

NEWS IN BRIEF



December 5, 2008

LOOK NO FURTHER
Have a standards question, want to know when upcoming courses are, need to know when you're due for you next reaccreditation visit, etc...
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800-467-6804

FROM THE SECTION OFFICE

Question from a section member:

Are there privacy issues documented about sending camper addresses out to each other, in a year book format. And attached to their addresses are terms of use stating that you cannot sell, use, etc the addresses.

Response from Sue Haber, Executive Officer, Knowledge Management at ACA national office:

here are a couple of sites that handle the topic well. Privacy is one best handled with an advisory group – of parents and other professionals – ideally.

<http://www.acacamps.org/members/knowledge/risk/cm/0803riskmanagement.php>

An organization that handles private info all the time – I think the way that they communicate with parents sets the best practice pace...

<http://www.mycollegeoptions.org/Content/About/PrivacyPolicy.aspx>

CAMP SPOTLIGHT

Increase your return rates with groups! Kyle Linback, Retreats Director at Camp Tecumseh YMCA in Brookston, IN, recently heard that 91% of real estate brokers have no further contact with the buyer or seller after a home is sold or purchased. Think about this! Is your camp the same way? Do you communicate with your groups after they leave your camp? Camp Tecumseh likes to send out a postcard to the contact person with groups in order to thank them for their time and effort in planning their successful event. Tecumseh also likes to send out Christmas postcards to the group users from the past year. They write a personal message on each Christmas postcard as well. Kyle states that he receives multiple e-mail replies back from groups thanking him for the Thank You/Christmas card. Some groups get the Christmas postcard and decide to contact camp in order to book an event for the following year! Others e-mail to tell the camp that they have the Christmas postcard hanging at their desk. In this e-mail frenzied world, a small note via snail mail can go a long way. Camp Tecumseh likes to use Vista Print at www.vistaprint.com for their postcards. They allow you to use your own pictures and download them online. It's not too late to get your Christmas/Holiday postcards ordered and sent out for this year. Contact Kyle Linback at kyleL@camp Tecumseh.org for more information.

Do you have a story or idea that you would like to share with the camping community much like the one above? Topics might include:

- A new program or activity that has become a huge success at your camp.
- A cost saving measure that has saved your camp a lot of \$\$\$\$\$.
- A new way to recruit summer staff that has paid off handsomely.
- An innovative way that you stay connected with your camp alumni.

Send submission requests to Brigitta Adkins at executive@acaindiana.org. Who knows? Your submission could be included in the next issue of NIB.

TECH TIPS

Featured Download: SE Backup

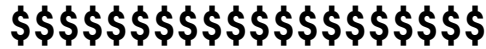
SE Backup is a simple, customizable back-up utility. Users can back up data to a CD-ROM, DVD-ROM, or external hard drive. Upon backup, SE Backup automatically verifies files.

LINK UP

ACA Council of Delegates-Tentative agenda for the COD meeting in Orlando at the national conference:

- Future of the council of delegates
- Accreditation and Education Task Force Issues
- Association Leadership
- Other topics from the various groups working on the 20/20 Vision

Want more details, specifics: <http://www.acacamps.org/volunteers/delegates/>



The Missouri Department of Health & Senior Services has developed a booklet that helps nonprofit deal with in-kind donations.

The 15 page PDF booklet looks at in-kind donations as under utilized assets for your organization. The resource booklet is designed to give you a broad overview of how in-kind donations can be incorporated into your not-for-profit organization's resource development efforts.

Click to continue:

<http://www.fundraiser.com/nov08/news.html>

HEALTH & WELLNESS

Camp Injury and Illness Data

Year three of the five-year *Healthy Camp Study*—funded by Markel Insurance—is now completed and analysis of the injury and illness data from almost two hundred camps across the U.S. has begun. Look for more information about the year three *Healthy Camp Study* results in the upcoming months. Get more information about ACA's efforts to [monitor injuries and illnesses in camps in order to identify preventions strategies](#). Access online courses related to [camper and staff injury and illness prevention](#). It's never too late to join this study. For enrollment information, contact Barry Garst, bgarst@acacamps.org or 800-428-2267.

STANDARDS SECRETS

Myth #5 We have a new director (administrator) who needs to get settled before beginning the task of accreditation.

Variations on this theme:

- See Myth No. 1.

Reality: One of the best ways to orient a new director to the operation is to systematically evaluate all aspects of that operation (that is, to prepare for accreditation). A new director or administrator can involve key staff in reviewing policies and procedures, locating records, and compiling staff and program profiles. Site and facilities, food service, administration, personnel, health care, and program all are reviewed in the accreditation process. In addition, once a camp is accredited, the tasks of board members and administrators during a transition in leadership can be significantly reduced. The documentation, procedures, and training materials for a successful operation are in place for a new director to pick up. The administration also has the peace of mind knowing that the important health and safety issues have been covered.

MANAGEMENT

Did you miss your chance to join the Craigslist Nonprofit Boot Camp for a day of knowledge, resources and networking, all focused on how to start and run a vibrant nonprofit? It was designed to educate and empower the next generation of nonprofit leaders and social entrepreneurs, connecting them with valuable industry resources, peers and potential supporters. And it was October 18th 2008.

Well, don't despair! Nonprofit Boot Camp Online offers you free access to presentations, handouts, podcasts, and session notes from Nonprofit Boot Camp. Access it all via:
http://craigslistfoundation.org/index.php?page=Nonprofit_Boot_Camp_Online.

