



Camp Manito-wish YMCA Brings *iMIS* into the Wilderness

From its humble beginning as a wilderness summer camp in 1919, Camp Manito-wish YMCA has grown into one of the most respected youth and leadership programs in the world. But Camp Manito-wish YMCA's newest addition isn't a cabin, counselor or even a camper, rather it's *iMIS*, an end-to-end business and e-business software solution that helps the camp manage everything from camper itineraries to fundraising campaigns.

"We selected Morgan Data Solutions, LLC to provide our solutions because of their fore-thinking knowledge on providing a single end-to-end solution," said Karmen Tornow, Camp Manito-wish YMCA finance manager. "The combination of *iMIS* for registration, fundraising and alumni tracking, mixed with Great Plains financial series has allowed us to centralize all our work processes into 'one integrated system'. Now we have the room to grow as our business grows and technology changes."

Keeping Up With Donors

Fundraising is an important part of what Camp Manito-wish YMCA does, in order to help maintain its facilities and provide scholarships for campers who would be unable to attend the camp otherwise. The camp's fundraising team uses *iMIS* to help decide who should call potential donors and be plugged into key business intelligence about each donor. This information includes a camping history, donation history, meeting history and any other personal notes that may be important, which ultimately helps Camp Manito-wish YMCA raise more money.

"Now that we have better information and better records, we are able to reach more folks to seek donations," said Nancy Biersack, development director for Camp Manito-wish YMCA. "With *iMIS* we now have better information on our donors and the solicitors love the reports that they get on each individual donor."

iMIS plays an important role in Camp Manito-wish YMCA's annual campaign. The camp uses various levels of volunteers as solicitors and is able to quickly and easily run a report to see how each individual is doing in addition to the total numbers for the campaign. This reporting alone has provided a huge edge over its previous system, which required much more work to get the same information.

"With the Crystal reports in *iMIS* we just do a quick reconciliation," said Biersack. "*iMIS* also does a mail merge with word and allows us to easily generate all the acknowledgements for the donations."

Keeping Up With Campers

iMIS has also become an important tool for managing more than 700 campers that each year come through Camp Manito-wish YMCA's facilities, which are located near Boulder Junction, Wisconsin on nearly 300 acres with 2.5 miles of shoreline along the south bay of Boulder Lake. Members of the camp's staff, from counselors to the dining hall cooking staff, use *iMIS* to help keep tabs on campers.

The cooking staff consults *iMIS* to find out how many meals have to be prepared to feed all the campers and to find out if any of the campers have special dietary needs. Each morning the camp's counselors get a report informing them of each camper's "banker camp balance", which is the balance of money the camper has to spend without actually having to carry around cash. When the balance begins to run low, the camp's accounting department contacts the camper's parents who have the option to increase their child's balance using their credit card over the phone. The transaction is processed in *iMIS* and authorized using VeriSign.

Counselors are also managed in *iMIS*. The system keeps track of each staff member's tax forms, rehire packages and their certification status. The rehire packages sent to former counselors includes a letter of agreement that informs them of all the information Camp Manito-wish YMCA has stored in *iMIS* about them.

Even the camp's bus drivers use *iMIS*. Campers come to Camp Manito-wish YMCA from as far away as Milwaukee and Chicago, and most travel by the buses chartered by the camp. The bus schedule is maintained in *iMIS* and each bus driver is given a list of pick-up points as well as all of the campers scheduled to be on the bus.

Registration Made Easy

iMIS is used to register campers as well. Most campers are registered for their camping session eight months in advance. *iMIS* keeps track of how many spaces are available for each session and creates and manages a waiting list once a session is filled. Registering repeat campers is a breeze as their information is already stored and maintained in *iMIS*. Once registered, *iMIS* sends out a letter to the camper's parents informing them what session the camper will be attending, what bus they will be riding, where they are being picked up and who else will be on the bus.

According to Tornow, Camp Manito-wish YMCA has also set the process in motion for future growth with its *iMIS* system. Plans include allowing campers to register on-line, selling products over the Web and accepting donations online.