

Top Three Reasons Your Camp Needs Camper Email Services

“Approximately 91% of residential and day camps consider referrals as an integral part of their ongoing marketing efforts.”

- ACA 2009 Emerging Issues Survey

According to the American Camp Association (ACA), 10 million children attend camp each year and there are 12,000 day and resident camps across the United States. With camps working competitively to attract and retain campers, there are numerous factors to take into consideration when positioning the value of your camp. Aside from your mission, activities, leadership, lodging, cost and food services, to name a few, there are other offerings your camp can make available that will give you a competitive edge. One of these offerings is exceptional parent/camper communication and the opportunity to extend the camper experience beyond the property.

Parents need peace of mind when sending their children off to an overnight camp. That’s why communication is critical. Chances are your camp has implemented some way for parents to connect with their campers, whether it’s via phone, snail mail, or a general camp email account. While these are great mediums for communication, they’re likely not saving your staff any time or expense, and even more so, they’re probably not generating additional revenue for your camp.

So how can you offer your parents a reliable platform to connect with their campers, without additional expense or effort? The answer is a camp photo/news/email service. To dive a bit deeper into one of these areas, we’ll evaluate the top three reasons your camp should offer a camper one-way email service:

- 1. Satisfy Parents’ Expectations.** If you don’t already have email, your parents are probably asking for it. If you do, your staff is likely spending far too much time printing and sorting emails or assigning computer time to your campers. Instead, consider a one-way email service that allows campers to receive letters from parents/family members each day, even ones that include graphics, borders, pictures and games. What’s more, with an optional fax back service, campers can reply to parents/family members with a hand-written letter that’s delivered via email. The email service with the fax-back feature enables two-way communication between campers and parents to reduce phone calls and alleviate any parent concerns.
- 2. Decrease Burden on Camp Staff.** With the right camper email service, daily emails are automatically filtered, sorted and delivered at a designated time of your choice alleviating any additional time commitment from your staff to handle the paperwork. Inbound emails are automatically sorted based on criteria you specify, such as cabin, bunk, group, or last name, to streamline distribution. You should look for an email service that filters for undesirable text, such as curse words or serious subject matters that are best not communicated via email. A camp email service provides personalized emails streamlined through one central database for easy access, filtering, sorting and delivery.
- 3. Generate More Value, and Revenues.** Bottom line, happy campers translate to happy parents—which in turn, translates to great referrals and an increase awareness and demand for your camp. Because parents pay to use the email service at their discretion, there is little cost for your camp, aside from ink and paper for printing. In addition, camps receive a revenue share on the email credits purchased by parents making offering email services one of the best investments for your camp.

Isn’t it time your camp started earning additional revenue while providing parents and campers with exceptional service that they expect? Provide your parents with peace of mind and easy access to communicate with their campers, all without burdening your staff with added paperwork or responsibilities. Generate new referrals and revenue with an easy-to-use, easy-to-manage camp email service—all while you keep your focus on your campers’ enjoyment. How’s that for a competitive edge?