

Man Camp @ Trail West Lodge 2023 Planning Document

April 14 to 16, 2023 (Optional over-night on April 13)

- Finalize Contract with Trail West - **done**
- Set Price and Publish Registration Site – **done**
- Get Man Camp Graphics updated for 2023 - **done**
- Get Video updated for 2023 - **done**
- Confirm CW as musician – **done**
- Update Facebook Event Page with 2023 information and registration site - **done**
- Review Evaluation from last year
- Recruit Steering Committee: - **Invitation Sent**
- Set First Steering Committee Call and Agenda - October
- Get Program Directors
- Get Key Note Speaker
- Get Devotional Leader (Chaplain)
- Select MC for weekend – Clubs and Meals
- Get Ted Talk Speakers X 2
- Seminars – Brainstorm and Recruit
- Schedule Clay Shooting
- Put Together Marketing Plan:
 - Channels and Messaging
 - Facebook, Twitter, etc...
 - Direct Emails – **early bird email sent in September - done**
 - Monday Morning, Five 4 Friday, Connections, InFormer
 - Staff and Committee
 - Past Attendees
 - Mission Services – Discount Code
 - Young Life College and University – Discount Code
- Premium Gift Ordered
- Cigars Ordered
- Schedule Finished
- “Optional Free Day Options” Brochure with contact information
- “Commercials” during Clubs Picked
- Get CSNM YL to Cover Work Crew for weekend
- Coffee – Sponsor
- Other “Sponsors?”
- Finalize Agenda, Meals and Housing with Property
- Finalize welcome/registration team