

***Camp Natoma 2nd Annual
Director's Dinner***

***☆A Night Under the Stars☆
June 1, 2019***

***By: Kira Butz, Megan Weber, Lauren Erion, and
Kaitlin Lynch
Agency Supervisor: Emily Zbin***

Table of Contents

Experience Plan Outline

Program Title (Kaitlin).....	3
General Mission and Programming Philosophy of the Agency (Megan).....	3
Target Population(Lauren).....	3
Program Goals (Kira).....	4
Program Design Goals.....	4
Participant Performance Objective.....	4
Primary Planning Objectives.....	4
Program Description (Lauren).....	4
Program Description.....	4
Schedule of Day's Activities.....	5
Short Animation Plans.....	6
Management Plans (Kira).....	6
Pre-Events Planning Requirements.....	6
Day of the Events Staffing.....	7
Leadership Guidelines.....	8
Facilities Needed (Megan).....	9
Equipment and Supplies Needed (Kaitlin).....	9
Sponsorship (Kira).....	9
Registration Process (Kira)	11
Risk Management (Lauren).....	12
Promotional Plan (Megan).....	12
Flyer.....	13
PSA.....	13
Financial Plan (Kaitlin).....	13
Other Issues (Megan)	14
Photos (Everyone).....	15
Group Evaluation (Everyone)	18
Outline of Group Presentation.....	24

Experience Plan Outline

1. Program Title

- a. Camp Natoma Director's Dinner
 - i. The goal of Camp Natoma Director's Dinner is to show the parents of children who attend the camp during the summer what the camp is all about. Because the camp is somewhat difficult to get to, employees of the camp want to allow the parents to experience what their child will experience, in a classier way. This is also a way to allow past attendees to connect with future attendees and get in touch with the Camp Natoma community.

2. General Mission and Programming Philosophy of the Agency

- a. To provide a positive camp, dinner experience at Camp Natoma that allows parents and supporters to network and build relationships with the camp leadership team in an inclusive, casual environment. Parents and supporters will have the opportunity to dine in the Camp dining hall while partaking in a raffle, networking with the camp staff, and experiencing a small sample of what life at Camp is like for their children.

3. Target Population

- a. Target Audience: Our target audience are the parents of the camp attendees and community members who are potentially interested in enrolling their kids into the camp or what to be apart of the experience. This group will primarily be adults with families and or partners in the community.
- b. Special Consideration: We want to make sure this experience is not only informing but welcoming as well. We want to excite the guests and hope to get them thinking more about the camp. Things we are doing that target this population are elevating the event to something more than a camp dinner. We will also have a raffle with local donations from the community, a sit down dinner, and pictures and slideshows of the kids that attend the camp.
- c. This program is important because the parents and community members can see where their kids go and come back so excited about their experience. They are able to interact with the staff, see the site, and meet other parents whose children

attend the camp. It also allows an opportunity for potentially new families to join the camp.

4. Program Goals

- a. Program Design Goals
 - i. Display the values of Camp Natoma and inform the parents and community members of the unforgettable experience that their children will undergo.
 - ii. Obtain at least 5-7 raffle items to offer the participants at the event, so they can leave with something memorable.
 - iii. Serve a camp style dinner that immerses the guests in the camp experience with a touch of class! (including s'mores!)
- b. Participant Performance Outcomes
 - i. By the end of the evening, attendees of the dinner will have learned at least three new facts about Camp Natoma and its values.
 - ii. By the end of the evening, four attendees will win the raffles and receive a gift from a local business.
- c. Primary Planning Objectives
 - i. Purchase decorations to accommodate our theme, like centerpieces, S'mores kit, and dining utensils (plates, silverware, etc...)
 - ii. Design and send out an invitation to invite our guests to this event.
 - iii. Design a display board to show the participants photos and merchandise from Camp Natoma that goes along with the "camp" theme.
 - iv. Draft a letter and reach out to local businesses in hopes of receiving a donation for our raffle.
 - v. Discuss any additional aspects we want to incorporate into this event, like a photo booth, live music, etc...

