

# 31 CAMP EMAIL TEMPLATES

Every Program Director Should Have on Hand

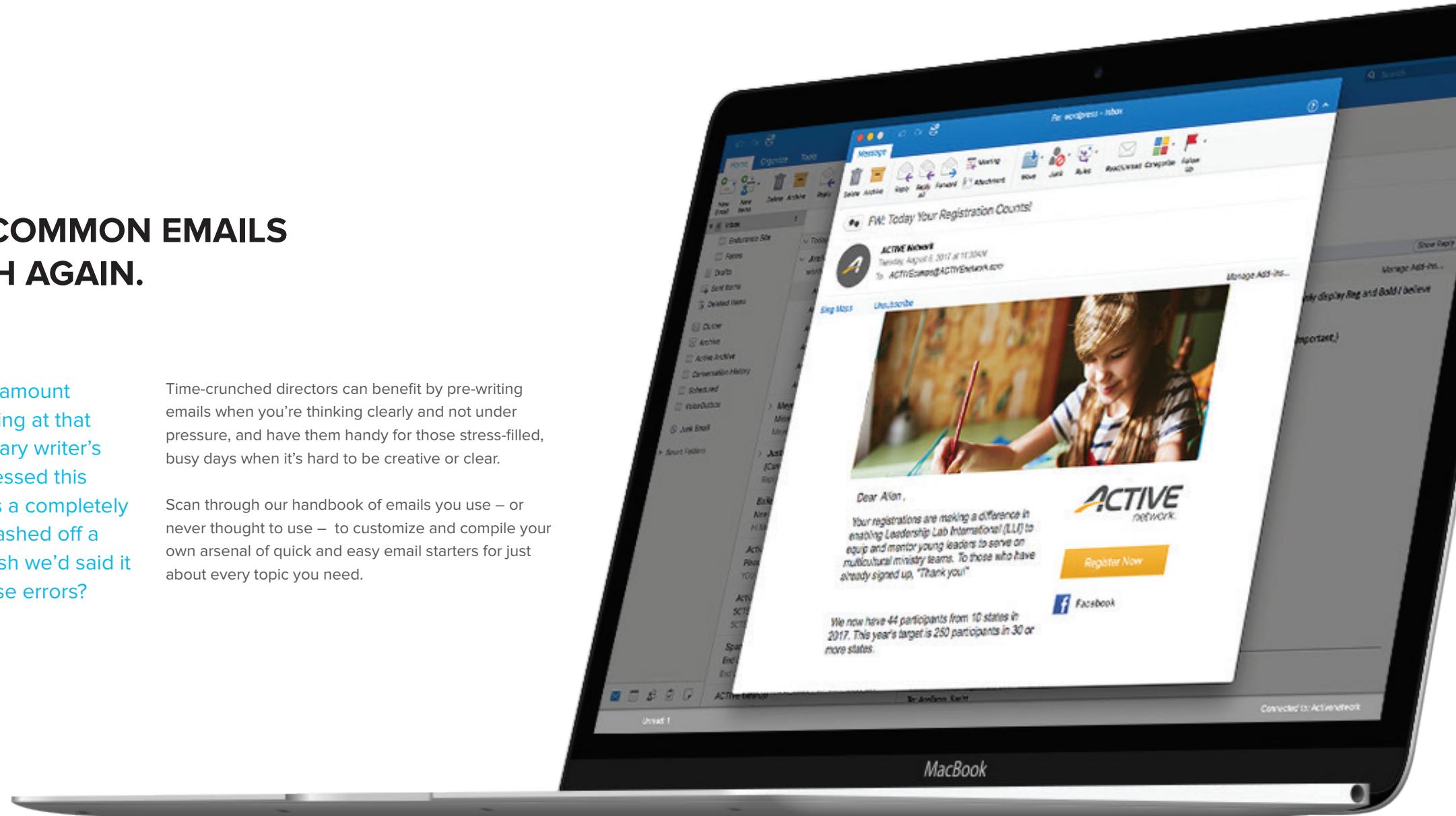


## NEVER START COMMON EMAILS FROM SCRATCH AGAIN.

We all spend an enormous amount of time drafting emails, staring at that blinking cursor with temporary writer's block, whether we've addressed this issue dozens of times or it's a completely new topic. Or who hasn't dashed off a reply on the fly and later wish we'd said it differently or corrected those errors?

Time-crunched directors can benefit by pre-writing emails when you're thinking clearly and not under pressure, and have them handy for those stress-filled, busy days when it's hard to be creative or clear.

Scan through our handbook of emails you use – or never thought to use – to customize and compile your own arsenal of quick and easy email starters for just about every topic you need.





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Quickly locate the email you need based on camp seasonality

