

## **Strategic Camps Checklist: Simple Changes to Impact Your Bottom Line**

Regardless of your camp size, your camp management software can be instrumental in improving operational efficiencies and profitability in four strategic areas:

1. Improved Cash Flow
  - Open and promote registration earlier
  - Offer flexible payment options and discounts for early registration
  - Seek online donations during registration
  - Utilize auto-bill feature to collect account balances
2. Cut Unnecessary Expenses
  - Use online registration to cut data entry hours and related expenses associated with mail-in registration forms
  - Increase your marketing efficiency by tracking referral sources and investing your marketing dollars accordingly
  - Send automated email confirmations and welcome packets (PDF files) online to eliminate hefty printing and postage costs
3. Build Retention
  - Use your camp management system to create an automated prospecting process to drive next season's enrollment
  - Include a link to your Prospect/Inquiry Form on all outbound communications to campers, alumni and prospects
  - Nurture relationships by using the auto-birthday email feature to send personalized messages throughout the year
  - Encourage referrals with Invite a Friend technology
4. Identify New Revenue Opportunities
  - Consider commissioned-based Photo, Video, and Email services
  - Build an integrated online/offline donation program
  - Extend day camp offerings with Pre-Care and After-Care options
  - Transition to a non-refundable or sliding fee for cancellations



**Contact us today**

to help make changes to your bottom line.  
Call 877.996.2267 x1.