

3 WAYS YOUR CAMP CAN BUILD LOYALTY, REFERRALS AND REVENUE

1. Offer Payment Plans

Offer parents the ability to pay for your camp programs over an extended period of time. This will make it easier for families to register earlier, while allowing sufficient time to budget appropriately.

2. Offer Special Discounts

Provide your veteran camp families with early bird, multi-sibling or "bring a friend" discounts. Rewarding your repeat campers with a discount, in addition to providing a great camp experience, is a sure-fire way to build loyalty and referrals for your camp programs.

3. Offer Registration Earlier

Provide your camp families the opportunity to sign up for next summer's programs when their child's excitement is at its peak. Not only are you able to generate/distribute your revenue over the off-season, you are also collecting data earlier for your own budgeting/forecasting purposes, allowing you to make timely strategic investments and business decisions.

With Active Network's camp registration solutions, you can easily automate your payment plans to offer parents up to 12 months to pay in full, as well as easily process discount codes to recognize returning camp families and build referrals. For more information on Active Network's powerful features, visit www.CampRegister.com.



Contact us today

to learn how to automate payment plans.