5. Program Description

- A. The program area for our event will be classified as social due to it being a dinner for parents to interact with the camp directors. The program format is special event because it happens once a year. This event will be catered towards the select group of individuals coming. The overall event will consist of the following activities:

1. Arrival: Upon arrival the guests will be transported from the park and ride to the venue in camp buses.
2. Dinner: The dinner will consist of a three course meal. The first course is a cesar style salad. The second course is a baked ziti. A vegetarian option will be provided. The third course will be a s'mores kit for guests to roast marshmallows at the campfire.
3. Activities throughout event: Throughout the event there will be a photo booth (photo contest), live music, posters and photos that the patrons can interact with.
4. Raffle: Towards the end of the event there will be a raffle in which patrons can win various items from local businesses. We aim to have 5-7 raffle items.
5. Closing ceremony: Make smores and share stories around a campfire.
6. Departure: Guests will leave on the same buses that brought them in.

B. Day of event timeline:

Time	Activity	Who	Location
8:00 am	Meet at camp gate set-up	Everyone	Camp Natoma
12:45 pm	Lunch break		
1:30 pm	Depart to meet guests	Everyone	Camp Natoma
3:00 pm	Guests check in		
4:30 pm	Tour of camp Interact with activities		
5:00 pm	Dinner	Everyone	Camp Natoma

6:00 pm	Raffle	Everyone	Camp Natoma
	Q&A		

6:30 pm	S'mores & Camp fire	Everyone	Camp Natoma
6:45 pm	Closing Ceremony	Everyone	Camp Natoma

7:00 pm	Guests leave & Clean up	Everyone	Camp Natoma
8:00 pm	Guests arrive at Park and Ride	Everyone	Camp Natoma

C. Animation Plan:

Patrons will be guided through the experience with the help of staff and volunteers.

6. Management Plans: Staffing Requirements and Assignments

A. Management Plans

Meeting Date	To-do List
April 12th	-Intro Camp Natoma -Describe event/schedule -Brainstorm ideas for raffle donors -Brainstorm display ideas
April 19th	-Create diagram of display board -Discuss event timeline -Write draft of sponsorship letter -Set site visit date: Saturday May 18th, 9:00 am -Create Event Invitation
April 26th	-Discuss sponsorship approach strategies -Create dinner menu

	-Plan Cooking logistics -Discuss potential live music and/or photo booths
May 3rd	-Find supplies for photo booth and display board -Send website links to Emily -Get menu approved -Draft a script to say to potential sponsors
May 10th	-Plan volunteer tasks and announce to class -Announce volunteering this week -Follow up on display and photo booth supplies
May 18th	-Tour the venue -Plan dining hall layout -Do inventory on supplies the camp already has -Create raffle display document
May 24th	-Dining hall layout due -Turn in raffle items -Turn in raffle display documents
May 31st	-Pick up donations from sponsors -Get cheese, meat, grapes, and flowers from Trader Joe's

B. Day of the Event Staffing

Assignment	Who	Schedule	Comments
Set up	Kira, Megan, Lauren, Kaitlin	8:00 am to 12:45 pm	Set up will include restrooms, dining hall, fire pit area
Meet Guests	Kira, Megan, Lauren, Kaitlin	1:30 pm to 3:00 pm	Leave camp to meet the guests and escort them in via bus
Check-in guests and depart to the camp	Kira, Megan, Lauren, Kaitlin	3:00 pm to 4:30 pm	Check in guests and take them into the camp
Welcome and Tour	Kira, Megan, Lauren, Kaitlin	4:30 pm to 5:00 pm	Officially greet the guests and take them on a tour
Serve Dinner and put on event	Kira, Megan, Lauren, Kaitlin	5:00 pm to 6:45 pm	Serve food and make sure guests are happy
Load cars for depart	Kira, Megan, Lauren, Kaitlin	6:45 pm to 7:00 pm	Escort guests out

a. Volunteer Duties

- i. Volunteers can either stay for the whole day and perform all tasks above, or stay for set up. Set up is the most demanding and longest part of the day, so we mainly need volunteers for that. Volunteers will help position and set the dining hall, get the restrooms situated, and get the fireplace area situated. No other community agencies are involved.
- ii. Due to the long commute, we decided not to recruit volunteers. Those would have been their responsibilities if volunteers attend.

