

Camp Nakanawa

Strategic Plan 2025-2027





Our Mission and Vision

Mission: Camp Nakanawa overnight summer camp provides girls and young women the opportunity to gain confidence and reach their full potential through a wide variety of outdoor experiences.

Vision: Camp Nakanawa develops the potential of girls and young women in a nurturing environment where they discover their own excellence and develop lifelong friendships. This vision is fulfilled by cultivating character, confidence, courage, kindness, and leadership.





Nakanawa's Second Century Inspires Us

Fortify Our Distinctive Program

Steward Our Beautiful Property

Sustain Financial Growth and Giving





Fortify Our Distinctive Program

2025

2026

2027

Pilot early June Junior Camp session

Increase enrollment 5% in all sessions to achieve full capacity

Fortify staff performance

Develop and implement "Character at Camp" leadership components to include new ropes course

Grow Counselor-in-Training (CIT) internships

Increase training and planning for summer staff through lead counselors

Integrate Nakanawa Arboretum curriculum at all levels

Strengthen ongoing Camp Craft outdoor initiative





Steward Our Beautiful Property

2025

2026

2027

Enhance Camp security at entrances & borders; add communication system;
upgrade risk management policies & training

Complete installation of waterfront projects

Renovate/expand Egypt bath house facilities in Senior and Junior Camps

Achieve Level 1 arboretum status: tree identification, path maintenance, annual planting of 45 trees

Complete ongoing cabin roof and foundation repairs

Explore permanent preservation of Nakanawa's property through Land Trust of Tennessee

Begin foundation, electrical, plumbing renovations of Director's House





Sustain Financial Growth and Giving

2025

2026

2027

Hire a professional Director of Development

Increase Nakanawa Fund annual giving and donor participation rates by 3% annually

Consolidate databases

Engage young alumnae as donors

Enroll 10 new legacy donors

Grow endowment to \$500,000





Sustain Financial Growth and Giving

2025

2026

2027

- Bring all bookkeeping in-house
- Adjust off-season rentals for increased profitability
- Target two areas annually for representative expansion/coaching
- Expand Camp commissary profitability: online holiday, event, reunion merchandise and marketing



Thank you!

