



Staff

## ONLINE REGISTRATION: 5 SOFTWARE FEATURES FOR ONLINE SUCCESS

*If you're still using paper mail-in registration forms, it may be time to reconsider given the convenience and overall efficiencies online registration provides both your camp families and your staff.*

*First, online camp registration empowers your camp families to complete the process when and where it's most convenient for them. Second, your registrants receive an automatic confirmation email as an electronic record of their transaction. Third, you receive a confirmation of the registration in your database and all without any data entry required by your staff. Here are five key software features to look for in your online registration solution:*

### 1. "Invite a Friend" Marketing Tools

Peer-to-Peer marketing is cheap and extremely effective—others may call it Word-of-Mouth (WOM) advertising. No matter what you call it, make sure your online registration solution has the ability to allow your registrants to "Invite a Friend" during the registration process. The tool should automatically send a personalized email to the invitee notifying him or her that the inviter has registered for your camp programs and is sending this personal invite to join in on the fun. The email invite should always include a link directly to the registration form to make it easy and compelling for the invitee to sign-up right then and there.

### 2. Customizable Camp Registration Forms

Look for a solution that offers customizable registration forms to match the look and feel of your camp's website. Your camp registration form should be readily available on your site, so consistent branding is important. Also look for a provider with an unlimited number of online camp forms for everything from camp registrations and staff applications, to volunteer background checks, surveys, and more. Collect and manage each of your customized forms in a single camp management system to streamline administration.

### 3. Automatic Confirmation Emails.

Provide customers a sense of security and reliability with automatic confirmation email receipts customized by your camp. Once a camper is registered, your registration software should automatically and immediately generate a confirmation receipt to be sent to the registrant, including all of the registration and bring-list information that you would normally include in a confirmation packet. This allows registrants to feel comfortable that their registration was successfully

processed, while saving you time and money on typing, printing and mailing confirmations.

### 4. Centralized Database Integration.

Expect seamless integration of your online registration data with your camp management software. Once a camper is registered via your customized online form, the data should automatically update your centralized database to reflect the new registration and to record the payment in real-time.

### 5. Email Communication Tools.

Look for an online registration solution that offers built-in HTML and text email tools that allow you to create and schedule professional emails, including reminders and birthday wishes, as well as one that offers filtering tools to easily segment your database and send targeted messages by age group, programs, participation levels, etc.

**Choosing the right online camp registration solution will increase camp efficiencies, reduce heavy staff workloads, increase registrations and improve your customer service capabilities. For more information on Active Network's powerful camp features, visit [www.CampRegister.com](http://www.CampRegister.com).**



## Contact us today

and we can tell you more about online registration and how it will transform the way you run your camp