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Using the Web to Interact with Parents – Marketing, Registration, & Communication

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What is your website?

It's a marketing tool!

First point of contact for prospective parents
Gives you the ability to 'tell your story.'
Represents your camp

It's an administrative tool!

Provides information/resources
Offers online registration

It's a Communication tool!

Keeps parents connected
-- before, during, and after the summer



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How to Structure Your Site

Content

Use the Correct words (paint a picture)

Simple clean Navigation

Don't forget you have two Audiences

**Parents want to learn about tradition,
safety and structure**

Kids want to see fun, excitement

Good content should

help with search engine optimization



Marketing Site Content

Professional design Appropriate Content

About camp/Your mission

Activities & Facilities

FAQs

Rates & Dates

Camp Policies

Meet the Directors

Sample Schedule

Map of camp/Virtual tour

Contact information

Downloadable Forms

Rental Information

About the Staff

Information for Prospective Staff



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Communication Web Features



****Make sure your photos
are password-protected
and COPPA compliant**

Online Photo Gallery & Newsletter

- One-way window into camp
- Reduces calls and eases anxiety
- Creates word of mouth advertising
- Purchases on Mugs/T-shirts increases visibility
- Post text updates



One-Way E-mail

- Easily manage incoming messages
- Good "Sell" to anxious parents
- Generate Revenue
- Borders/photos/subscriptions

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Communication More Web Features

Return E-mails (w/o a Computer)

- Easily manage outgoing messages
- Good “Sell” to anxious parents
- Generate Revenue
- Has great “wow” factor



Podcasts/Blogs

- Readable newsletter (hear a voice)
- Blogs can be used for marketing or as a diary

Online Video

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Communication More Web Features

Alumni/Social Networking

Social networking—very popular

- MySpace claims 300,000 new profiles daily
- Facebook 7th most visited site
- Lots of risks—unauthorized use of camp name/logo

Impact on Camp

- Staff sharing email/screen names/profile info with campers (what level is appropriate)
- Campers/Staff starting blogs or groups about Your Camp
- They can be hurtful to other campers or portray a negative image of your Camp

More on Social Networking



What can you do?

-Educate Yourself

Search social networking sites and “Google” your prospective staff.

Offer an alternative Social Networking Site that is controlled and monitored by your camp

- Built by the Camp
- CampAlumni.com

Collect up to date Information

Let Alumni find each other in safe environment

Post real time bulletins, request donations

Cut back on mailings



Educate....

Educate staff

- Talk to them about your expectations and set a standard of low tolerance for inappropriate web content.

Educate Your Campers/Parents

- Talk to them about web content and ways to stay safe. Let them know what you expect of them during and after camp.
- Parents are your allies—create a letter educating on how to keep campers safe



Administration Online Registration

Basic

- Online form
- Information is e-mailed
- With or without payment

Basic with database

- Information goes into an online database
- Import directly into camper management
- No credit-card processing

Fully Integrated

- Goes right to your camper management
- Updates session availability
- Bills automatically

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Administration Key Terms

Web-based

Date resides on an Internet server
More secure
Dependent on Internet Connection

Query & Filter

Sorting through the data

Reports

Format that the data is output in
Invoices, Cabin Lists, Medical Reports





Administration

Why Online Registration

Saves Time

For you and your camp parents
No data entry
Instant information

Saves Money

Reduce mailings
Reduce staff time

Real-time data

For you and your camp parents
Work anywhere at anytime
Less confusion



Won't this cost a fortune?

Generate Revenue

- One-way e-mail
- Online Photos

Reduce Costs

- Online Registration
- Online Surveys
- Less Mailings in General

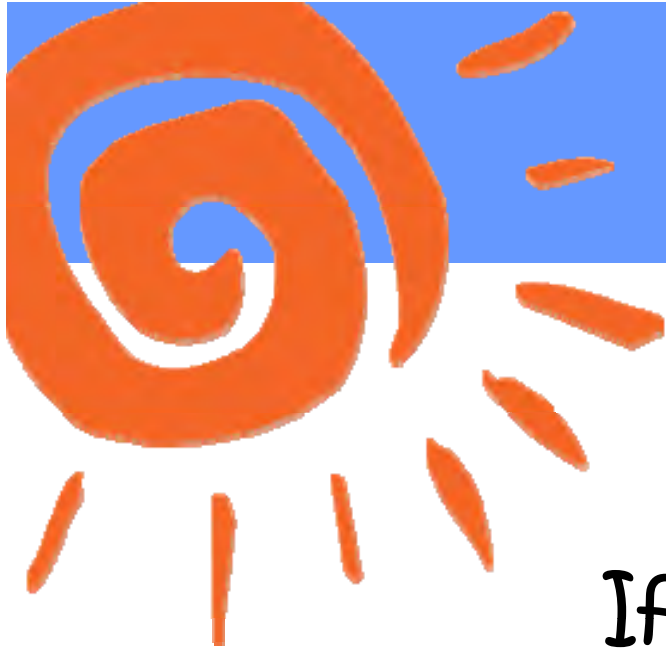
Build in Stages

- Start with adding features
- Then redesign/redevelop



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Questions?

If you have any comments or suggestions, please e-mail me at ed@bunk1.com or call us at 888-465-CAMP

Thank You For Your Time!!!

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