team needed.

Carol encouraged everyone to envision and dream way beyond where we were at that time — to dream of what was needed to further the C.A.M.P. Mission, and to further meet the needs of our neighbors in need.

About a month later, the historic 500-year floods devastated our community — yet we were ‘ready’ and achieved all programmatic goals within our three-year Strategic Plan ...in about six months.”

Darlene Duke
Executive Director
C.A.M.P.



Strategic Planning

Our Board was actively involved with the Strategic Planning process. The process was valuable in many ways — it helped to further educate our Board about the critical services C.A.M.P. provides, and in order to meet essential community needs it underscored the crucial needs of the organization. And although we didn't know it at the time — it also helped prepare us to respond to a historic natural disaster.

Historic “Flood” of Needs and Generosity

We did our three-year Strategic Planning in August — and in September many parts of Georgia were devastated by historic flooding. Our community was one of the hardest hit — and we were literally flooded with water, people in desperate need, and people wanting to help. Thankfully we had done our Strategic Planning, and the plan served as an invaluable guide during extremely difficult times.

Strategic Next Steps

Since we have achieved all of our strategic programmatic and related financial goals — we are now setting a date to regroup and again do three-year Strategic Planning.

Bottom-line Results

For our organization's modest \$300,000 cash budget — our Strategic Plan envisioned doubling that over a three-year period for both ongoing and one-time capital expenses. Because of the historic floods — in a very bitter sweet way, we achieved our targeted programmatic and related financial goals within about six months.



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