C. Leadership Guidelines

- a. Staff should lead and supervise this event by being mature and respectful. The target population is people ranging from mid-30s to late-50s. The population will not need much supervision, so our goal is to make sure they are happy with their experience and assist them in anyway they need. This can include offering to refill their drinks, doing buffet style dinner to achieve fast service, and asking them if they have any questions about Camp Natoma. Some special considerations include finding more ways to make our venue more accessible and providing necessary dietary accommodations. Getting to the venue requires going up a steep hill as well as a staircase. A way we can offer leadership assistance is by offering an alternative like a ride up the hill to make it more ADA compliant. Since we will be serving baked ziti, we are going to make sure to have one that does not contain meat to accommodate a vegetarian diet. In regards to the activities, not much supervision will be needed. Our main responsibility is to facilitate the raffle.

7. Facilities Needed

- A. The event is to be held at Camp Natoma's summer camp location, in the Adelaida mountains west of Paso Robles, California.
- B. The event will be held in the Dining Hall, which is the main building at Camp Natoma.
- C. Toward the end of the evening, the guests will be directed toward the Fire Ring for a couple speeches and roasting s'mores.

8. Equipment and Supplies Needed

QTY.	Item	Source & Phone	Purchased	Borrowed
4	Buses	Camp Natoma	n/a	6/1
2	Display Boards	Amazon		n/a
7	Raffle Donations	Misc.	n/a	Sponsored, pick up 5/31
1	Photo Booth Backdrop	Camp Natoma	n/a	6/1

1	Photo Booth Props	Dollar Store		n/a

9. Sponsorship:

The purpose of sponsorship for our event is for the raffle we put together. We will approach around 12-14 businesses in San Luis Obispo and follow up with them via email. We received donations from four of the businesses this far. In exchange for the donation, we are offering a post on social media dedicated to their business as well as advertisement of their logo at the event. I have attached a link to our letter that we gave to each business in person as well as their replies to our emails.

Business	Item Donated	Purpose	Contact Info
Woodstock's	T-Shirts	Raffle	805.242.1559
Urbane Cafe	Giftcard	Raffle	805.648.2500
Mint + Craft	Basket of hot sauces	Raffle	shanny@robinsrestaurant.com
Whiz Kids	Children's book and gift card	Raffle	805.547.1733

- **Communication with sponsors:**

Letter we gave to each business in person

<https://docs.google.com/document/d/1gZhulxeM5wF-W0SZDreO4n1pVehI51aksH8auABNMVE/edit?usp=sharing>

Initial Email

Name:

Kira Butz

Email:

kbutz@calpoly.edu

Phone:

9093277801

Body:

Hello,

My name is Kira Butz and I am a part of the EIM program at Cal Poly. For our class, RPTA 210, my group and I are planning an event with Camp Natoma for the directors, alumni and potential participants of the camp. The event is on June 1, however we will need the donations by May 31. We believe your business is perfect for our target market since we are catering towards parents and supporters of kids that attend Camp Natoma. This raffle donation can include t-shirts, gift cards, merchandise or whatever you would be able to contribute; anything would be helpful. During the event, we will promote your brand's logo as well as post on the Camp Natoma Instagram and Facebook pages.

Thank you, we can't wait to hear back.

Emily Zbin, Camp Director, Camp Natoma
Megan Weber, Kaitlin Lynch, Kira Butz and Lauren Erion,
RPTA 210, Cal Poly San Luis Obispo

Whiz Kids

Hi Kira,m

I would be happy to make a donation to your fundraiser. I'll get something together and put your name on it. You can pick it up anytime. I do need a letter with the organization's tax id number listed.

Best of luck.

