

Recruitment Timeline for 2022

Commencing During Camp

Ultimately, the promotional calendar for resident/day camps should be on-going, 24-7. That being said, there is a rhythm that best suits the product and those who purchase.

June to August | Very Important Camper, 'VIC' Promotion

This phase leverages the 'in the moment' reaction to summer, emotions, camper friendships, counselor connections and accomplishments.

The confidence of the subsequent year's product launch in the previous summer also speaks volumes to consumers, setting the stage for the quintessential 'early bird incentive'. ***Enroll before summer ends to be guaranteed the session of your choice!***

Financial incentives have been used, but enticements like a 'one of a kind' 'I'M IN for 2022!' Shirt (*courtesy of Camp Sloane*) can add energy and motivation to establish a new recruitment pattern.

As soon as the promotion begins, update web rates and dates. Indicate who can participate in the VIC Promotion and the date that Open Registration will start.

About a week before each session starts, a brief, 1-topic email should go to parents letting them know that they will have the opportunity to reserve a spot for their camper in 2022 when they pick up their child from camp this summer.

The reason for this early enrollment is to ensure that the VICs from 2021 have the first opportunity to secure the coveted spots. Signage, counselor buttons and conversations that ask, 'Are You In for 2022?' establish momentum.

One of the issues to be dealt with eventually is the fact that earlier sessions have an advantage over later sessions if popular sessions/programs fill fast. If that happens, then it will be essential to open enrollment to all camper families when camp begins.

MAKE THE PROCESS EASY. Perhaps pre-populated forms, multiple laptops with guides who know the systems OR EVEN a simple signature and date on an agreement form that authorizes credit card charge for the 2022 camper slot and the session preference. 'Kiss & Go' will help you create the most efficient method to mimic in subsequent years.

September to Mid-November | Open Registration Promotions to New Acquisition Potential & Previously Registered Before New Year Registration starts 1/1/2022

Small incentives or drawings can heighten interest. Most critical, as sessions begin to fill, notify still un-enrolled folks so that early registration gains momentum and urgency.

Mid-November to December 31 | Relationship Development w/2022 Campers, their Parents plus 2021 Campers and their Parents Not Yet Enrolled (NYE)

Videos, Thanksgiving Recipes, Camp Songs to teach families at the festivities, Holiday Cards and Happy New Year Greetings can be used.

'Share this with your Camper' emails get Client #1 (camper) talking to Client #2 (parent).

January 1 to February 14 | Inquiry, NYE & New Acquisition 'I Love Camp' Promo

Pull out ALL THE STOPS in an intentional way to convince these networks to enroll by Valentine's Day. An affordable incentive, like a Family Movie Guest Pass with Popcorn, has been successful in the past. Everyone who registers from January 1 to Feb 14 is entered and to be fair, ALL previously enrolled campers are also entered.

Create an on-line event with all networks and 2022 Campers to send a Valentine to camp or wear their camp shirts when they post why they love camp.

February 15 – Start of Camp | Immediate Individual Follow Up to All Inquiries, Not Yet Enrolled and 2022 Families

Confirm that not one single inquiry is lost and that you have a fool-proof system to maintain lists of those who are interested, those you meet at Camp Fairs and events.

Answer the phone, respond to emails and texts. Enrolled parents and potential families expect you to engage and be immediate in your response.

Promote to all previous networks again. Remind them of the benefits of camp for kids.

This game plan along with a quality product is a recipe for success! Go for it!