

BUILD YOUR BUSINESS:

8 Software Features For
Camp Growth



INTRODUCTION

Despite what your calendar may say, it's never too early to start thinking about making improvements to how you manage your camp! And there are two major areas to focus on when improving your camp — your day-to-day operations and your overall growth as a business.

While improving your day-to-day operations is crucial, especially for providing the very best experience possible to your campers, **monitoring and promoting the growth of your business is essential to continue to do what you love — making a difference in campers' lives — far into the future.**

You can't effectively build your business without the right tools, and that's where [camp management software comes](#) in. And at [CIRCUITREE](#), we know that the sooner you find the right camp management software with tools for business growth, the sooner you can increase your camp's reach, expand your operations, and take your camp to the next level.

So, while it might not yet be time to spring clean cabins or start stocking up on treats for the trading post, it's in your best interest to get started looking for your camp growth solution now.

This short guide will give you a leg up. In it, we'll go over the basics of growing your camp as a business, how a software solution can help, and the specific features you should shop for.

Ready to start thinking strategically about the big picture of your camp's future? Let's jump right in!



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CAMP GROWTH: THE BASICS

When you're working to grow your camp, you're taking action to improve your camp as a business. Effective growth looks different for every camp, but here are a few common areas that camp leaders focus on when growing their businesses:

- **Boosting revenue and profit:** More revenue equals more opportunities for everyone in your camp's community, from your staff to your campers. Part of being a smart camp leader and business leader is looking for ways to increase revenue and profit so you can provide more opportunities. There are a number of revenue generation strategies you might employ. For example, you could streamline your registration process to improve retention and drive future revenue. Or, to see a more immediate bump in profits, you could add an online store to your website to sell branded merchandise.
- **Improving marketing strategy:** It isn't enough to rely on word-of-mouth marketing to reach all of the potential campers who would love to be part of your next session. When building up their businesses, some camp leaders choose to focus on email, social media, and even SEO marketing to help their camp be more easily found by potential customers. And improved marketing drives acquisition and retention, both of which increase revenue.
- **Honing fundraising efforts:** For some camps, fundraising is a key part of the growth equation. You might brainstorm new fundraising campaigns, make online donation tools easier to use, or hone your donor recognition strategy. Each of these smart fundraising moves can help you expand your operations, whether you want to build a new lodge or provide scholarships to underprivileged campers.

Whatever growth area you currently want to focus your efforts on, you'll need the right tools to see meaningful progress, and you'll need to start as soon as possible.



WHY START PLANNING FOR GROWTH NOW?

You might be thinking, “These are definitely goals I want to tackle at some point, but I don’t really need to start thinking about this now, do I?”

The answer is yes, you certainly do!

Many camp leaders put off planning for business growth, usually for these two reasons:

- 1. Camp leaders don’t feel their business is big enough yet.** In reality, it is much easier to plan for sustainable and effective growth early on in the life of your business than later. Plus, investing in growth tools now will set you up for great success in the future as you build the habits and processes that consistently promote growth.
- 2. Camp leaders feel camp season is too far away to be thinking about general planning, let alone business strategy planning.** It’s easy to put off planning for camp in general until the summer months get closer, and it’s even easier to set aside your role as business owner or leader until then, too. But don’t make this mistake! Starting to think about your growth trajectory now will pay off as you’re not scrambling to think about business strategy and fun camp activities and registration and customer engagement all at once this summer. And, as we mentioned before, you’ll start to cultivate strong habits that will help you build and maintain business momentum.

You can start by selecting your business growth tools. In the next section, we’ll explore the benefits of using camp management software to encourage growth.



HOW CAMP MANAGEMENT SOFTWARE CAN HELP

It's one thing to plan for effective and sustainable growth, but it's another thing altogether to make that growth happen. **Just like a baker planning to bake a wedding cake or an amateur carpenter preparing to build a birdhouse, you'll need the right tools to bring your vision to life.**

For camp leaders, the most essential tool for growth will be camp management software. The right solution can help you manage your business growth strategy in effective and sustainable ways. Specifically, camp management software can help you:

- Better manage your day-to-day camp operations.
- Drive more revenue.
- Engage your current (and future!) customers.