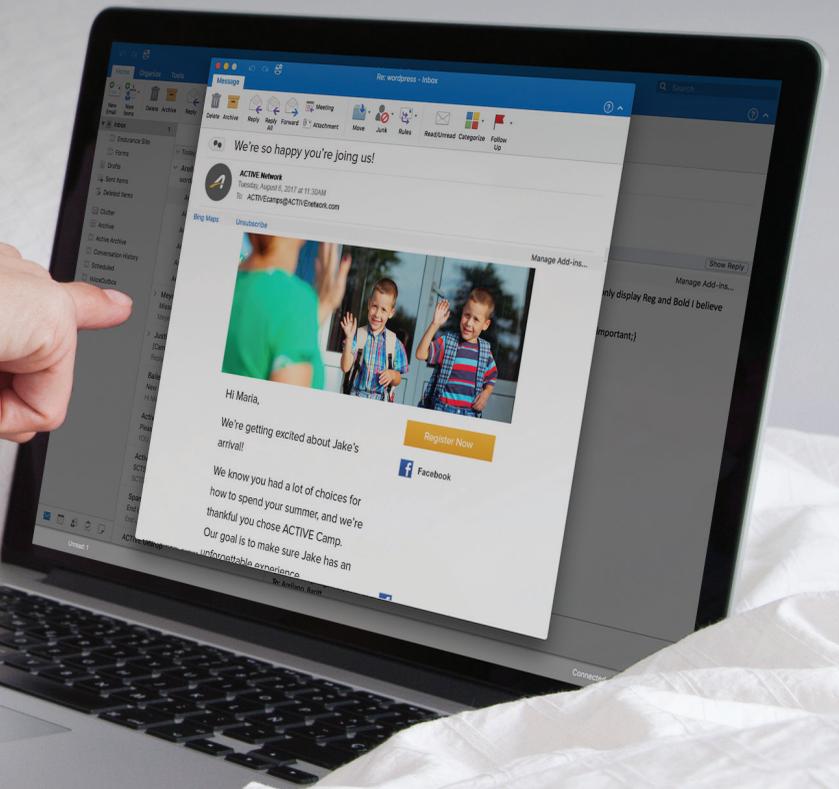
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# BEFORE CAMP

Emails for pre-season or session ramp-up.

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- 6 Cart Abandonment
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- 9 Thank You For Registering
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# FIRST CAMP SESSION

Your third or even eighth session is someone’s first week of camp. Help them feel welcomed and prepared before their arrival by acknowledging that. Build that anticipation by letting them know what fun is in store, and arm them with some practical info, too – like last-minute reminders and checklists.

<b>Email Type</b>	Scheduled
<b>Who to Send to</b>	Incoming Campers
<b>When to Send</b>	1 week before each session starts

## 1 Subject Line Starters

- + We’re so happy you’re joining us!
- + Welcome to your first week at [Camp Name]!
- + Now that you’re about to be here, we can get this party started!

## Tips

- + To minimize calls for easily accessible details, you may want to include links to packing lists, sign-in day information, schedules, maps, etc.

The screenshot shows an email template with the following elements:

- Subject Line:** "We're so happy you're joining us!" (Annotated with "1")
- Sender:** ACTIVE Network, Tuesday, August 6, 2017 at 11:30AM, To: ACTIVEcamps@ACTIVEnetwork.com
- Header:** Includes "Bing Maps", "Unsubscribe", and "Manage Add-ins..." links.
- Image:** A photo of two boys waving. An annotation points to this area: "Your own header image can be uploaded and placed here".
- Text:** "Hi Maria, We're getting excited about Jake's arrival! We know you had a lot of choices for how to spend your summer, and we're thankful you chose ACTIVE Camp. Our goal is to make sure Jake has an unforgettable experience. If you have any questions as we get closer to sign-in, just let me know. Here are a few details you may find helpful."
- Buttons:** "Register Now" (yellow) and "Facebook" (blue).
- Footer:** A large empty box with the text "Optional Add your own logo, icon or image here". An annotation points to this area: "Add your own footer image or logo here".



# CART ABANDONMENT

Cart abandonment occurs surprisingly often, usually due to surprise costs, too many fields or irritating tech issues. An automated email that reminds them to return could make a big difference if they were just interrupted.

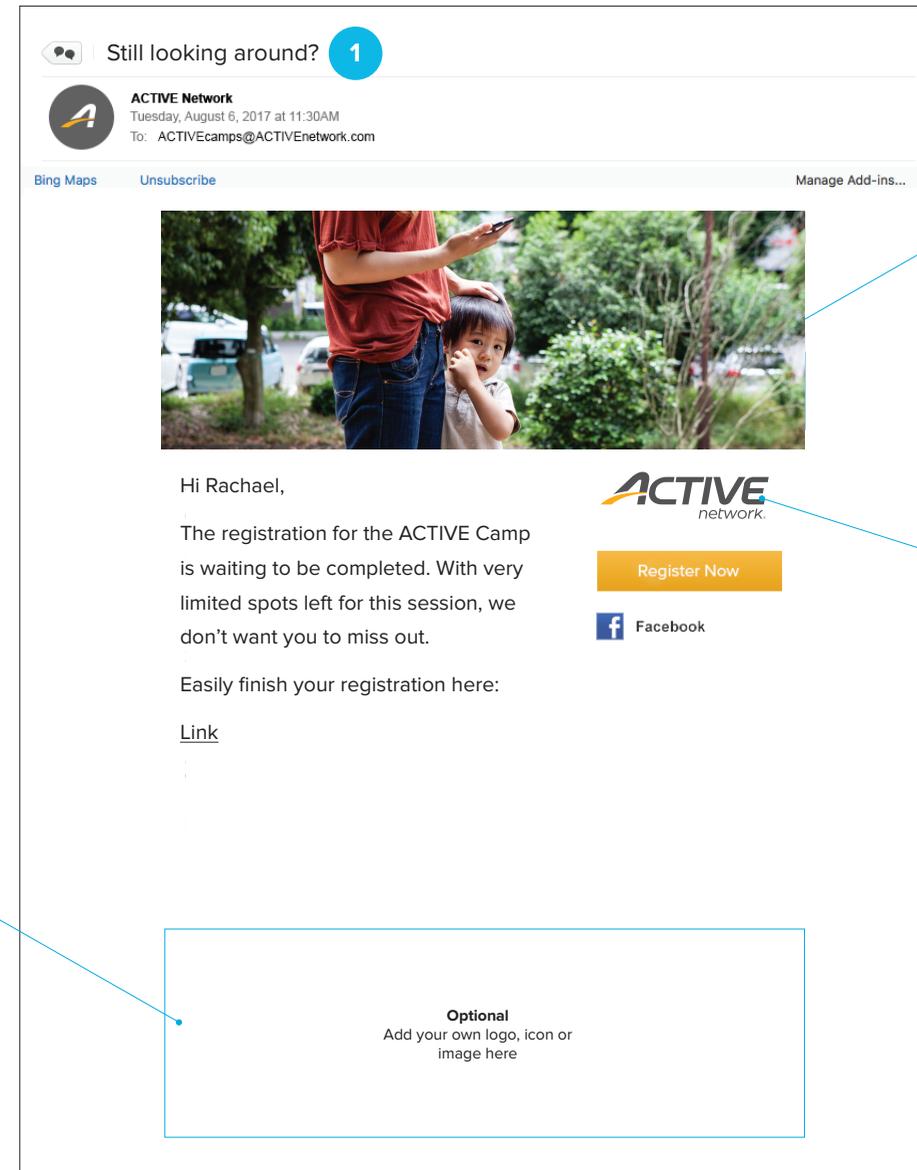
<b>Email Type</b>	Triggered
<b>Who to Send to</b>	Anyone who starts but does not complete a registration or merchandise form
<b>When to Send</b>	24 hours after abandonment

