

# CAMP REGISTRATION FORMS THAT WORK

OUR GUIDE TO THE IDEAL  
FORMS, FIELDS AND FLOWS



## FIRST IMPRESSIONS

*First impressions are important.*

*Most consumers are busy and stressed, and looking for the easiest way to do everything. Your registration form is one of the first signs that your camp will be a pleasure to work with, and not a hassle at every turn. If the process is overwhelming, repetitive or disorganized, they're starting off on the wrong foot.*

*Any form can get registrants into your camp, but **forms that work** streamline the process, reduce frustration and administrative time, and help build customer loyalty.*



## WHAT TO INCLUDE

Before you create your form, step through your entire registration process and program experience mentally to think about what you might need to know and how each step of the process will happen. Keep your form as short and simple as possible; don't include anything that isn't absolutely necessary. We recommend the following fields and flow:

## ABOUT YOUR CAMP

Make sure that finding your contact information is easy! Prominently adding the year in your header or footer can help you with administration, from year to year.

- Organization name
- Address
- Website
- Email
- Phone number(s)
- Fax number, if applicable

## ABOUT PARTICIPANTS & PARENTS

Standard fields to include:

- Date
- Camper's first and last name
- Camper's age and gender  Address, city, state, zip (no need for +4)
- Parent/guardian first and last name
- Email and phone number(s)
- Emergency contact information
- Space to ask about child's medical conditions, allergies, preferences, concerns, etc.\*
- Signature space for permission to use child's picture (state where images might be used\*)

\*You may put each of these permissions on separate waiver sheets. In a paper system, this can make it more difficult to quickly see where information may be missing for specific participants.

## ABOUT YOUR PROGRAM

In this section, participants will make their choices and tally their total payment due.

- Session options, as needed, such as:
  - + Camp name
  - + Season and session name
  - + Session description
  - + Cost
- Second choice(s), if needed
- Cost per session, space for total cost
- Notes about supplies needed, what to bring wear, what to bring, if applicable

## ABOUT REGISTRATION & PAYMENT

Information for parents:

- Deadlines and discounts (see page 3 for more details)
- Payment methods and instructions (whom to make check out to, how to make a credit card payment, if applicable)
- Notes about payment, registration, course assignments, such as:
  - + "Registration is accepted on a first-come, first-served basis"
  - + "Payment is due with registration"
  - + "You must pre-register to ensure space in a specific session"
- Notes about cancellation, second choices, refunds, waitlists, your right to cancel sessions with too-few registrants
- Statement of agreement (i.e. "I have fully read and agree to [Your Camp's] policies regarding registration, fees, refunds and cancellations.")
- Signature line (with choice to specify parent/guardian or camper, if over 18)

## FORM DESIGN

The main thing to remember about form design is that it should be simple, clean and uncluttered:

- Include your logo for brand recognition (and to break up an otherwise boring page).
- Leave plenty of white space.
- Use bolded headers and section dividers to prevent confusion and allow for easy searching for information.
- Leave plenty of room on each line for registrant information and make it clear where answers go. (It's irritating to squeeze answers into a tiny space or be unsure about whether answers go on the line above or below the questions.)

## DEADLINES & DISCOUNTS

It's important to make deadlines clear and easy to find.

Without deadlines, very few people will register until the last minute. Combining deadlines with discounts can help you manage registration flows *and* bring in more revenue:

- + **Early bird deadlines** can help you with planning and cash flow.
- + Offering **late entry deadlines** can fill capacities at a higher price rate.
- + You win both ways, as illustrated to the right.

### HOW MUCH TO DISCOUNT?

It can take some trial and error to find the right price points that will interest people enough to register early but won't undercut your budget. Plug your numbers into a table like ours to make sure you will benefit from your pricing strategy.

*"Our first-year registration set up was so difficult for us, we almost shut down the camp.*

*The next year, we tried an online system that was so confusing, we actually had parents turn away from the program. That hurts.*

*With Camp & Class Manager, our registrations and revenue went up 200% in one year, and we reduced time spent on customer service and technology issues by 15 hours per week."*

Ben Koch, M.Ed.  
 Co-Founder, Lead Inspirator  
 NuMinds Enrichment

## HERE'S HOW TIERED PRICING WORKS FOR YOU

Normal Scenario	Revenue
500 Registrations @ \$200	\$100,000
Tiered Pricing Scenario	Revenue
Early Bird – 75 Registrations @ \$175	\$ 13,125
Standard – 350 Registrations @ \$200	\$ 70,000
Late Entry – 75 Registrations @ \$250	\$ 18,750
<b>Total Revenue from Tiered Pricing</b>	<b>\$101,875</b>
<b>Net Increase from Tiered Pricing</b>	<b>\$ 1,875</b>

## FORM DELIVERY

Are you going to require registrants to hand-deliver or mail their forms? Will they have to fax them in or scan and email them? Be sure to give clear instructions.

### THE MODERN REGISTRATION FORM

For some registrants, having to print and fill out a paper form is an inconvenience.

#### More and more consumers prefer an online process that:

- + Works on their phone, tablet or computer
- + Can be done 24/7
- + Eliminates standing in line
- + Allows them to submit all waivers and payments, and even purchase supplies or gear in the same transaction

#### Such an online system would also allow YOU to:

- + Get real-time visibility into season or session status without manually searching through stacks of forms
- + Instantly know where revenue stands
- + Say good-bye to misplaced funds or forms
- + Reduce paperwork and manual payment processes
- + Send out mass, automated or targeted emails as needed.

## Ready to explore online registration?

# LEARN HOW

to make a better first impression with online registration.



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