Lesia Smith, owner
Whiz Kids!
3979 S. Higuera St
San Luis Obispo CA 93401

805-547-1733

Mint + Craft

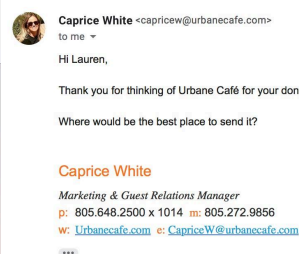
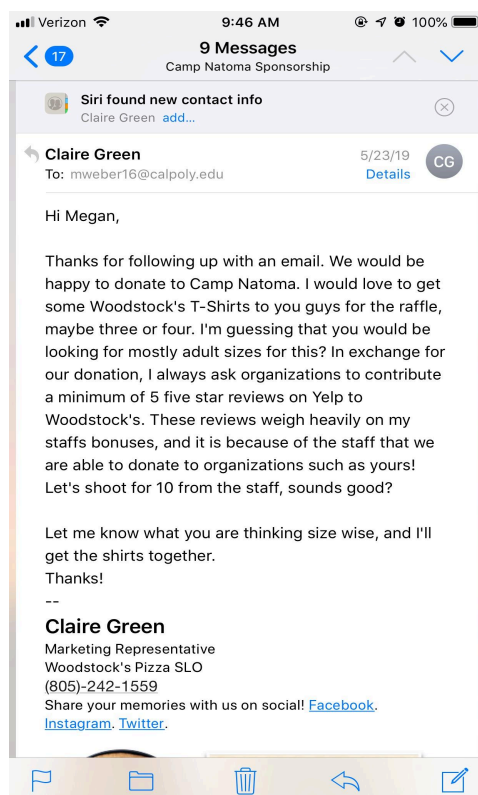
Hi Kira,

I can have a raffle prize ready for you by Friday if you want to pick it up in the afternoon.

Cheers

On Wed, May 22, 2019 at 7:24 PM <info@mintandcraft.com> wrote:

Woodstock's



Urbane Cafe

10. Registration process:

- A. Emily will be in charge of the registration process since it's invite only, so we do not have lots of information on this area. The purpose of our registration is to get a head count to account for food and seating. Emily will send out 500 invitations and they will RSVP to her via phone or email. There will be a \$25 registration fee for participants to attend the dinner. There are no registration materials that we are aware of. Cancellation may be a potential issue for us because if it's last minute, we will have food that will potentially be wasted. We will also be handing raffle tickets out at the event, but they will not cost money. Each participant will get one raffle ticket.
- B. On the day of the event, we will have a list of all attendees and check them in onto the buses. The bus will then take the participants into the camp.

11. Risk Management:

- A. Pre-event safety precautions: Due to the event being far away and the actual venue requires participants to drive through some rougher terrain, a bus will be offered to participants into the venue to ensure they get there safely. Due to the nature of the organization, most of the staff is trained in basic medical procedures. If any injuries were to occur one of the most equip staff would step in and help.
- B. Day of event emergency procedures: If any injuries or emergencies were to occur during the event we would report to the camp staff and then they will perform their procedures.

12. Promotional Plan:

When:	What:	Where:
May 1	Invitations	through email
May 25	PSA	Facebook
May 29	PSA	Facebook



You're Invited!

Camp Natoma Director's Dinner 2019

A once-per-year dinner at Camp Natoma for adults. See camp, meet the directors, win awesome raffle prizes, and see why your kids will have an amazing week at camp this summer.



Emily, Director of Administration
Miranda, Director of Programs
Robbie, Director of Operations



Enjoy a delicious camp meal, ask questions, meet fellow camp parents, volunteers and alumni.

PSA: “A once-per-year dinner at Camp Natoma for adults. See camp, meet the directors, win awesome raffle prizes, and see why your kids will have an amazing week at camp this summer.”

13. Financial Plan

INCOME:

24 Guest Tickets x \$25 \$600

TOTAL INCOME: \$600

PERSONNEL EXPENSES:

Personnel:

Camp Director, Assistant Director:

ALL STAFFING VOLUNTEER BASED \$0

TOTAL PERSONNEL COSTS: \$0

OPERATING EXPENSES:**Supplies and Services:**

_____ Meat and Cheese Board Supplies	\$65
Photo Display Board	\$29.95
Display Banner/Sign	\$10
Photo Booth Props	\$12.95
Star Lights	\$26.97
3 Packs x \$8.99	
Hanging Stars	\$12.99
Invitations	\$0
Emailed	
Napkins	\$13.99
TOTAL SUPPLIES AND SERVICES	\$171.85

TOTAL INCOME	\$600.00
TOTAL PERSONNEL AND OPERATING EXPENSES	\$171.85
NET BALANCE	\$428.15

14. Other issues as appropriate for the program:

Some issues we faced with the program was transportation to the meetings and to the event. Having to spend out of pocket money for our weekly meetings downtown, having a vehicle equipped for rougher terrain into the venue, as well as the time that the day of program requires of us. It was unclear, until the attendees were actually at the event, how many people were attending. For future events at Camp Natoma, it will be necessary to increase communication with staff during the event, as well as with Emily. We also did not have the best communication at the beginning of our program, so roles and expectations were confusing until we were able to define clear roles.