## 1 Subject Line Starters

- + Still looking around?
- + Did you forget something?
- + How can we help you with your registration?

### Tips

- + Keep it simple and remind them of what they're about to give up by not completing their registration
- + Offer incentives
- + Make it easy: Provide links for them to finish their registration



Your own header image can be uploaded and placed here

Add your own logo here

Add your own footer image or logo here



# EARLY BIRD/PRE-REGISTRATION

Early bird notifications are designed to create urgency and help you with planning and revenue flow. Some families plan their calendar a year or more in advance, so don't be afraid to set up and promote your season as early as the end of the last season to take advantage of both camp fever and in-person contact with parents.

<b>Email Type</b>	Scheduled
<b>Who to Send to</b>	Prospects
<b>When to Send</b>	As early as end of previous season or at least 6 months in advance

## 1 Subject Line Starters

- + It's time to register for [Camp Name]!
- + Early bird registration now open: Reserve your spot!

## Tips

- + Include the total cost after discount.
- + Add a former participant's testimonial.
- + Include a direct link to registration and social sharing buttons so they can tell their friends about their decision.

It's time to register for Camp ACTIVE! 1

**ACTIVE Network**  
Tuesday, August 6, 2017 at 11:30AM  
To: ACTIVEcamps@ACTIVEnetwork.com

[Bing Maps](#) [Unsubscribe](#) [Manage Add-ins...](#)



Hi Rachael,

As usual, we've opened registration early at a discount for those of you who like to set it, forget it – and save!

Take 15% off your registration for ACTIVE Camp when you register by October 12.

Spots are limited and we anticipate them filling quickly, so reserve your child's place now!



[Register Now](#)

 Facebook

**Optional**  
Add your own logo, icon or image here

Your own header image can be uploaded and placed here

Add your own logo here

Add your own footer image or logo here



# CAMP ALUMNI EARLY BIRD/ PRE-REGISTRATION

Don't treat your returners like your prospects. Create a separate early bird email that shows camp alum they're special and you value their business. They'll be even more excited if you share what's new and different this summer.

<b>Email Type</b>	Scheduled
<b>Who to Send to</b>	Former Registrants
<b>When to Send</b>	As early as end of previous season or at least 6 months in advance

## 1 Subject Line Starters

- + Come back for another fun summer!
- + Camp is better when you're here!

### Tips

- + Include the total cost after discount.
- + Add a favorite memory.
- + Include a direct link to registration and social sharing buttons.

To learn more about creating loyalty:

[Spring Fling or Summer Romance](#)

The screenshot shows an email template with the following elements:

- Subject Line:** "Come back for another fun summer!" (Annotated with "1")
- Header:** "ACTIVE Network" logo, date "Tuesday, August 6, 2017 at 11:30AM", and recipient "To: ACTIVEcamps@ACTIVEnetwork.com".
- Image:** A photo of a woman and a child at a camp. (Annotated with "Your own header image can be uploaded and placed here")
- Text:** "Hi Rachael, As one of our most valued campers, we're hoping to see you again this year. Take 15% off your registration for ACTIVE Camp when you register by October 12. In addition to old favorites like our annual bonfire, this year we'll also have canoing, hiking and tight ropes. We think Matt will love it! [Register here](#)"
- Buttons:** "Register Now" (orange) and "Facebook" (blue).
- Footer:** A large empty box labeled "Optional Add your own logo, icon or image here". (Annotated with "Add your own footer image or logo here")

# THANK YOU FOR REGISTERING

Set up your completed registration confirmation to send automatically. Provide all the specific camp details they'll need in order to reduce calls for more information.

<b>Email Type</b>	Triggered
<b>Who to Send to</b>	Registrants
<b>When to Send</b>	Upon registration completion

## 1 Subject Line Starters

+ You're signed up for [\[Camp Session\]](#)!

### Tips

+ Add social links with text that says, "Let your friends know your plans!"

Learn more about effective registration:

[Camp Registration Forms That Work](#)

🗨️ You're signed up for Camp ACTIVE! 1

**ACTIVE Network**  
 Tuesday, August 6, 2017 at 11:30AM  
 To: ACTIVEcamps@ACTIVEnetwork.com

[Bing Maps](#)   [Unsubscribe](#)   [Manage Add-ins...](#)

Hi Rachael,

Thank for registering for ACTIVE Camp! We can't wait to see you! This is going to be our best camp year ever! In the meantime, here are some details you'll need to know:

- + Each kid will get food daily
- + Each registrant will be able to do at least 3 activities a day
- + Memories will last a lifetime!