The bottom line is that camp management software can help you manage all of these tasks in one place, keeping your goals top-of-mind so you can meet them and get back to enjoying camp alongside your campers.



SHOPPING FOR A SOLUTION: 8 CAMP GROWTH FEATURES TO LOOK FOR

At this point, you may be ready to invest in camp management software but unsure about what features you'll need to help scale up your business.

Here are eight camp growth features the CIRCUITREE team recommends for camp leaders who want management software that can help them meet long-term business goals:



- 1. POS System:** How you accept payments matters. Your customers want a fast, easy, and secure way to pay, whether they're registering their campers for multiple sessions or purchasing camp merchandise. And you and your staff want a system that can easily track inventory, accept all payment types, produce invoices, and match sales to camper accounts. Look for camp management software with a dedicated POS system that can help you manage all of the money flowing into your camp.
- 2. E-Commerce Capabilities:** Everyone loves to shop online, and your camp customers are no exception. Look for a management platform that offers e-commerce capabilities. This will allow you to create an online store on your camp website so you can sell camp merchandise — from socks to t-shirts to water bottles — before, during, and after camp.
- 3. Donation Portal:** Without a way to give, generous community members who care about your camp can't contribute to your efforts to provide a better experience for your campers. A management solution with an online donation portal can help you consistently pull in support, whether you're running an official campaign or simply opening your scholarship fund to donations year-round. The right solution can also help you generate reports, receipts, pledge reminders, and thank-you notes.
- 4. Membership and Recurring Payments Capabilities:** Management software that can help you offer memberships and recurring payments empowers you to retain current customers. Your campers' families will love being able to easily complete payments and registration through an easy-to-set-up membership account. As you remove the steps that can slow down these processes (like entering camper or credit card information), your camp will stand out to your customers, who will return to sign their campers up or buy your merchandise again and again.
- 5. Marketing Platform:** The right camp management software will help you spread the word about your camp far and wide with a [marketing platform](#). Look for a solution that offers easy branding and customization of all of your marketing materials, automatic email cadences, and camper prospecting tools that can help you plan a more targeted marketing strategy. These capabilities will help you connect with customers old and new, and guide them down the sales funnel.
- 6. Data-Driven Reports:** How can you know your business is growing if you can't measure that growth? Customizable reports and dashboards are a must-have in your management tool, as they can help you make data-driven decisions that will lead you to success with each of your growth goals.
- 7. Streamlined Hiring Tools:** You only want the best of the best working with your campers. With the right management platform, you can take the [staffing process](#) online and offer online job applications, send automated reference emails, and extend job offers electronically. Plus, the best solutions out there will help you evaluate your current staff with feedback from your campers and their families, so you know who to invite back for future seasons.
- 8. Customer Engagement Portal:** A happy customer is a returning customer. Keep your customers happy by providing them with an [engagement portal](#) through your management platform. Through this portal, customers will be able to complete camp registration, make secure payments, receive news and updates from camp leadership, and view photos and videos of their campers having a blast. Some of the best customer engagement portal features we've seen even offer camper communication options, which parents can use to stay in touch with their campers throughout their experience.

Each of these features can help your business grow in effective and sustainable ways, whether you're focusing on driving revenue, improving your marketing, or honing your fundraising.

OUR ALL-IN-ONE, CLOUD-BASED SOLUTION RECOMMENDATION THAT CAN HELP YOUR CAMP GROW: CIRCUITREE

CIRCUITREE offers all of these camp growth features — and more! At CIRCUITREE, we've been campers and camp leaders just like you, and we know the challenges of managing and building out the business side of a camp. That's why our solution is designed to help you manage all of your people, data, and processes in one place — so you can take your camp to new heights!



CONCLUSION

At CIRCUITREE, we believe that growing your camp doesn't happen by putting your business goals on the back burner. With our camp management software, you can meet your day-to-day challenges head-on and take control of your camp's future.

And even if camp is still weeks or months away, the best time to start thinking about your camp's future state is now! Use this guide to start making your goals and investing in growth-focused tools today.



ARE YOU READY TO START GROWING YOUR CAMP?

What are you waiting for? Get
started with **CIRCUITREE** today!



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