

# Green Camps Initiative: Board Development

## How to Participate:

1. Complete the application
  - a. <http://goo.gl/forms/2rQeQOS90a>
2. Schedule a time to talk with Danny Sudman
  - a. <http://www.meetme.so/DanielSudman>
3. Review enclosed information and consider which committees you could best serve.
4. Sign letter of agreement to take on Board Responsibilities.
5. If a board position doesn't seem like the right fit, discuss other opportunities to support Green Camps Initiative.



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## Founding Board and Advisory Board Members

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### Objective

- Create a board structure for Green Camps Initiative that manages each area of organizational governance to most effectively support the Sustainable Camps Movement.
- Each board member oversees a committee of advisory board members to reflect the areas of their expertise and interest.

### Guidance

- Each committee will be provided an outline of goals and objectives along with the resources that have already been developed.
- The Executive Director of Green Camps Initiative will sit on each committee during the development phase of these committees to provide guidance.
- Feedback from committees will be used to build and develop a sustainable governance structure for Green Camps Initiative.

### Commitments

- Create a fundraising page on [Razoo](https://www.razoo.com/) and advocate for GCI in your community.
- Meet once a quarter.
- Each committee member should review and provide feedback on materials specific to their group.
- Accepted tasks should be completed by assigned completion date
- Provide bio and picture to be posted on GCI Website
- Enjoy your work!

# Proposed Board of Director Committees

## Corporate Sponsorships: Sustainable Goods and Services

### Tasks:

- Establish relationships with producers of sustainable goods and services
- Set up cost structure for support vs. member purchases
- Explore conference sponsorship opportunities

### Overview:

A supplemental form of revenue for operational costs, GCI has developed relationships with organizations that produce sustainable goods to connect our beneficiaries with the resources to access sustainable development.

GCI currently has the ability to sell Sun Ovens, Compost Tumblers, Low Flow Shower Heads, Smart Power Strips, Laundry to Landscape Kits, Sprinkler Controller and Energy Monitors.

## Camp Associations

### Tasks:

- Create standardized association partnership agreements

### Overview:

I have been developing relationships with several camp organizations to bring the programs and services of GCI to their membership.

- American Camp Association (ACA)
- Presbyterian Camp and Conference Center Association (PCCCA)
- Maine Summer Camps (MSC)
- North Carolina Youth Camps Association (NCYCA)
- Ontario Camps Association (OCA)
- Western Association of Independent Camps (WAIC)

## Education Outreach

### Tasks:

- Schedule outreach events
  - Conference Sponsorships, Education Sessions, Webinars, Speaking Engagements, etc.
- Coordinate outreach volunteers

### Overview:

GCI has been participating in educational outreach events since its inception in 2011 at an ACA Conference. These events allow GCI to share resources and programs with the camp community with the mission to highlight the Triple Bottom Line benefits of sustainable development.

## Fundraising

### Tasks:

- Research and develop fundraising opportunities for donations
  - Events, Pledge-Drives, Raffles, etc.
- Grant Writing
- Membership Drives
- Camp Consultation Opportunities

### Overview:

Fundraising is typically the core of any non-profits ability to provide services to their beneficiaries. GCI operates primarily off the revenue from memberships. Camp memberships provide access to tools to support camps in accessing the benefits of sustainable development. The base fee of \$350 was determined by the results of a USC student research project after looking at similar models.

With this said, there are many ways that these donations can be used to give back to the camp community through the relationships we continue to create with vendors, camp associations, outreach education and Green Camps Summits to name a few.

## Green Camps Accreditation

### Tasks:

- Promote Green Camps Certification process as a first step towards Accreditation.
- Expand current Accreditation Standards
- Develop Accreditation Process and Ratings System
- Incorporate LEED Credit Standards into GCI Standards

### Overview:

The current [Green Camps Standards](#) represent a framework of best practices in sustainable camp development. Watch [Road to Accreditation](#) to learn more.

## Green Camps Resources

### Tasks:

- Produce resources that support camps in meeting Green Camps Accreditation Standards
  - [Green Camps Member Resource Page](#)
- Resources can include:
  - Lesson Plans, Activities, DIY Guides, Videos, Links to Websites, PDF's, etc.

### Overview:

The array of resources compiled and created by GCI provide camps the tools and information to access the benefits of sustainable camp development.

## Community Development

### Tasks:

- Social Media Outreach
- Create Newsletters
- Develop Salesforce Platform
- Marketing materials

### Overview:

GCI uses mailchimp and social media outlets to stay in touch with current and potential customers. We currently have a license and have been developing a salesforce platform to manage all customer relationships.

## Membership

### Tasks:

- Create membership structure
- Assess membership levels and fee structure
- Assign membership benefits
- Create membership relationships with existing camp associations.

### Overview:

Membership is currently made up of individual camp facilities who are pursuing a level of Green Camps Accreditation, starting with the Green Camps Certification. The current structure is a flat \$350 annual rate and includes access to all [membership benefits](#).

New structures need to be added to make the services and resources of GCI more customizable and available.

## Website

### Tasks:

- Determine how the website can best serve the members of GCI to access resources and support them in gaining accreditation levels.
- Create list of changes/modifications to be made for better performance.

### Overview:

The GCI Website has been through many iterations during its development over the past 3 years. The systems are in place to gather data and provide resources for camps to implement sustainable initiatives and the time has come to test them.

A web development company has been hired at a monthly rate to host the site on a private cloud server and provide up-dates, back-ups, security and 2 hours of development work a month for a reasonable fixed price.