Register Now

Facebook

**Optional**  
Add your own logo, icon or image here

Your own header image can be uploaded and placed here

Add your own logo here

Add your own footer image or logo here

## GEAR UP FOR CAMP: MERCHANDISING

Selling camp gear is a great way to increase revenue. While parents may have seen merchandise at registration, they may not have been able to afford registration AND all the gear they were interested in at the same time. Give them another shot right before camp.

<b>Email Type</b>	Scheduled
<b>Who to Send to</b>	Registrants
<b>When to Send</b>	2 weeks prior to session

### 1 Subject Line Starters

- + Get geared up for camp!
- + New items now available in our camp store!
- + Don't miss out on the camp gear kids love!

Learn more about merchandising:  
[10 Merchandising Tips for Crushing Revenue Limitations](#)  
[Merchandising Featurette Video](#)

Get geared up for camp! 1

**ACTIVE Network**  
 Tuesday, August 6, 2017 at 11:30AM  
 To: ACTIVEcamps@ACTIVEnetwork.com

[Bing Maps](#)
[Unsubscribe](#)
[Manage Add-ins...](#)



Hi Rachael,

We're making one last call for gear orders before ACTIVE Camp starts in 2 weeks. We've got some fun items for the kids and some supplies that will make packing for camp easier, too!

Quantities may be limited when you and Jacob arrive, so click [here](#) to visit our camp store now.



Register Now

Facebook

**Optional**  
 Add your own logo, icon or image here

Your own header image can be uploaded and placed here

Add your own logo here

Add your own footer image or logo here

## NEW SESSIONS ADDED NOTIFICATION

If you're adding new sessions, congratulations! Not only will you need to let those individuals know who have requested new sessions, you'll want to fill them to the brim by letting anyone who is not already registered know about the additional capacity.

<b>Email Type</b>	Manual
<b>Who to Send to</b>	Waitlisters/Former registrants/Prospects
<b>When to Send</b>	Ad hoc

### 1 Subject Line Starters

- + Great news about new sessions at [Camp \_\_\_\_]!
- + Your patience has been rewarded! We made room for [Child's Name] at [Camp \_\_\_\_]
- + We've added new sessions!

### Tips

- + If customer has already registered, you can just say, "reply to this email and we'll confirm your spot."
- + Don't forget to add a button linking to the registration form.
- + Include a deadline so that you can move to the next person on the waitlist if your first recipients aren't interested.

Great news about new sessions at ACTIVE Camp!
1

**ACTIVE Network**  
 Tuesday, August 6, 2017 at 11:30AM  
 To: ACTIVEcamps@ACTIVEnetwork.com

Bing Maps
Unsubscribe
Manage Add-ins...

Good news, Michael,

Due to popular demand, we've opened up a new session you indicated you were interested in:

How to start a camp fire.

If you're still interested, click [here](#) to accept a spot by completing the registration form.

Register Now

Facebook

**Optional**  
Add your own logo, icon or image here

Your own header image can be uploaded and placed here

Add your own logo here

Add your own footer image or logo here



# LATE REGISTRATION: OPENINGS AND PRICING NOTIFICATION

It never hurts to make one last attempt to let prospects and former registrants know there's still time to sign up. You could charge a bit more for late registrations but if you really want to fill those spots, a BOGO or other discount could move someone who's on the fence.

<b>Email Type</b>	Scheduled
<b>Who to Send to</b>	Former registrants/Prospects
<b>When to Send</b>	2 weeks prior to session up to day before. (Nearly 80% of millennials don't register earlier than 3 months out).

- 1 Subject Line Starters**
- + It's not too late to sign up for camp!

**Tips**

- + Add a testimonial or a plug for the value of your camp for those who are sitting on the fence.

It's not too late to sign up for camp! **1**

**ACTIVE Network**  
Tuesday, August 6, 2017 at 11:30AM  
To: ACTIVEcamps@ACTIVEnetwork.com

[Bing Maps](#) [Unsubscribe](#) [Manage Add-ins...](#)



Good news, Michael,

Just a quick note to let you know we have a few spots left and we'd love to reserve one for you.

**ACTIVE network.**

[Register Now](#)

 Facebook

Click [here](#) to register.

**Optional**  
Add your own logo, icon or image here

Your own header image can be uploaded and placed here

Add your own logo here

Add your own footer image or logo here



# REMINDER TO COMPLETE FOLLOW-UP FORMS/RETURN WAIVERS

If you don't have an automated method of collecting waivers at check-in, you'll need to send out reminders as often as needed to make sure you get them all back.