Evaluation

1. Program Activities

a. Strengths

- i. We were efficient with the time and the resources that we were provided with. We had longer than most of the groups to prepare the event, so we used our time wisely and tried to plan out what we were doing weekly to be efficient.
- ii. Our budget was lower than we were expecting, but we tried our best to meet all of the requirements of the event without going over the budget. We ended up going over the budget a little bit, but everything that we spent money on was necessary for the event to be the best it could be.
- iii. Our last strength was incorporating concepts that would be ideal for the population we were serving. We provided a cheese board as an appetizer for the event, and we really felt that it was a fantastic contribution to the event. It added some class and elegance to the rustic setting.

b. Weaknesses

- i. One weakness of our event was simply communication with the Camp Natoma staff. Many things about the event were unclear, so it was hard to do our best when some things were unknown about the event we were trying to plan. We felt we were left in the dark in some matters.
 - ii. The second weakness was the organization of the raffle. We received all of the raffle donations, but were unsure of how the raffle was going to be done. Two staff members put their names in the raffle cups and ended up winning. We felt that was really unfair, and that was partly due to a lack of communication, but partly because it was unorganized.
 - iii. A third weakness during the event was the bus which was supposed to take the attendees from the camp to the Park and Ride after the event. There was something wrong with the engine, so it was not able to take the parents to the Park and Ride after the event. It should have been checked before the event to make sure it was capable of bringing people to and from the camp.
 - c. Recommendations
 - i. One recommendation our group had for future events was to have a caterer so that more staff can help with the actual event set up and as an incentive for guests to attend.
 - ii. Another recommendation was to send out the invitations a bit earlier in advance. We felt that if the invitations were sent out sooner, the event would have more attendees, and therefore Camp Natoma would receive more donations.
 - iii. The final recommendation from our group was to make sure that the camp was ADA compliant. We realized that the camp was virtually non-compliant to disabled individuals and that would make it so that individuals with physical disabilities would not be able to attend the event, even if they wanted to.
- 2. Scheduling of Event
 - a. Strengths
 - i. We worked well with Emily determining times of when the attendees will arrive at the camp, along with when we will arrive to set up the event.
 - b. Weaknesses
 - i. Everyone in our group was unsure of how many people would be attending until the last minute. Therefore, we didn't know how many tables to set up, or how many plate settings there would need to be.

- c. Recommendations
 - i. Send out the invitations much earlier, and know exactly how many people will be attending the event, so that the future groups will know how many of each thing they will need in order to keep within the budget.
- 3. Staffing
 - a. Strengths
 - i. We did not have any paid staff for our event so this caused our group to take on lots of responsibility.
 - ii. We had a few volunteers prepare the meal and clean a few tables so that was one less task we had to do.
 - iii. Having no staffing gave us the chance to be very independent and completely put on the event by ourselves.
 - b. Weaknesses
 - i. Not having staffing was also a weakness because it required us to have lots of tasks to do in a six-seven hour time period. It caused us to be pretty exhausted by the time the event came along.
 - ii. Whenever we had questions it was sometimes difficult to find someone who had the answer.
 - iii. There was lots of manual labor that had to be done. It was a lot, even split between four people.
 - c. Recommendations
 - i. Have some volunteers assist in moving the tables. It would save lots of time.
 - ii. Get all of the supplies needed in one trip. We had to scramble to find some materials last minute.
 - iii. Potentially have catering at the event, so volunteers do not need to cook the meal. The meal tasted good, but catering would save time.
- 4. Facilities
 - a. Strengths
 - i. The venue was very spacious which made it easier to plan logistically where the tables, display board, photo booth, and raffle table will go.
 - ii. It is a very open space which did not require lots of lighting. The venue was naturally lit so it felt a lot like camp.
 - iii. The venue was indoors which caused us not to worry about weather as much. Fortunately, the weather was nice, but even if there was a slight chance of rain the venue would not need to change.

