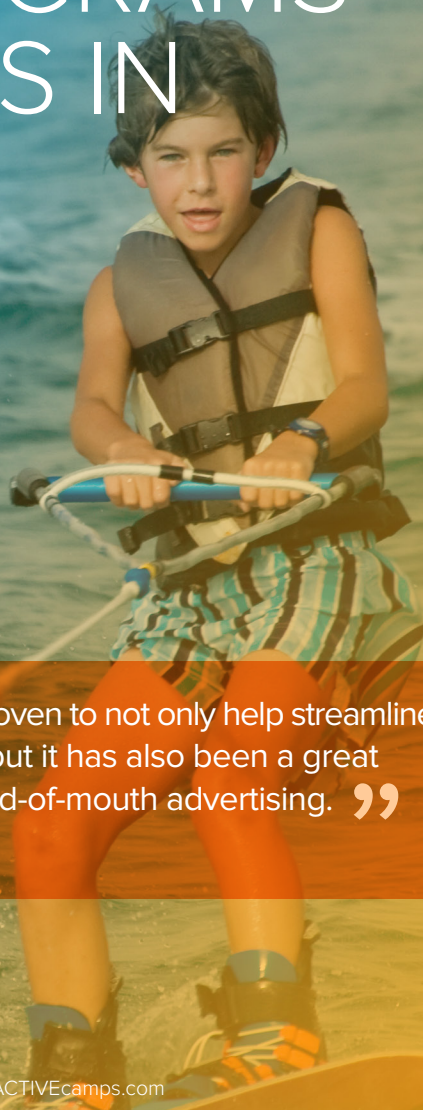


# 20% GROWTH IN CAMP PROGRAMS TWO YEARS IN A ROW



Sponsored by the Peninsula Family YMCA and held at SDSU/UCSD's Mission Bay Aquatic Center, The Watersports Camp offers day camps and high performance instructional programs in wakeboarding, waterskiing, surfing, windsurfing, sailing, kayaking and marine sciences.

#### CHALLENGES

- + Stagnant growth
- + Lost registrations

#### SOLUTION

- + Eliminate paper registrations
- + Accept online registrations and payments
- + Offer invite-a-friend feature

#### RESULT

- + Grew camp programs by 20% two years in a row



“ ACTIVE Network software has proven to not only help streamline our camp registration process, but it has also been a great tool in helping leverage our word-of-mouth advertising. ”

Kevin Waldick, Program Director

“ Over 1/3 of registrants “tell a friend” when signing up which has helped lead to double-digit growth each year since system implementation. ”

Kevin Waldick, Program Director

Learn more about ACTIVE Network Camp Management Solutions:

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**[ACTIVEcamps.com](http://ACTIVEcamps.com)**

*WHAT'S YOUR ACTIVE?*