<b>Email Type</b>	Scheduled
<b>Who to Send to</b>	Registrants
<b>When to Send</b>	As needed up to day before session start

## 1 Subject Line Starters

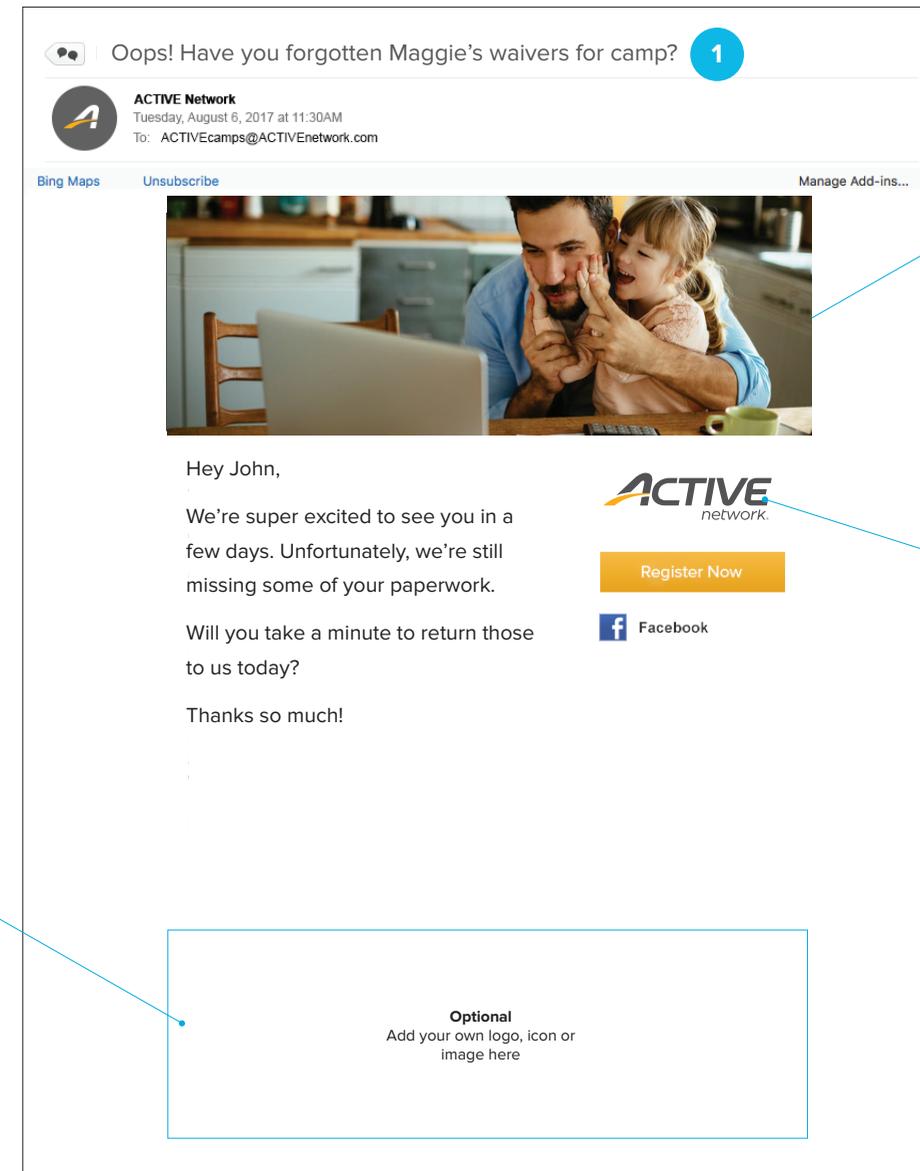
- + Oops! Have you forgotten [Child's Name] waivers for camp?
- + Reminder: We need [Child's Name] waivers for camp!
- + Urgent Reminder: We need [Child's Name] waivers for camp!

### Tips

- + Add in how easy it is to complete the paperwork electronically.
- + Include a link, if your management software has that feature.

To learn more about follow-up forms and return waivers, additional resources can be found here:

[Supplemental Forms Featurette Video](#)



Your own header image can be uploaded and placed here

Add your own logo here

Add your own footer image or logo here

# SCHOLARSHIP APPLICATIONS BEING ACCEPTED

Send your call for scholarship applicants not only to individuals but to organizations like local schools and churches.

<b>Email Type</b>	Scheduled
<b>Who to Send to</b>	Former registrants Former scholarship recipients Local schools, churches and charitable organizations
<b>When to Send</b>	Up to 6 months before to 1 month before season starts / Ad hoc

## 1 Subject Line Starters

- + Do you know a child who'd like to go to camp, but can't afford it?
- + We're accepting scholarship applications now for [Year/Camp Name or Session]!
- + We'd love to see you at [Camp Name] again in [Year].

## Tips

- + You'll want to create 3 versions of this email based on recipient category, because they'll all be distinctly different.

To learn more about scholarships:  
[Attracting Diversity With Scholarships](#)

☰ We'd love to see you at ACTIVE Camp again in 2018. 1

**ACTIVE Network**  
 Tuesday, August 6, 2017 at 11:30AM  
 To: ACTIVEcamps@ACTIVEnetwork.com

[Bing Maps](#)   [Unsubscribe](#)   [Manage Add-ins...](#)

Hey Shelley,

We're excited to once again offer scholarships to ACTIVE Camp. We believe deeply in the value of camp and it's our greatest pleasure to provide that experience to those who cannot afford it.

Last year, Melanie got a full ride, allowing her to learn how to ride horses, attend pottery classes & have the 'BEST SUMMER EVER!'

We'd love to see Melanie again!

[Register Now](#)

Facebook

**Optional**  
 Add your own logo, icon or image here

Your own header image can be uploaded and placed here

Add your own logo here

Add your own footer image or logo here



# SESSION CHANGE NOTIFICATION

Most kids have trouble with last-minute changes, sometimes even if the change is positive. Let parents know of any session changes that will impact them or their kids as soon as you can before they arrive at camp.