- b. Weaknesses
 - i. All of the tables needed to be rearranged, so the manual labor took up a lot of time.
 - ii. The camp was just in its off season so the facility needed lots of cleaning.
 - iii. The facility is not ADA compliant so accommodating for disabilities was potentially a setback.
 - c. Recommendations
 - i. Rearrange the tables a day or two before so there is more time for decorating the day of.
 - ii. Also begin cleaning the facility a day or two beforehand so there is less cleaning to do the day of.
 - iii. Find alternative ways for people to access the venue. For example, a transportation service up to the venue may be helpful.
5. Equipment and Supplies
- a. Strengths
 - i. We had a pretty good budget for supplies and decorations which gave us flexibility in our programming. The camp atmosphere gave us a night under the stars theme so we were able to centralize our items around that theme.
 - ii. Emily already had lots of materials for us to use which gave us more opportunity to spend the budget money on creative items rather than the basics.
 - iii. Tables, dining utensils, and all venue necessities were already provided through Camp Natoma, so we did not have to purchase or find any of those items, which was very convenient.
 - b. Weaknesses
 - i. Communication on where all items were located was a little unclear at times so it was difficult at times to get the supplies we needed.
 - ii. We did not properly know how to lock in the benches, so a few staff members fell which was a safety hazard.
 - iii. We ran out of table cloths so the display board/appetizer table and the raffle/photo booth table had different table cloths. We also ran out of mason jars for the center pieces.
 - c. Recommendations
 - i. Have all of the items needed for the event in the venue before we start setting up so we don't need to ask for certain supplies throughout the day.

- ii. Have all people dealing with table and bench setup instructed on how to do it before they begin setting up.
- iii. Do inventory of all supplies before so there is enough supplies for what the event entails.

6. Registration Process

a. Strengths

- i. A strength of the registration process is that Emily had already had a list of the people she wanted to invite.
- ii. She individually invited them with an invitation we had made.
- iii. The patrons reported back to Emily.

b. Weaknesses

- i. We did not know the exact amount of patrons to expect for our event.
- ii. We never had a set list of who was coming.
- iii. Registration may have been too close to the event.

c. Recommendations

- i. Open up the event to the public, and market it to a wider audience versus just the people on the invitation list.
- ii. Have an official registration platform to ensure the number of guests, and have a cancellation fee.
- iii. Have early registration with a discount price, and have a confirmation that they are coming closer to the event.

7. Safety and Risk Management

a. Strengths

- i. The patrons had appropriate transportation into the venue, they did have to worry about having an appropriate vehicle to get on site.
- ii. There was a trained nurse on the camp site if any emergency were to occur, most staff that work for Camp Natoma are trained in any case of emergency.
- iii. We had the patrons out of the camp before the sun went down.

b. Weaknesses

- i. We were not trained if any emergencies were to occur.
- ii. There was no backup transportation when the bus broke down so staff had to use their own cars to take guests back out.
- iii. If something were to occur than getting out of the facility would take a long time.

- c. Recommendations
 - i. Make sure the bus worked or have a backup transportation plan.
 - ii. Make sure guests are aware ahead of time of safety precautions.
 - iii. Inform guests on what activities are being held / the environment so they know how to dress accordingly.
- 8. Promotional Plan
 - a. Strengths
 - i. We had a target audience that was directly contacted.
 - ii. Our invitations were clear and concise. It consisted of a date, time, locations, and a little bit about what the event will be like.
 - iii. We stuck to the authentic Camp Natoma look for the invitations.
 - b. Weaknesses
 - i. Due to Camp Natoma undergoing some company changes we were not able to promote the event until 3 weeks out from the event.
 - ii. We only reached a select group of people.
 - iii. We should have made the event more enticing to parents and community members.
 - c. Recommendations
 - i. Promote the event to a larger audience, maybe target schools and youth camps.
 - ii. In the promotion communicate that there will be a raffle, free dinner, and dessert.
 - iii. Not only promote the event from the beginning, but have something to give the guests (camp Natoma related) to remember when they go home.
- 9. Financial Issues
 - a. Strengths
 - i. We were able to stay within our allotted budget.
 - b. Weaknesses
 - i. The budget was not very clear from the beginning nor were we aware of where the budget money was coming from.
 - c. Recommendations
 - i. Lay everything out on the table from the very beginning and fill in all of the blanks regarding the money prior to the purchases.
- 10. Sponsoring Agency
 - a. Strengths