Online Courses for Nonprofit Leaders

[SNPO Learning Institute: Certificate in Nonprofit Leadership and Management](#)
 The Society for Nonprofit Organizations (SNPO) has partnered with Michigan State University's Department of Community, Agriculture, Recreation, and Resource Studies to jointly award a "Certificate in Nonprofit Leadership and Management" for a series of eight online courses from SNPO's Learning Institute. The Learning Institute courses are self-paced, available 24/7, and focus on the core competencies of nonprofit leadership and management. Continuing Education Units (CEUs) for each course are also available from Michigan State University. To learn more about these Learning Institute courses, visit the website listed above.

PROGRAM

2009 Hoosier Riverwatch Equipment Packages

If you're part of a non-profit organization, school, or government agency and have attended or plan to attend a Hoosier Riverwatch Basic Workshop you may be eligible to apply for a 2009 HRW Equipment Package. These packages are valued at over \$400 and contain chemical and biological supplies for monitoring your waterway. The 2009 Applications will be available in January 2009 and we will begin processing applications in March. Please contact Katie at riverinfo@dnr.in.gov for more information.

INPAWS, the Indiana Native Plant and Wildflower Society, would like you to know about their "Letha's Youth Outdoors Fund" which provides financial assistance to classrooms and youth groups for trips to nature sites.

You may visit the INPAWS website <http://inpaws.org/>. Follow the links to Letha's Youth Outdoors Fund and the application download which provides further information and instructions to the application form.

GREEN SPOKEN HERE

[National Fish and Wildlife Foundation: Five-Star Restoration Matching Grants Program](#)

The Five-Star Restoration Matching Grants Program, an initiative of the National Fish and Wildlife Foundation, seeks to develop community capacity to sustain local natural resources for future generations by supporting wetland, riparian, and coastal habitat restoration projects.

Grants ranging from \$10,000 to \$40,000 are provided to projects that build diverse partnerships and foster natural resource stewardship through education, outreach, and training activities. Partnerships should include at least five organizations that contribute to project success through funding, land, workforce support, technical support, and/or other in-kind services. Projects that can leverage the amount of funds requested with significant cash or in-kind contributions from project partners are given priority.

The application deadline is February 16, 2009; an online webinar for potential applicants will be offered on December 5, 2008. Visit the website listed above for detailed program information.

The information presented here does not necessarily reflect the views of ACA Indiana. Special thanks for contributions: Techsoup, ACA, Youth Service America, NREC, Indiana Non Profit Resource Network, ACA, Fundraising Cyberzine,

UPCOMING EVENTS

How does your nonprofit communicate with public officials without jeopardizing your nonprofit status? Do each of your lead staff and board members know what they are allowed to say or do? Are your clients affected by state and federal programs? Does your organization receive grants or contracts from the government? Do you or your board want to be able to help shape the outcomes of policies, as well as programs?

Participants will learn about:

- Public policy 101 — What is it and why is it important to my nonprofit
 - An advocacy plan — How and why my organization develops a plan and guiding principles
 - Lobbying — What is it and how to stay out of trouble
 - Examples of successes and trials with public policy efforts
 - Framing an argument
 - Meeting with a public official
- Registration is now open and a new location has been added for the Indiana Nonprofit Resource Network's "Advocating Your Mission: A Nonprofit's Guide of Do's and Don'ts." Choose from Goshen (Dec 5), Lafayette Dec 9), Columbus (Feb 13), or Indianapolis (Mar 13).

Lots of important issues are going to be addressed in the next legislative session. Will your work be affected? Do you have a message to get across?

Be ready to communicate with public officials without jeopardizing your nonprofit status. Advocate your mission – legally – and effectively. Know the rules about lobbying. Bring your board chair. Agencies are welcome.

Contact the host regional directors for more information: Kimberly Johnson johnsonk@unitedwayec.org (Goshen), Jillian Miller jmiller@uw.lafayette.in.us (Lafayette) or Lesley Devine east@inrn.org (Columbus), or Kim Donahue, central@inrn.org.

An additional southern date and location may be coming soon.

INSIDE ACA

Standards ~ www.ACAcamps.org/accreditation

Resources/Tools to take full advantage of accreditation

- Equivalent certification charts
- Interpretation revisions to the APG
- Links to marketing tools
- Written Documentation Preview
- Lessons learned from the previous year

Learn more about Accreditation

- Benefits of accreditation
- Standards at a Glance
- Steps to accreditation; first time visit
- FAQ's
- Apply/ implement the best practices for your camp

Public Policy ~ www.ACAcamps.org/publicpolicy

- State Issues and Legislation
- Help camps stay current on cutting-edge issues affecting camps.
- State Regulations for Camps
- Camp related laws and regulations in your State.
- CapWiz - Online advocacy system, action alerts, state issues and legislation, elected officials, elections and candidates, and a comprehensive, dynamic media guide

Hot Topics ~ www.ACAcamps.org/hottopics

- Find the link to this ACA web feature on the "Members" tab from the home page.

Media Center ~ www.ACAcamps.org/media_center

The ACA Media Center feature serves as a resource for journalists. Encourage your camps to use the media center to access information that can assist in developing their communications strategy. The Media Center has links to useful information about the American Camp Association and the camp industry including:

- Camp trends
- Benefits of camp
- How to choose a camp
- About ACA
- Press releases
- Photo gallery
- Story ideas
- In the news
- Blog: ACA's 20/20 vision
- PSA's
- Camp e-News and more
- Stories available for reprint with permission