



DEER RUN CAMPS & RETREATS
STRATEGIC VISION 2025-2028
Increasing Impact & Momentum

“ AS THE
DEER PANTS
FOR WATER,
SO MY SOUL
PANTS FOR YOU,
O GOD.

Psalm 42:1

”





INCREASING IMPACT & MOMENTUM



DEER RUN MISSION

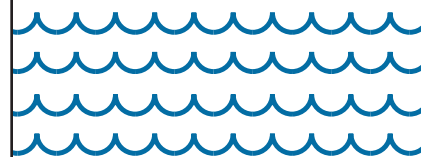
To provide excellent camps and retreats that inspire a transformational relationship with Jesus Christ and strengthen relationships with family and friends.





DEER RUN VISION

To transform as many lives as possible for Christ through the growth of staff, facilities, and programs.



DEER RUN VALUES

The Deer Run Way is to serve the Lord and others with love, integrity, stewardship, excellence, community, and fun.

“Whatever you do, do it enthusiastically, as something done for the Lord and not for men, knowing that you will receive the reward of an inheritance from the Lord. You serve the Lord Christ.”
Colossians 3:23-24



A breath of fresh air.
A TIME TO RELAX
AND RECONNECT. Much
needed time away, time
together and with God.
-Deer Run event guest





THE PLACE

BUILDING OUR FUTURE



OUR GOAL

Continue to seek ways to fulfill our vision of sharing the gospel with as many people as possible while providing a safe and secure environment.





“

I was a counselor at a camp for two summers in college... and I also grew up going to camp as a camper ... I'm so grateful for the chance to help my children learn some independence in an age-appropriate way in A PLACE I TRUST WITH THEIR SPIRITUAL AND EMOTIONAL WELL-BEING.

– a mom from The Covenant School

STRATEGIC RATIONALE

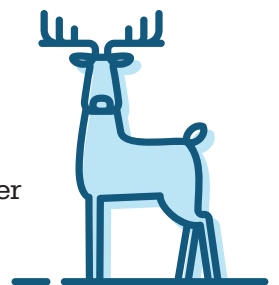
We believe the property at Deer Run, and the ministry that takes place on the property, is God-ordained – a specific place set aside for a specific time, and we are humbled to join Him in accomplishing His purposes for this ministry.

As faithful stewards, we want to do our part in evaluating ways to increase the ministry impact that occurs outdoors, in facilities, and during purposeful activities.

This focused growth allows us to invite as many people as possible to engage in life-changing experiences. In doing this, we also want to ensure nothing takes away from these experiences which is why safety and security are a top priority in plans for growth.

ACTION STEPS

- **REVIEW** camp capacity, usage data, and ministry impact to determine improvement and growth opportunities.
- **INVESTIGATE** and prioritize the need for multiple building phases including:
 - administrative building
 - security center at front entrance
 - additional overnight cabins
 - The Refuge to provide more capacity for dining, worship, and meetings
 - renovation of The Lodge to increase overnight capacity and provide a larger meeting space with updated AV system
 - future use of Founders' home for lodging and meeting space
- **PROVIDE** a safe environment for campers, families, and guests by continuing to maintain and update the Safety & Security master plan, as well as regularly evaluating additional security needs.





THE PROGRAMS

AMPLIFYING OUR IMPACT

OUR GOAL

Continue to develop our programs by prioritizing innovation and creativity around unique adventures and gospel-centered experiences.



“

Our retreat takes a lot of organization and prep work on our part ahead of time, but once we get to Deer Run, I know the only thing I have to worry about is focusing on our retreat and achieving our goals. **ALL OF THE OTHER STUFF IS HANDLED BY DEER RUN STAFF.** The staff are easy to communicate with, and go above and beyond to ensure we have a successful retreat weekend!



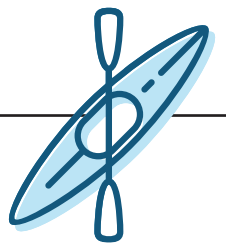


STRATEGIC RATIONALE

As Deer Run advances from its 25-year anniversary, it is essential that we continue enhancing our programs to invite participants into a memorable and comprehensive experience that provides deeper connections and greater impact for generations to come.

ACTION STEPS

- **ACTIVELY IDENTIFY** ways to improve and expand programming ideas and opportunities to provide life-impacting experiences.
 - Strategically form gospel-centered programming that appeals to kids and families.
- **USE DATA** to drive decision making:
 - Generate and use data metrics for evaluating ministry impact.
 - Increase the use of data to evaluate effectiveness of communication around our gospel-centered programming.
 - Generate marketing opportunity analysis and evaluate technology trends in marketing to stay current and relevant in programming advancements that appeal to kids and families.





THE PEOPLE

INVESTING IN OUR STAFF

OUR GOAL

Continue to cultivate, connect with, and value personnel within the ministry to create dynamic sustaining relationships which lead to the fulfillment of our mission.



