



6. Does your camp have a written mission statement?			
		Response Percent	Response Total
Yes		92.1%	58
No		7.9%	5
<b>Total Respondents</b>			<b>63</b>
(skipped this question)			15

11. As a "Religiously Affiliated Camp," rank the top five program emphasis/values you utilize to accomplish your mission statement.						
	1	2	3	4	5	Response Average
Youth camps focused on skill development	19% (7)	<b>30% (11)</b>	16% (6)	14% (5)	22% (8)	<b>2.89</b>
Ecological stewardship	0% (0)	11% (3)	30% (8)	<b>33% (9)</b>	26% (7)	<b>3.74</b>
Religious education	<b>41% (14)</b>	6% (2)	18% (6)	29% (10)	6% (2)	<b>2.53</b>
Evangelism/Outreach	<b>32% (7)</b>	14% (3)	5% (1)	18% (4)	<b>32% (7)</b>	<b>3.05</b>
Hospitality for retreat guests	19% (6)	22% (7)	19% (6)	<b>25% (8)</b>	16% (5)	<b>2.97</b>
Character development/morality	13% (6)	17% (8)	<b>26% (12)</b>	22% (10)	22% (10)	<b>3.22</b>
Addiction recovery	0% (0)	0% (0)	0% (0)	33% (1)	<b>67% (2)</b>	<b>4.67</b>
Mission education	10% (1)	10% (1)	<b>30% (3)</b>	20% (2)	<b>30% (3)</b>	<b>3.50</b>
Spiritual growth	28% (14)	<b>34% (17)</b>	18% (9)	16% (8)	4% (2)	<b>2.34</b>
Discipleship	12% (4)	<b>29% (10)</b>	<b>29% (10)</b>	6% (2)	24% (8)	<b>3.00</b>
Other	30% (3)	0% (0)	10% (1)	20% (2)	<b>40% (4)</b>	<b>3.40</b>
<b>Total Respondents</b>						<b>62</b>
(skipped this question)						16

13. When looking at the promotional materials identified below, how clearly can the values of your mission statement be seen?

	<b>Clearly Evident</b>	<b>Not Evident</b>	<b>Somewhat Evident</b>	<b>N/A</b>	<b>Response Average</b>
Web site Home page	<b>55% (34)</b>	6% (4)	34% (21)	5% (3)	<b>1.78</b>
Telephone listing/yellow pages	3% (2)	<b>56% (35)</b>	18% (11)	23% (14)	<b>2.19</b>
Camper registration forms	<b>61% (37)</b>	13% (8)	25% (15)	2% (1)	<b>1.63</b>
Guest group promotional materials	<b>48% (30)</b>	5% (3)	37% (23)	10% (6)	<b>1.88</b>
Guest group agreement/contract	<b>36% (22)</b>	21% (13)	34% (21)	8% (5)	<b>1.98</b>
Camp entrance sign	13% (8)	<b>48% (30)</b>	37% (23)	2% (1)	<b>2.25</b>
Camp apparel for staff or sold to campers/guests	26% (16)	21% (13)	<b>47% (29)</b>	6% (4)	<b>2.22</b>
Video marketing material	38% (23)	3% (2)	15% (9)	<b>43% (26)</b>	<b>1.59</b>
Newsletters	<b>64% (39)</b>	0% (0)	23% (14)	13% (8)	<b>1.53</b>
Stationery/business cards	31% (19)	21% (13)	<b>44% (27)</b>	5% (3)	<b>2.14</b>
<b>Total Respondents</b>					<b>62</b>
(skipped this question)					16

14. If you were to ask the following groups/stakeholders, how familiar would they be with the content/intent of your mission statement?						
	None would know	Some would know	Half would know	Most would know	Everyone knows	Response Average
Board members	0% (0)	11% (7)	7% (4)	33% (20)	<b>49% (30)</b>	<b>4.20</b>
Campers	13% (8)	<b>52% (32)</b>	10% (6)	18% (11)	8% (5)	<b>2.56</b>
Parents of campers	3% (2)	<b>52% (32)</b>	8% (5)	34% (21)	3% (2)	<b>2.82</b>
Permanent employees	0% (0)	8% (5)	8% (5)	24% (15)	<b>60% (37)</b>	<b>4.35</b>
Summer staff involved in program delivery	0% (0)	11% (7)	10% (6)	34% (21)	<b>45% (28)</b>	<b>4.13</b>
User groups responsible for their own program	16% (9)	<b>41% (24)</b>	19% (11)	22% (13)	2% (1)	<b>2.53</b>
Volunteers	2% (1)	21% (13)	25% (15)	<b>33% (20)</b>	20% (12)	<b>3.48</b>
Local members of your denomination/organization	5% (3)	<b>42% (24)</b>	14% (8)	23% (13)	16% (9)	<b>3.02</b>
Donors	0% (0)	26% (16)	18% (11)	<b>38% (23)</b>	18% (11)	<b>3.48</b>
<b>Total Respondents</b>						<b>62</b>
(skipped this question)						<b>16</b>

15. As a "Religiously Affiliated Camp," rank the five largest (in terms of numbers served) populations for which you provide programming to carry out your mission.

	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>Response Average</b>
Economically disadvantaged community	19% (6)	16% (5)	26% (8)	<b>32% (10)</b>	6% (2)	<b>2.90</b>
"At risk" youth; voluntary or court-placed	6% (1)	31% (5)	12% (2)	6% (1)	<b>44% (7)</b>	<b>3.50</b>
Public/private school groups	11% (3)	4% (1)	21% (6)	<b>36% (10)</b>	29% (8)	<b>3.68</b>
Congregations/individuals from YOUR denomination/org.	<b>72% (39)</b>	19% (10)	2% (1)	2% (1)	6% (3)	<b>1.50</b>
Congregations/individuals NOT from your denomination/org.	15% (8)	<b>56% (30)</b>	15% (8)	9% (5)	6% (3)	<b>2.35</b>
Other non-profit organizations	0% (0)	10% (3)	<b>42% (13)</b>	29% (9)	19% (6)	<b>3.58</b>
For-profit organizations	0% (0)	<b>67% (2)</b>	0% (0)	33% (1)	0% (0)	<b>2.67</b>
Ethnic minority communities	0% (0)	0% (0)	25% (3)	17% (2)	<b>58% (7)</b>	<b>4.33</b>
Families in family camps/retreats	0% (0)	18% (6)	<b>36% (12)</b>	24% (8)	21% (7)	<b>3.48</b>
Special medical-needs groups/individuals	0% (0)	0% (0)	<b>38% (5)</b>	<b>38% (5)</b>	23% (3)	<b>3.85</b>
Senior adults	7% (1)	0% (0)	14% (2)	36% (5)	<b>43% (6)</b>	<b>4.07</b>
Other(s)	<b>60% (3)</b>	0% (0)	0% (0)	0% (0)	40% (2)	<b>2.60</b>
<b>Total Respondents</b>						<b>62</b>
(skipped this question)						16