



Heads in Beds

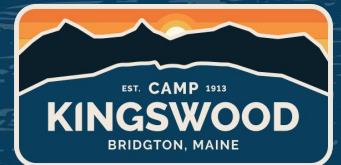
Action Steps to Fill Your Camp (With New Campers)

Jodi Sperling & Mitch Morgan
Owners & Directors
Camp Kingswood



Session Overview

- Kingswood By the Numbers
- Short-Term Acquisition Strategies
- Long-Term Acquisition Strategies
- Nurturing Leads
- Lessons Learned So Far
- Q&A



New Campers at Camp Kingswood

- December 2020, bought Kingswood with 170 campers enrolled
- Between January and June '21, brought in 141 total new campers
 - 27% increase in new campers from 2019
 - 40% of campers at Kingswood in 2021 were first-time campers
- So far for 2022, 146 first-time campers
- Projecting 15-20% new growth for Summer '22
- Business plan projects Kingswood to be at capacity by Summer '23



Short-Term Acquisition Strategies

Based on historical retention, **how many campers do you need, and in what age groups/sessions?**

Identify strongest markets & **best parents** in those markets

Identify 2-3 markets annually to grow, and **know why you picked them**



Short-Term Acquisition Strategies

Internal Referrals

- Camper Referral program
- Parent Ambassadors

External Referrals

- Referral Agencies
- Synagogues, Day Schools, and other Jewish organizational partners
- Secular partners
- Day camps & other feeders
- Year-round retreats and rental groups



Short-Term Acquisition Strategies

Inbound Leads

- Website
- Social Media
- Digital Advertising
- Mailing Lists
- Facebook Ads



Short-Term Acquisition Strategies

Getting Out There!

- Hosting Meet & Greet events
- Camp Fairs
- Community events
- In-Person and Virtual events
- Camp Guides
- Online parent groups



Short-Term Acquisition Strategies

One Team, One Voice

- E.g., does everyone answer the same when a parent asks “What’s Jewish about camp?”
- How do you ensure that when working remotely?

Hustle - be hungry for every new camper



Long-Term Acquisition Strategies

- Have a clear and shared vision of who you are and who you're not
- Reflect that brand and voice consistently
- Know the ideal demographics of your camp population
- Know your competition - cost, program & leadership
- Audit of your marketing materials
- Build a budget to support strategies



Nurturing Leads

- Who's the point of contact with new leads?
- Frequency of communication until registration
- Relationship-building & personal connection with new parents
- What happens after a new family registers?



Lessons Learned So Far

- Importance of clean and strong web presence
 - Summer content strategy
- Group vs. Individual recruitment of families
- One person leading the presentation
- Compensating around lack of in-person time



Lessons Learned So Far

- When to stay the course and when to be flexible
- When other camps zig, don't be afraid to zag
- Know your community and their needs
- Importance of follow-up after the first summer, even with those who were the happiest





Questions?

mitch@campkingswood.org

jodi@campkingswood.org

Thank you!



Reminder: Next Enrollment Webinar

Wednesday, April 27 at 12 PM Eastern

Hit the Ground Running for 2023: Marketing and Recruiting During Camp Season

Presenters: Beber Camp Team