“

Thank you to all of our staff members who have worked so hard over the last few days TO TAKE CARE OF our [snow] stranded guest. Y'all exemplify our mission at Deer Run. – George





STRATEGIC RATIONALE

At Deer Run we believe relationships are the most important thing God wants us to get right on this side of eternity, so much so that “relationship” is mentioned twice in our mission statement. Valuing people on all levels of ministry connection is critical to our mission and includes our team members, interns, and volunteers. Our desire is to provide a work environment where people are called and connected, followed by a culture of being valued, stewarded, and supported – resulting in an overflow of inspiration and commitment to the life-change that happens at Deer Run.

ACTION STEPS

- Hire, develop, and retain mission-aligned, highly-qualified team members.
- Investigate and invest in opportunities for team members to meet the highest levels of camp and retreat ministry standards.
- Grow the spiritual and relational depth of staff to improve and increase life-changing programming.
- Maintain on-going training of Deer Run team members for emergency responses.
- Deepen relationships of, and appreciation for, volunteers and their desire to find their “joy” in serving the needs of the ministry.
- Expand internship opportunities to grow and develop young Christian leaders.





THE POSSIBILITIES

GROWING OUR RESOURCES

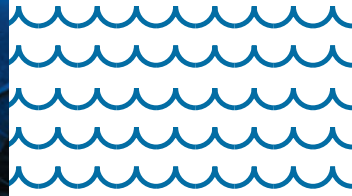
OUR GOAL

Continue to broaden our reach through the growth and stewardship of resources.

STRATEGIC RATIONALE

Snowballs, compounding interest, layering, linking arms... growth and strength come in numbers. As a Christian 501(c)3 nonprofit organization, Deer Run knows what it means to do a lot with a little and to trust God for more. We strive for best practices not only in accounting and stewardship, but also in relationships and communication. The possibilities are endless as we imagine deepening relationships and strengthening communication around giving to support eternal life change.





“

Camp is ... where they can have **FELLOWSHIP** with peers, **INSPIRATION** and **INSTRUCTION** from camp leadership ... time to **REFLECT** on their spiritual growth and personal development. Your camp has truly made **A HUGE IMPACT** on their young lives...
- the Gholson family



ACTION STEPS

- Establish and monitor ambitious donation goals for the development team.
- Continue building the donor base to increase breadth and depth of active and recurring donors.
- Strengthen relationships with participants, volunteers, donors, vendors, and community leaders including Christian business owners around the mission, vision, and values of Deer Run.
- Improve public knowledge about the opportunity to participate in impacting families and the next generation through the ministry of Deer Run which is a 501(c)3 nonprofit organization.
- Continue to deliver an annual budget with conservative spending and ambitious fundraising goals following all nonprofit accounting best practices.



This Strategic Vision for Deer Run was developed through a 12-month collaborative process with multiple Deer Run constituent groups.

This vision was approved unanimously by the volunteer Deer Run Board of Directors on April 5, 2024.

- Bill Brown
- Richard Dunlap
- Brendan Easterday
- David Farmer
- Matt Fruetel
- David Gibson,
Deer Run Founder & CEO
- Tommy Kellogg
- Brad Underwood, *Board Chair*
- Rick West

LEARN MORE or TOUR DEER RUN

Call or text **David Gibson, Founder & CEO**, at 615.566.0026

Email **Jenny Dyer, Development Director**, at JennyD@DeerRun.camp or call 615.426.1196

FOR CAMPS or RETREAT INFO

Email [Contact@DeerRun.camp](mailto>Contact@DeerRun.camp) or call 615.794.2918

JOIN GOD'S STORY

to impact future generations for Christ. Scan the QR code to give a tax-deductible donation to Deer Run's ministry.





WILL YOU JOIN US?

Our team will be intentionally using this strategic vision as a guidepost for operational decisions. We are passionate about increasing our ministry impact.

We LOVE getting to work with God in providing opportunities for life transformation and growth of God's kingdom. But we cannot do this alone, and we believe God is honored in togetherness. Will you join others who have come alongside us in this ministry and in these gospel-centered efforts?

Developing and deepening CONNECTIONS AND RELATIONSHIPS WITH LIKE-MINDED PEOPLE LIKE YOU is pivotal to Deer Run's future success. Consider how you might be involved with opportunities such as...

- **VOLUNTEERING** at family events or with building projects, landscaping and gardening, property clean-up, etc.
- **ATTENDING** a camp, family event, or retreat at Deer Run and inviting others to join you!
- **DONATING** towards our campfire (annual) fund, capital campaign, or scholarship fund.
- **TOURING** the property and facilities or having a meal or coffee with someone from our leadership team.
- **STANDING BESIDE US IN PRAYER** by committing to pray for the advancement of the gospel and Christ-centered discipleship in the ministry of Deer Run.

We welcome your ideas about joining and supporting the ministry at Deer Run and this strategic vision.

Thank you for being a friend and ambassador.

Thank you for serving as a ministry leader alongside us!



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615.794.2918 | www.DeerRun.camp