<b>Email Type</b>	Manual
<b>Who to Send to</b>	Registrants / Former registrants
<b>When to Send</b>	Ad hoc

## 1 Subject Line Starters

- + [Camp Name] update
- + News about your camp session
- + Just wanted to let you know about a change to your session

Add your own footer image or logo here

ACTIVE Camp update
1

**ACTIVE Network**  
 Tuesday, August 6, 2017 at 11:30AM  
 To: ACTIVEcamps@ACTIVEnetwork.com

[Bing Maps](#)   [Unsubscribe](#)   [Manage Add-ins...](#)



Hi Max,

In the interest of avoiding any last-minute surprises, we wanted to let you know as early as possible that the first day drop-off time has changed from 8AM to 9AM.



Register Now

Facebook

If you have any concerns, please feel free to reach out. We're happy to discuss this in person if you have questions.

**Optional**  
Add your own logo, icon or image here

Your own header image can be uploaded and placed here

Add your own logo here

## WAITLISTERS: “YOU’VE BEEN ADDED TO THE SESSION”

Waitlisted participants may not have waited around in hopes of a spot. Get back to them the minute there’s an opening, instructing them on how to confirm acceptance of their spot. You may have to send several of these to find someone still available, so your email template will come in handy!

<b>Email Type</b>	Manual
<b>Who to Send to</b>	Waitlisted participants
<b>When to Send</b>	Ad hoc

### 1 Subject Line Starters

- + Great news! A spot opened up for you!
- + No more waiting! The session you requested has an opening!

Add your own footer image or logo here

Great news! A spot opened up for you!
1

**ACTIVE Network**  
 Tuesday, August 6, 2017 at 11:30AM  
 To: ACTIVEcamps@ACTIVEnetwork.com

[Bing Maps](#)   [Unsubscribe](#)   [Manage Add-ins...](#)

Hi Lance,

We’re happy to let you know that a spot has opened up in the session you requested. We hope you’re still interesting in coming.

We’ll hold this spot for you until May 18. After that, we’ll have to release it to other interested campers. Click [Contact Us](#) to arrange for your registration by May 18!

[Register Now](#)

Facebook

**Optional**  
Add your own logo, icon or image here

Your own header image can be uploaded and placed here

Add your own logo here



# DURING CAMP

Emails for when you're in the thick of things.

- 18 Parent Engagement
- 19 Parent Notification: Child update
- 20 Parent Notification: How to reach us during session
- 21 Parent Mid-session Check-in
- 22 Parent Notification: General update
- 23 Last Camp Session



# PARENT ENGAGEMENT

Create a more memorable experience for the entire family and help parents with that almost universal experience: Asking “How was your day?” only to receive a shrug. Provide parents with enrichment questions, talking points about what kids are learning this week or even just an agenda of their child’s day to help them initiate great conversations.

<b>Email Type</b>	Manual
<b>Who to Send to</b>	Parent of current participant
<b>When to Send</b>	Ad hoc / daily

- 1 Subject Line Starters**
- + Your [Camp Name] Daily Dish
  - + Camp conversation starters for tonight

## Tips

- + Keep this as a simple email or make it into an abbreviated newsletter style.
- + This is a great place to send reminders about tomorrow (Swim day! Bring your suits!)

🗨️ Camp conversation starters for tonight
1

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**ACTIVE Network**  
 Tuesday, August 6, 2017 at 11:30AM  
 To: ACTIVEcamps@ACTIVEnetwork.com

[Bing Maps](#)
[Unsubscribe](#)
[Manage Add-ins...](#)

Hi Nicole,

Just a quick recap of our day at ACTIVE Camp:

Today we hiked half a mile to the lake where we then went off the slides and had a nice BBQ. We fished, learned how to start a bonfire and giggled while we ate s'mores.

We're looking forward to tomorrow's adventures!

Register Now

[Facebook](#)

**Optional**  
Add your own logo, icon or image here

Your own header image can be uploaded and placed here

Add your own logo here

Add your own footer image or logo here

## PARENT NOTIFICATION: CHILD UPDATE

The parent experience is often as important as the camper experience and increasingly a part of the camp director's job. While it's best not to advertise that you will frequently update parents about a child's welfare, if the child has special situations that you'll be monitoring anyway, it may be worth the extra effort to reassure parents on an agreed-upon cadence.

<b>Email Type</b>	Manual
<b>Who to Send to</b>	Specific parent
<b>When to Send</b>	Ad hoc

### 1 Subject Line Starters

- + Your requested update about [Child's Name]
- + Quick note about [Child's Name]

Quick note about Megan
1

**ACTIVE Network**  
 Tuesday, August 6, 2017 at 11:30AM  
 To: ACTIVEcamps@ACTIVEnetwork.com

[Bing Maps](#)
[Unsubscribe](#)
[Manage Add-ins...](#)

Hi Danielle,

You asked us to let you know how Megan was managing painting class.

There's no need to worry — she is doing great and her camp teacher even commended her painting today. I'm sure she can't wait to show you!

We'll let you know if there is any cause for concern.

Register Now

f
[Facebook](#)

