


plug and play marketing



Create a series of emails addressing specific audiences facing a time of transition. These emails could encourage campers who are now too old for camp to serve as summer staff or volunteers or invite middle-school campers to go to your camp's high-school experience.

■ by Bryant Malone

Win With Email

At this time of year, school is in full swing, stores are stocked with Christmas decor and summer has never felt further away. Your camp families are likely busy, distracted and have unfortunately come down from the mountain experience that is summer camp.

The reality is that next year's camp likely could not be further from the mind of the grown-ups attached to your campers. So how do we make sure parents don't forget about us? My solution: email. Here are three ways I believe will help you win with email during this off-season.

Overcome registration roadblocks

Every camp manages registration differently. But no matter when you allow campers to register for next summer, you will have families who see roadblocks to going to camp. For some families, it may be the uncertainty of dates that work for them. Others may be concerned about being able to afford camp. Map out email campaigns that address these roadblocks. Think about the issue families may face and write four to five emails that provide solutions for that family.

This may mean reminding them of the ability to transfer sessions if a date conflict comes up. It could mean telling them about scholarship opportunities for those who can't afford camp. It also never hurts to remind them that registering early is the best way to avoid the waitlist.

Communicate with specific audiences

Many people within your camp world may be moving into new seasons of their camp experience. Some of your campers may be aging out of a specific experience. Others may be moving into a new tribe or grade group. Sometimes they see the end of that season as the end of their camp experience. However, your camp may have more to offer them. Create a series of emails addressing specific audiences facing a time of transition. These emails could encourage campers who are now too old for camp to serve as summer staff or volunteers or invite middle-school campers to go to your camp's high-school experience. Help them understand the differences between the two and why they should look forward to their next experience.

Plan engaging and fun content

Chances are, you created and captured a lot of content during the camp season. While social media is one way to reshare these things to engage your families, repackaging media for email might get you more traction. No one wants to forget their epic summer, but life happens. Putting videos, photos and reminders about what campers learned could be the little ray of sunshine in their inbox they needed. ■



Bryant Malone serves as the camps marketing manager for the WinShape Foundation, a ministry created by Chick-fil-A founder S. Truett Cathy. After graduating with a master's degree in strategic communication from Liberty University, Bryant enjoys pursuing his passion of crafting marketing and communication strategies that move people to action.