

Camp Tour Checklist Results - Dec 2018

	Already doing it	Aspiration	Neither
1. Confirm the tour with your guests by sending a note that you're looking forward to their visit	78%	22%	0%
a. Tour schedule posted in office (when, where from) and guides	22%	44%	33%
b. Determine that they will be prepared to walk the camp – of if they prefer or require golf cart assistance	89%	0%	11%
c. When they arrive at camp, greet them like you knew they were coming and are thrilled to see them.	100%	0%	0%
2. A limited number of tour guides should be selected and trained in advance	78%	22%	0%
a. It need not be the camp director, but not a 16 year old either (Should be senior staff or above)	100%	0%	0%
b. The tour guide should be prepared for the tour:	100%	0%	0%
• If a recruitment tour, who is the family, where are they from, how old is the camper	100%	0%	0%
• If a donor cultivation tour, prepare to fully engage the visitor	67%	22%	11%
• If a solicitation tour, what is the solicitation for? Annual, Capital, Legacy or combination? How much is the ask to be for?	67%	22%	11%
c. Script written out and practiced by the tour guides	44%	56%	0%
• Identify in advance the three most important points about your camp you want this visitor to take with them when they leave	33%	56%	11%
• Includes description of the camp facilities	100%	0%	0%
• Includes discussion about “typical camp day” – especially drop-off or day 1	100%	0%	0%
• Be prepared to answer questions or get answers before they leave	100%	0%	0%
• Consider incentivizing the guides (competition for enrollments)	11%	56%	33%
d. Focus on the area of the camp the camper is most interested in	67%	22%	11%
• Talk activities and instruction directly to the camper	89%	11%	0%
• Talk facilities and daily schedule to the parents	89%	11%	0%
e. Guides should speak in the first person, and speak about what “moves” him/her about camp	100%	0%	0%
f. To the extent possible, avoid tours on days you know camp will be empty	89%	11%	0%
g. Given a choice, use a guide from the same town (or locale) as touring family	33%	44%	22%
3. Tour contents:			
a. Don't let your guests wander the camp by themselves. Be on the lookout for their arrival. Your camp security is on display.	100%	0%	0%
b. Make sure the tour route is pre-set and practiced	56%	22%	22%
• Map out a five to eight stop tour of the camp (visitors can only remember a limited number of spots). Prepare the key points to be stated at each stop (daily schedule, food service, medical services, Friday night services, etc.)	67%	11%	22%
• Make sure to include cabins, infirmary, dining hall, waterfront	89%	11%	0%
• There should be an alternate tour route for rainy days (provide umbrellas)	44%	33%	22%

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c. One (or more) bunks should be pre-selected for showing to the tour	67%	22%	11%
• Bunks for an entire week or one day of the week	44%	33%	22%
• Bunks are particularly “cleaned up”; campers’ towels hanging on the lines or on the porches are OK, garbage or clothes on the floor or ground are not OK	56%	33%	11%
d. For VIP tours, arrange for key people to be met at each stop	56%	44%	0%
e. Mid-tour pause for snack / etc. (especially for tours longer than 45 min or in hot weather)	33%	44%	22%
f. Avoid counselor lounge – families of campers don’t care and it sends a mixed message	89%	0%	0%
g. A bonus is for the tour group to “run into” or seek out campers from same town / school as prospective campers or donors	67%	33%	0%
• Set up at morning meal – campers told whose coming from what area	22%	56%	22%
• Have these campers join the tour for 5-10 minutes to help “sell” the family	44%	44%	11%
4. Activities to visit are pre-determined	78%	11%	11%
a. Kids are involved, not sitting around	67%	22%	11%
b. Include an indoor as well as an outdoor activity	67%	22%	11%
c. MUST include the waterfront	89%	0%	11%
5. Prospective camper given camp paraphernalia (get low-cost giveaway to hand out) as well as information about the camp – don’t let them leave empty handed.	56%	44%	0%
6. Make sure families know of any early sign-up cost incentives before they leave (without overtly applying pressure	78%	22%	0%
a. Discounts if they register before a given date	78%	11%	11%
b. One Happy Camper first time incentives (including PJ Goes to Camp)	89%	0%	11%
7. Follow-up contact within 48 hours (24 hours preferred)	67%	33%	0%
a. Tour guides should submit notes about the tour –what was said, areas of interest and areas of concern.	22%	78%	0%
b. E-mail thank you for coming – written note for solicitation visits: Be sure to answer any questions brought up on the tour or address concerns noted by the tour guide	56%	44%	0%
c. Phone call – any other questions and ask for feedback about the tour	33%	67%	0%
d. Ideal call to prospective camper families is from an ambassador parent in their town (offer incentives)	0%	100%	0%
e. Follow-up again later in summer (before decision is made) with any promotional details	44%	56%	0%