**Optional**  
Add your own logo, icon or image here

Your own header image can be uploaded and placed here

Add your own logo here

Add your own footer image or logo here

# PARENT NOTIFICATION - HOW TO REACH US DURING SESSION

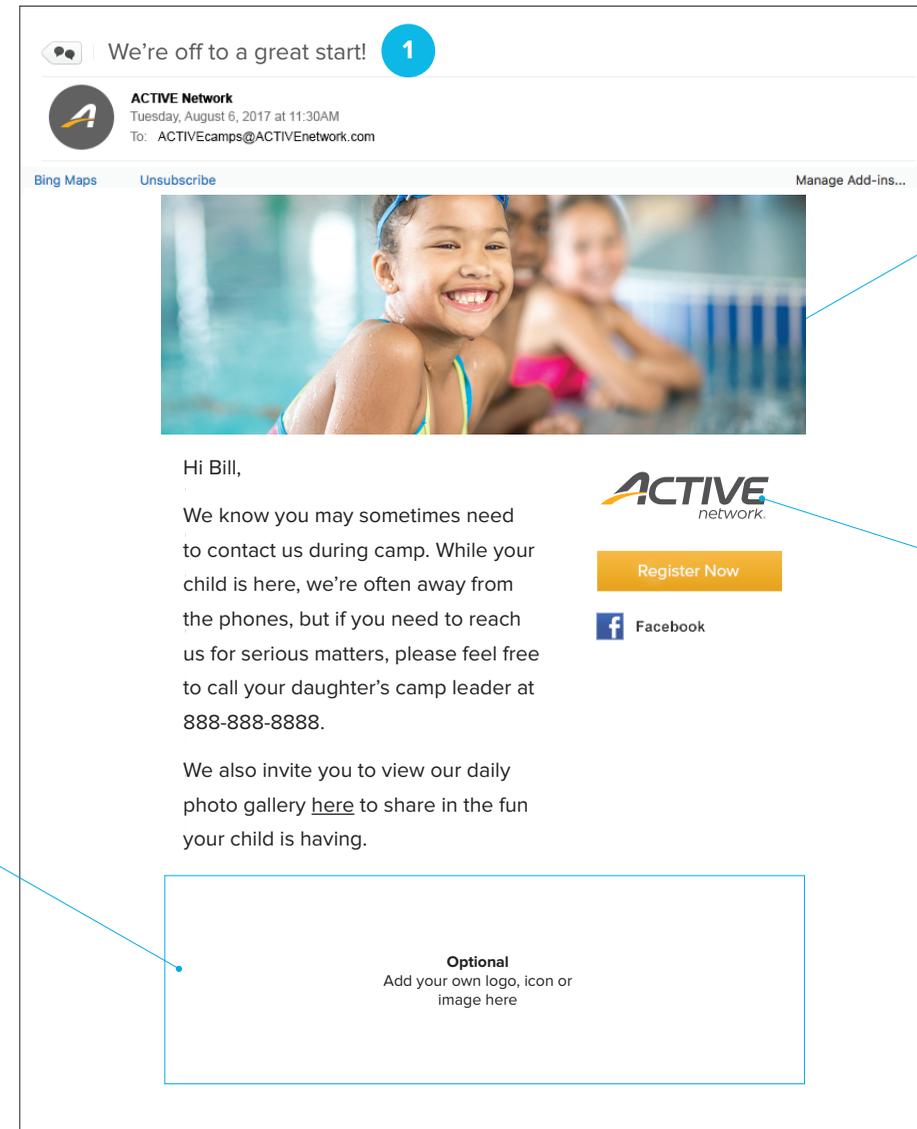
It can be hard for parents to let go during camp. Even if it's impossible to manage every concern and desire for contact, set expectations and provide information to reach you in an emergency. Or, if you have a daily recap of events or a photo gallery, this email could reduce their anxiety.

<b>Email Type</b>	Scheduled
<b>Who to Send to</b>	Registrants
<b>When to Send</b>	First Day

- 1 Subject Line Starters**
- + We're off to a great start!
  - + How to stay in touch this week
  - + First day camp information for you!

**Tips**

- + Customize to your personal protocols, including discouragement of speaking with their child.



Your own header image can be uploaded and placed here

Add your own logo here

Add your own footer image or logo here

## PARENT MID-SESSION CHECK-IN

Offer parents the opportunity to give you mid-week or mid-session feedback. While it's definitely important to survey customers at the end of their experience, a mid-point check-in allows you to correct poor customer experiences while there's still time. You'll retain more customers and probably get some of your best testimonials to boot!

<b>Email Type</b>	Manual
<b>Who to Send to</b>	All participants in attendance
<b>When to Send</b>	Ad hoc

### 1 Subject Line Starters

- + Just checking in
- + How's everything going this week?

Just checking in 1

**ACTIVE Network**  
 Tuesday, August 6, 2017 at 11:30AM  
 To: ACTIVEcamps@ACTIVEnetwork.com

[Bing Maps](#) [Unsubscribe](#) [Manage Add-ins...](#)

Hi Amber,

Your child's experience is important to us, so we just wanted to send a quick note to see if there's anything we need to know about in order to make Lincoln's time with us even better.

If you think of anything, just let us know.

**ACTIVE network.**

[Register Now](#)

[Facebook](#)

**Optional**  
 Add your own logo, icon or image here

Your own header image can be uploaded and placed here

Add your own logo here

Add your own footer image or logo here

## PARENT NOTIFICATION: GENERAL UPDATE

From time to time you may need to send a general update, specific to something like the weather/heat or just a mid-session “everything’s-going-great” message.

<b>Email Type</b>	Scheduled
<b>Who to Send to</b>	Registrants
<b>When to Send</b>	Mid-Session

### 1 Subject Line Starters

- + Just checking in
- + The rain won’t stop us today!
- + Forecast: 167 bottles of water expected to be drank today

The screenshot shows an email template for 'Just checking in' from ACTIVE Network. The email header includes the sender's name, date, and time. Below the header is a large image placeholder for a header image. The main body of the email contains a personalized greeting, a message about the camp's progress, and a call to action button labeled 'Register Now'. There is also a social media link for Facebook. At the bottom, there is a large rectangular area labeled 'Optional' for adding a footer image or logo. Annotations with arrows point to these specific areas: 'Your own header image can be uploaded and placed here' points to the header image; 'Add your own logo here' points to the 'ACTIVE network.' logo; and 'Add your own footer image or logo here' points to the optional footer area.

