



Are You Camp Ready?



ClassForKids[®]

As we approach the Easter holidays, it's a great opportunity for those of you who can operate outdoors to kickstart your camps! And, it's the perfect injection your cash flow is crying out for.

Parents are eager to book their children into classes, but they are moving cautiously, so reassuring them of safety and value will be crucial in securing interest and bookings.

Looking for tips to **market your camps effectively to convert interest to secure bookings?**

Ready to refresh and **implement safety measures?**

And most importantly, how do you **communicate with customers** to see them return and improve your processes?

Let's find out...

Step 1 :

Marketing Your Camps with Success

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Facebook Ads

The most obvious place to start your advertising is Facebook. You may already use your Facebook page to share information about your classes and camps, but do you run Facebook ads to attract and engage with new customers? Here are 3 things to consider to constructing the perfect ad:

1. Get your ad copy right. Always include a hook to grab attention, an offer customers can't resist (like an early bird offer) and a clear call-to-action.

2. Make sure your ad creative (images or video) POPS on your customer's timeline. Use real examples of your classes, use bold colours like yellow and include a call-to-action.

3. Connect with your customers on Facebook too! Ask them to leave reviews, reply to comments and make sure to respond to messages.

I'm Ready to Perfect my Facebook Ads

Schools and Nurseries

If you're already part of a school or nursery programme, why not speak to them about offering support during the holidays?

And if you're not already operating in schools or nurseries, why not spend time thinking about how you could do this? They're a great source of expanding your business! Kids often enjoy lessons so much that parents are willing to sign them up to classes outwith the nursery/school setting.

Putting the time and effort in now will mean you reap the rewards later.

Current Customers

Don't forget about your current customers! Sure, camps are a great way to attract new ones, but your existing customers are equally, if not more important.

Spend time advertising camps to them via email and put out organic posts on your Facebook Page. Engage with them by responding to queries or comments, and remind them of the value you offer!

Chances are your customers are **THRILLED** to see you come back, but to further entice them, why not provide a limited time offer to fill your camps up faster?

TIP: Use your current customers as a source of advertising. Ask them to leave review and share these on Facebook!

Step 2 :

Implementing Safety Measures

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Reduce Camp Size

Camp numbers should be kept in line with guidance and groups should be kept together at all times.

You may wish to prioritise camps for older age groups as they will be better able to practice social distancing.

Take Online Bookings & Payments

The government are actively promoting online payments, so now's the time to ditch cash!

Taking online payments will make your life easier - we guarantee it! With payment upfront, you'll no longer spend hours chasing payments, and you'll avoid the parents that simply 'reserve' a space and later change their mind.

Cleaning Processes

You will want to be sure that all surfaces, equipment, and props coming into contact with you and customers is disinfected. Any equipment that is shared should be set aside after cleaning for at least 48 hours (72 if plastic).

Having hand sanitiser gel on entry or suggesting that parents bring their own props will give them peace of mind.

Use a Booking System

If you don't already have a booking system, now's the time to invest in one. Aside from making your payment and booking process easier for you and your customers, a good booking system will help you with so much more!

The **ClassForKids** booking system will help you with important things like online registers, online payments and bookings, tracking medical information and emergency contact details.

You'll sleep easy knowing everything is stored in one place!

Strict Criteria for Safety

Make sure your risk assessments are up to date! Check government guideline to see if PPE is required at activity camps. If this is the case, be mindful of children's feelings towards this. Some may feel anxious or unsure, so have something fun, on brand and easy to use.

You may also want to implement temperature checks and rules around what can be brought to class.

[Grab My Free Risk Assessment](#)

[See Solution](#)

Step 3 :

**Communicate
Consistently**

Communicate Consistently

Communication Before Camps

Be upfront with customers about what has changed (structure or hygiene measures) so they know what to expect when attending. Parents can also communicate new measures to their children so they are able to adapt more easily. Simple communication can go a long way to smoothing out any issues.

Build Relationships

Great customer service is essential, and that will never change. Keeping in touch with parents with regular updates and upcoming plans is a great way to boost your retention rates! If you have a term of classes coming up just after camp, reach out a few days later. Take the opportunity to give the camp attendees a special offer; this could be a discount, free trial or 'bring a friend' offer.

Communication at Camp

Reinforce any rules and ensure children and parents understand what you're doing, and why you're doing it. Have a clear process in place for people to raise any concerns or suggest new ideas that might be helpful. Parents will fully appreciate you are trying to ensure their child's safety, so they should be receptive to your changes.

Feedback Matters

And if you can't convert some of your camp customers to term bookings, ask for feedback. This can help you improve processes and your camp programme. Going above and beyond will ultimately strengthen your values and people's perception of your business too.

The background features a series of overlapping, semi-transparent blue circles of varying shades, creating a sense of depth and movement. A thick, light blue horizontal bar cuts across the middle of the image, partially overlapping the circles.

Camp Success Story

Camp Success Story

Munchkin Sports

Focused on coaching rugby, football and other multi-sport activities, Munchkin Sports have been in business for nearly 10 years. While weekend and after school activities form a large part of their income, camps are a great way for the club to generate extra cash flow throughout the year.

Munchkins continually remind their customers of the value their camps offer, and actively promote this to on social media to generate interest. Anything that you offer should be mapped out clearly to make it as easy as possible for your customers to get involved in.

