

**Tennis and Life Camps National Advisory Board  
Crown Council Report  
April 2014**

**Summary of Meeting Discussion Topics**

The focus for National Advisory Board this year was on fundraising.

A goal created by Director Neal Hagberg is to bring the TLC experience and message to a more diverse audience.

As a result of the NAB in previous years, TLC started a winter retreat for low-income junior high students.

The goal is to raise funds to expand to three winter retreats and also to provide up to 200 scholarships to a student or family to attend camp in the summer.

The questions addressed were:

- How to raise awareness for this giving opportunity among TLC campers?
- How to do this in a way that is authentic to the TLC brand?
- How to raise awareness at camp?
- How to provide an opportunity for the “masses” of camper to give?
- What can be implemented this summer?
- How much of a non-profit presence should be portrayed at camp?

Ideas will be implemented during camp this summer to communicate the opportunity to donate to the campers and/or their parents.

Neal is working with the Advancement Office and during the fall of 2014 donor visits will start to secure larger gifts.

History of fundraising for TLC is:

2010-2011 raised \$10,000

2011-2012 raised \$11,000

2012-2013 raised \$19,000

2013-2014 anticipate raising \$30,000-\$38,000

2014-2015 goal is to start a TLC scholarship endowment while continuing to grow the annual giving for scholarships.

Marketing

In 2012-2013 the National Advisory Board developed a working group on marketing that helped to create a marketing plan to keep TLC in front of campers throughout the year and ultimately to fill camps earlier.

Last year and this year, this strategy has been successful as camps registration continues to fill ahead of previous years. As of April 10 camps are over 80% full as of April 10. This is on pace to fill all camps before summer, which we do not believe has ever been done.

This summer TLC will have a media director position to capture camp photos and videos to post throughout and after camp for families to access. This person will also record all the “life” talks, skits, sing-a-longs and start making training videos. The NAB has viewed this as a crucial element to extend the camp experience beyond those on campus and to deepen loyalty.

TLC National Advisory Board has done an excellent job at connecting with members in between meetings to leverage individual members abilities and interest to help advance the work of TLC.

This work of the NAB members outside of the whole group meetings was critical in developing the Winter Retreats, marketing strategy and continual implementation, and fundraising ideas.

### **Members**

Tennis and Life Camp National Advisory Board members believe they have the best meetings because Neal always tells a moving story about how a camper’s life was touched by being a part of TLC and he always sings.

Marcia Bach

Jeff Baill

Tim Butorac

Becky Cantellano

Lea Favor

Mike Goldammer

Bruce Gullikson

Neal Hagberg – Campus Facilitator

Dennis Hykes

Mark Kruger

Nicole LaVoi

Michael Lynne

Samantha Smart Merritt

Michael Senescall - Chair

Mike Sigel

Bill Sternard

Deb Sundal

Cindy Walz

Stephanie Wilkinson

Margot Willett