

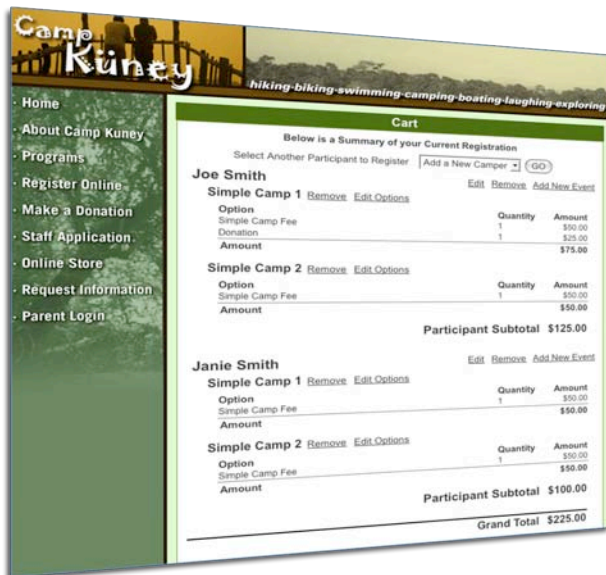


CHOOSING A CAMP SOFTWARE PARTNER: 8 KEY FEATURES

When selecting a software partner for your camp, it's important to consider your options carefully as the camp management software you choose will become a cornerstone to your camp's operational efficiency. So what features should you look for to determine the 'right' software for your camp?

1. Online Camp Registration and Payment Options

The ability to provide parents and participants with the convenience of registering when and where they want, 24 hours a day, is quickly becoming an expected convenience. Additionally, features like automated email confirmation receipts and auto-bill reminders provide timely communications that your camp families will certainly appreciate. The ideal camp software offers simple editing tools for use by non-technical staff so you can easily create customizable web registration forms that match the look and feel of your website.



2. Program Management

Easily manage program dates, capacities and locations; administer cabins, bunks, groups and activities; and add new programs quickly and easily to your custom online registration form. Your software solution should provide comprehensive program management, as well as custom reports, rosters, and statistics to streamline administration, and allow for seamless integration with online registration, forms, donations and payments.

3. Staff and Prospect Application Management

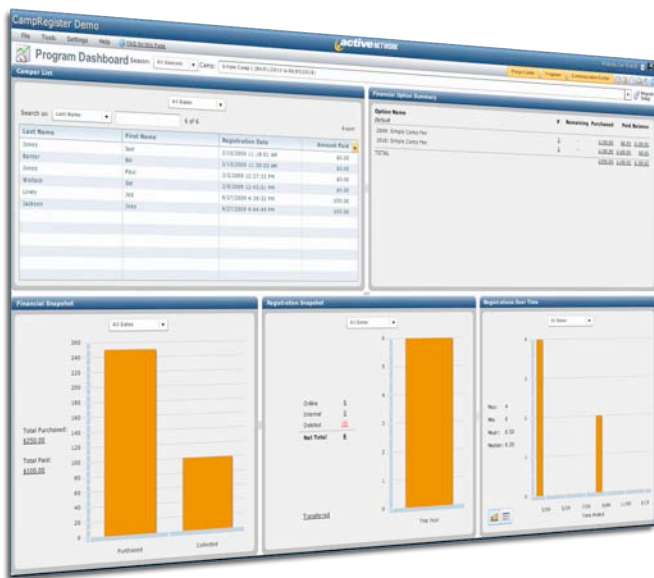
Easily manage staff and prospective information through a centralized database. Choose a camp software solution that allows prospective staff to apply online in a customizable application, tracks applicants and hiring statuses, schedules interview dates and times, and records interview notes and applicant history. Additionally, look for a system that recognizes when a new prospect registers and alerts staff to follow-up promptly.

4. Online Camper Accounts

Enhance customer service capabilities by enabling your camp families to securely process payments, view balances, and print statements and invoices online from the convenience of their home or office. Look for a camp management system that can readily accept credit cards, debit cards and electronic checks, as well as one that can apply discounts and coupon/promotion codes automatically without a lot of fuss.

5. Merchandise and Camp Store

Sell products and equipment during online registration and collect camp store deposits. To capitalize on additional revenue streams, look for a camp software system that accepts stand-alone sales, as well as sales during online registration. This will allow your camp to sell excess merchandise year-round. The software should also allow parents to put money toward a camp store account and record camp store purchase history, accessible through the online camper accounts.



6. Photo and Email Services

Value-added services like photos and emails connect parents and campers. Look for a software solution that allows your camp to easily upload photos to share with your campers and their family and friends. Next, look for an email service that streamlines the sending and receiving of letters between campers and their families without the need for additional staff resources.

7. Marketing Solutions

Increase registrations through targeted email offers, increased communications, effective online advertising, and participant rewards and incentives. Your camp software partner should be a marketing partner that will assist you in maximizing the success of your online registration to drive participation, retention and referrals.

8. Additional Bonus Features

Look for a camp software partner that does more than just registrations; look for a technology partner that can offer a wide variety of solutions to grow as your camp needs grow, from online donations and conference center registrations to custom website design and web content management tools.

Ideally, you should select a comprehensive solution partner that streamlines all aspects of your administration, offers you the ability to view and analyze participant and revenue data, delivers real-time reports for efficient accounting, and increases camper sign-ups and retention through effective marketing and increased communication. When it comes to taking care of your campers and best serving their needs, don't settle for anything less.

Choosing the right camp software partner will increase camp efficiencies. For more information on Active Network's powerful camp features visit www.CampRegister.com.



Learn how to manage your camp registration with ease.

Schedule a Needs Analysis today

Or call 877.996.2267 x1.