



Enrollment Webinar Series: Key Takeaways & Sharing Learnings

JCamp 180 Philosophy:

Core Elements of Recruitment & Retention



Key Learnings – Session I

- Families are signing up for a multi-year experience and community, not just a transactional fee-for-service
- Give your families the language to talk about the camp experience
- Know your attrition rate and what your goals are
- 3 components: generate leads, organize leads, and close the sale

Key Learnings – Session 2

- Find multiple ways to connect with families
- Own mistakes / miscommunication
- Onboarding Email Series
- Know yourself, know your customer
- Reframe the relationship: trust & comm
- Response time
- Unified answers

Key Learnings – Session 3

- Data makes us more efficient
- Using CRM data helps us understand our progress Y/Y
- Using google sheets & google forms, we can display and understand our data

Key Learnings – Session 4

- Understand what makes you unique
- Maximize your messaging to highlight your identity
- Have a few versions of your “who we are” statement based on your audience (and standardize across team)

Key Learnings – Session 5

- Camp requires firing on all cylinders- customer service, food service, program, etc. If you do this well, you will have high retention rates.
- Consistency in messaging between professionals (not identical, but consistent)
- Your ability to influence a camper retention decision is 90% at camp.
- Survey your campers, survey your families, adjust accordingly.
- Have an intentional camp intake process.

Key Learnings – Session 6

- Build your calendar around key dates
- Stay consistent and on-brand
- Consider the needs of your community
- Test & revise content, send times, etc