Because Munchkins do this so well, **they generate 2x more income on camps. And in lockdown, they generated over £45k during their Easter camps!**

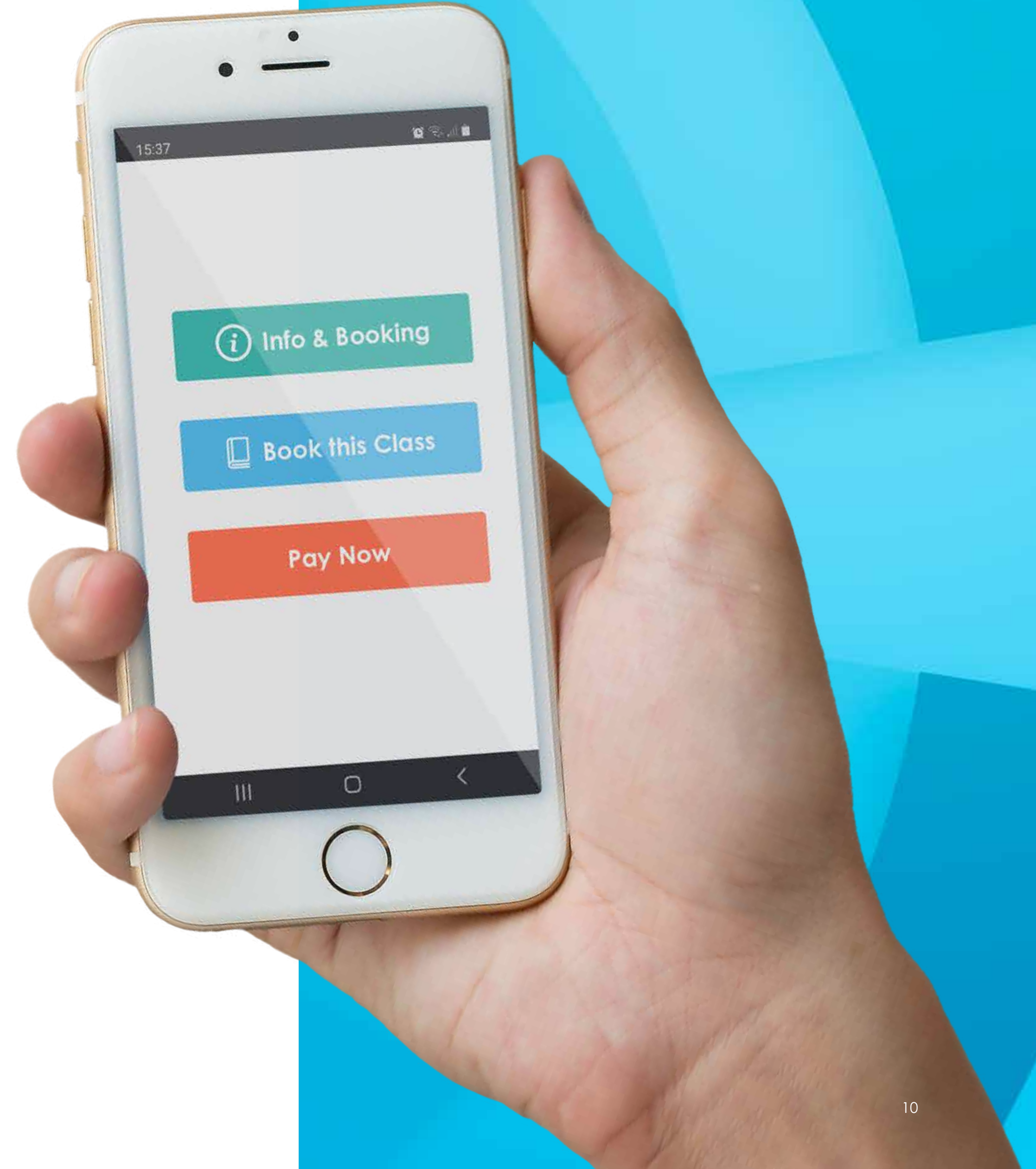
[Check out Munchkin Sports Here](#)



...but what are their key ingredients to success?

- Parents can pay and book for classes in 3 steps online. Munchkins know their customers are busy, so they've adapted their process to suit.
- Registers, medical information and emergency contact details are accessible to all coaches at the touch of a button. Less time is spent on gathering all of these details as they're stored in one place, and data is customer led, giving even more confidence!
- They reassure customers with clear policies and procedures. These measures show their customers are at the heart of what they do, but they also help protect the business.

[Access your Free Policy Guidance](#)



Key Takeaways

Marketing Your Camps with Success

- I'm using Facebook Ads to market my camp.
- I use a 'hook' in my ads (offers etc.) to attract attention.
- I use bold creative to stand out.
- I'm using my current partnerships/thinking of ways to engage with schools and nurseries in my local area.
- I'm engaging with my current customers and telling them about new things happening at my club!

Implementing Safety Measures

- My camp sizes are reduced and compliant with government guidance.
- I have an up-to-date risk assessment.
- My cleaning processes follow government guidance.
- I'm taking online bookings and payments.
- I'm using/considering using a booking system to improve my processes and to make things easier for my customers.

Communicate Consistently

- I communicate with my customers before camp to let them know what to expect.
- My communication at camp is clear and easy for children to understand.
- I continually review my customer service and look for ways to improve.
- I follow up with customers 2-3 days after camp (with an offer) to entice them to come to term classes.
- I ask for feedback from every customer to look at ways to improve my programme and processes.

Was this Helpful?

Want to know how to achieve long-term, sustainable growth for your football club? Great Get in touch with one of our friendly business coaches - they'd love to hear from you.

GET IN TOUCH



Before **ClassForKids**, we spent hours putting details into spreadsheets... How we managed to get it off the ground manually is beyond me.

Everything's changed with **ClassForKids**. We now have a direct booking link to our website, payments are taken online and the response to any queries is always fast and efficient."

- **Joe**, Munchkin Sports

