

Camps Resolutions for the New Year - the buck stops **HERE!**

Whether large or small, day or overnight, no camp escapes the challenge to stretch budgets to yield the greatest overall impact towards your camps mission. To this end, camps rely on the talent and resourcefulness of their staff—as they should—and strive to perfect tried-and-true processes season after season.

The biggest challenge your camp may face is overlooking how best to introduce and leverage technology. If your camp is committed to investing in long term growth, camp management technology is a key area that can affect your level of service, responsiveness, competitive position and ability to grown your camp programs successfully year after year. Change is hard—which is why our new year's resolutions can be tough to accomplish. Break down and address each of the four steps:

1. Awareness/Acknowledgement: First, your camp staff and board have to be willing to entertain an open mind and you may have to be ready to refute the old adage "if it's not broken don't fix it." The question to ask is not "what's broken" but rather "where can we improve."

2. Information/Review: How much did you spend last year on marketing and promotion? What was the cost per new camper? Where was the most money invested and did it yield the greatest results? Where could your camp reallocate funds to yield even better results and impact to the bottom line?

These are powerful yet simple questions—however, even if your camp management system provides you with the data, your camp must be willing to review and analyze the information to glean where and how even small changes could add up to make a big impact.

3. Setting Goals: A word to the wise: "a goal not written down is merely a wish." Not sure how best to get started? If you don't have a mission statement, start there first as a unified vision is important for any organization. Next, create or update your camp's SWOT (Strengths, Weakness, Opportunities and Threats) analysis. Ideally, involve your board, staff, and others stakeholders in the process. Next, you're ready to define the top 3-10 SMART goals (Specific, Measurable, Action-Oriented, Realistic and Timely).

4. Action Plan: "Planning without action is futile; action without planning is fatal." Your action plan is your roadmap to success and where you break each goal down into manageable projects. This is literally where you define the "who, what, when and how" for each project. Your action plan defines expectations, accountability, required resources and allows you to monitor your progress an ultimate success towards each define goal.

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PROMOTIONAL/PRINTING COSTS – Hard Costs

How many:

- Program catalogs or full color brochures are printed annually?
- Brochures/flyers mailed annually?
- Registration and confirmation packets mailed annually?
- Waiver /medial release forms and follow up mailings sent each season?
- Stationary/forms/printing supplies (e.g. registration forms, ink cartridges, mailing supplies)?

REGISTRATION/STAFF COSTS – Soft Costs

Indicate the hours spent weekly handling:

- Fielding inbound calls, questions and registration follow up?
- Manually entering registration data into a spreadsheet or software program?
- Deposit/account reconciliation?
- Pay reminders and collection follow up?
- Spent tracking down balance due

Each dollar spent here can not be spent there—and every hour spent doing this can not be spent doing another task. Bottom line—finding ways to streamline, automate and better leverage your limited resources allows you to save time and money on administrative tasks so that you can spend that time where it can make a better impact toward your camp mission.



Schedule a demo today!