- i. We were able to obtain four well established businesses to contribute to our raffle.
 - ii. We had the perfect amount of raffle items with the amount of guests that we had.
 - iii. All raffle items pertained to the audience that attended the event.
 - b. Weaknesses
 - i. We did not make use of the partnerships Camp Natoma had already worked with.
 - ii. We should have reached out to businesses sooner.
 - iii. We did not know how much or little the sponsors would give us, until very close to the event.
 - c. Recommendations
 - i. Find businesses that could donate food to reduce cost.
 - ii. Make use of the businesses already worked with before.
 - iii. Reach out to more potential sponsors and sooner.
- 11. Other issues as appropriate

Camp Natoma 2nd Annual Director's Dinner



Kaitlin Lynch, Kira Butz, Lauren Erion, and Megan Weber

EVENT

- ★ “Night Under the Stars”
- Camp Natoma
Director's Dinner
- ★ Date: June 1, 2019
- ★ 3:30- 7:00 p.m.



SLEEP UNDER THE STARS.
CONNECT WITH NATURE.
BE CREATIVE.

Ever wondered why your kids love Camp Natoma?

YOU'RE INVITED!

TO A NIGHT UNDER THE STARS
Second Annual Camp Natoma Director's Dinner
Saturday June 1st 2019
3-8pm

Come find out what makes Camp Natoma so special!
Hear about our history, learn about our traditions, meet the our wonderful
leadership staff, and find out how you can get involved in Camp Natoma!

PROGRAM AREA AND FORMAT

Program Area:

★ Social



Program Format:

★ Special Event



**Sleep Under The Stars. Connect
With Nature. Be Creative.**

Camp Natoma

Mission Statement:

At Camp Natoma youth CONNECT with:

- ★ The Natural World
- ★ Positive Role Models
- ★ Opportunities for Creativity
- ★ Eachother

In a rustic, traditional camp experience youth...

- ★ Connect with the natural world through outdoor living and hands-on nature exploration
- ★ Set goals and try new things
- ★ Express their creativity
- ★ Develop independence, self-esteem, and group-living cooperation.
- ★ Interact with positive mentors

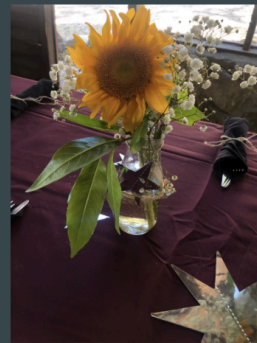
TARGET POPULATION & BENEFITS

- ★ Parents of children who have attended or will be attending Camp Natoma
 - ★ The camp gets to create connections with incoming parents
 - ★ Parents can physically see and understand where their children will be spending their summers
 - ★ The parents get to build a community within Camp Natoma



PROGRAM DESIGN GOALS

- ★ Display the values of Camp Natoma and inform the parents and community members of the unforgettable experience that their children will undergo.
- ★ Obtain at least 5-7 raffle items to offer the participants at the event.
- ★ Serve a camp style dinner that immerses the guests in the camp experience (including s'mores!)
- ★ We wanted to create a warm welcoming environment with a bit of class for the adults, while highlighting the Camp's natural beauty!



PLANNING CONSIDERATIONS

- ★ accommodating for anywhere between 50-75 patrons
- ★ We had to plan for the drive to the camp (hour/ hour and a half from SLO)
- ★ Had to consider that our patrons would need to be bused into the venue do to tough terrain (and that the bus needed to be up to par)
- ★ Provide food that could accommodate dietary restrictions

STRENGTHS & WEAKNESSES

Strengths

- ★ Efficient with time and resources
- ★ Transformed the dining hall
- ★ Worked well with our budget
- ★ Worked well together
- ★ Cheese board

Weaknesses

- ★ Better communication with staff of Camp Natoma
- ★ Bus
- ★ Putting the benches together
- ★ Organization of the raffle

RECOMMENDATIONS

- ★ Staff members should not be included in the raffle
- ★ Communication for transportation to event
- ★ Test drive bus
- ★ ADA compliant
- ★ Have a caterer so that more staff can help with the actual event and an incentive for guests to attend





THANK YOU!

