

# Ways to Keep Registration Up Year Round

Whether your camp is large or small, effective marketing is key for any camp to successfully grow and prosper over the long run. The top four tactical reasons camps spend dollars on marketing and promotion is to:

- ▶ **Raise awareness** about the camp's mission, programs, and availability
- ▶ **Create interest** and desire to experience its programs
- ▶ **Drive desired actions**, such as requesting additional information, registering or making a donation
- ▶ **Build lasting relationships and referrals**

*"[Active Network] has absolutely translated to additional revenues for Ferncliff. I'm much more involved in registrations now than ever before. We used to fly by the seat of our pants when it came to marketing. Since I can now monitor registrations daily, I can beef up marketing efforts for a specific camp if needed, understand which programs are the most popular, and even make fast and informed decisions about adding another camp session at the last minute."*



## Contact us today

to learn how you can generate registrations all year long. Call 877.996.2267 x1.