## LAST CAMP SESSION

If you have multiple sessions, create a ‘Thank You’ touchpoint after a family’s last week of camp. Above all, the message should make that family feel recognized and valued, and leave a lasting, positive impression of their experience with you.

<b>Email Type</b>	Scheduled
<b>Who to Send to</b>	Registrants
<b>When to Send</b>	Within 2 days of end of session

### 1 Subject Line Starters

- + Thanks for joining us this year!
- + We'll miss you!
- + Hope to see you next year!

### Tips

- + Your note can include an invitation to sign up for upcoming sessions.
- + Include a link to complete a survey.
- + A link to a camp ‘highlight reel’ and lessons learned at camp is a nice touch.

🗨️ We'll miss you!
1

**ACTIVE Network**  
 Tuesday, August 6, 2017 at 11:30AM  
 To: ACTIVEcamps@ACTIVEnetwork.com

[Bing Maps](#)
[Unsubscribe](#)
[Manage Add-ins...](#)

Hi Amanda,

We're sorry to say good bye to Nicholas. It's been so great having him.

To round out your ACTIVE Camp experience, here are a few items to explore:

[What we learned](#)

[Camp Photos](#)

If there's anything we can help you with, please let us know.

Register Now

Facebook

**Optional**  
Add your own logo, icon or image here

Add your own footer image or logo here

Your own header image can be uploaded and placed here

Add your own logo here

Add your own footer image or logo here



# AFTER CAMP

Emails to close the camp season loop and get a jump on next year.

- 25 Social review request
- 26 Survey request
- 27 Thank you/Sign up for next year
- 28 Last call for merchandise



## SOCIAL REVIEW REQUEST

Aside from personal recommendations, parents count online reviews among the most compelling factors when choosing activities for their kids. Make it a point to ask for social reviews following a positive customer service interaction.

<b>Email Type</b>	Manual
<b>Who to Send to</b>	All Session Participants
<b>When to Send</b>	Up to 2 weeks after session

### 1 Subject Line Starters

- + You have the power to make a better experience
- + Help us help you

### Tip

- + DON'T send out a mass email requesting reviews or set up a computer at your location for parents to complete reviews. Multiple reviews at once coming from the same IP address raise red flags for review sites like Google and Yelp.

To learn more about social review requests:

[How to Build a Raving Fan Base](#)

Help us help you 1

**ACTIVE Network**  
Tuesday, August 6, 2017 at 11:30AM  
To: ACTIVEcamps@ACTIVEnetwork.com

Bing Maps Unsubscribe Manage Add-ins...

Your own header image can be uploaded and placed here

Hi Leslie,

After speaking with you about your camp experience and reading your survey response, I wondered if you'd be willing to take a few minutes to post your feedback on [Facebook](#)?

Your opinion is valuable to us and we're indebted to you for your loyalty to ACTIVE Camp.

Thanks so much!

Register Now

Facebook

Add your own logo here

Optional  
Add your own logo, icon or image here

Add your own footer image or logo here

# SURVEY REQUEST

Surveys help you learn something you don't already know or validate a theory you have. They can also build loyalty if recipients believe you really care.

<b>Email Type</b>	Triggered
<b>Who to Send to</b>	All Session Participants
<b>When to Send</b>	Up to 2 weeks after session

## 1 Subject Line Starters

- + Your opinion matters to us
- + Quick request for your opinion

### Tips

- + Be sure to keep your survey short and sweet. Ask only 1-5 questions so you can keep the response time to a minute or so, unless you're offering an incentive.
- + Never send a survey to a customer you know is unhappy - communicate personally with those individuals.

To learn more about surveys:

[The 2 Most Important Questions to Ask your Participants Parents](#)

Your opinion matters to us **1**

**ACTIVE Network**  
Tuesday, August 6, 2017 at 11:30AM  
To: ACTIVEcamps@ACTIVEnetwork.com

Bing Maps Unsubscribe Manage Add-ins...

Hi Jonah,

Our mission at ACTIVE Camp is to make the world a more active place, so it's important to us to make sure we're meeting those goals.

Would you take 5 minutes to give us your feedback in the attached survey? We value your opinion!

**Optional**  
Add your own logo, icon or image here

Your own header image can be uploaded and placed here

Add your own logo here

Add your own footer image or logo here

# THANK YOU/SIGN UP FOR NEXT YEAR

Closing the loop on an experience is vital to sealing the customer's overall memory of that experience. You absolutely must send an email post-camp within days in order to leave a 100% positive impression.

<b>Email Type</b>	Scheduled
<b>Who to Send to</b>	All Session Participants
<b>When to Send</b>	Up to 2 weeks after session

## 1 Subject Line Starters

- + Thank you for a great summer!
- + See you next year!

### Tips

- + Capitalize on the camp afterglow by offering your early bird special for next year here.

Learn more about end of season communication:

[Now That Your Camp is Over, Customer Feedback is Your Top Priority](#)  
[Your #1 Priority After the Last Guest Rides Away](#)  
[Spring Fling or Summer Romance](#)

Thank you for a great summer!
1

**ACTIVE Network**  
 Tuesday, August 6, 2017 at 11:30AM  
 To: ACTIVEcamps@ACTIVEnetwork.com

[Bing Maps](#)   [Unsubscribe](#)   [Manage Add-ins...](#)



Hi Linda,

We know you have many options for camp, and we're SO glad you chose to be a part of our summer! ACTIVE Camp just wouldn't be the same without Rebecca!



Register Now

Facebook

We'd love to see you next year, so we're making our EARLY EARLY BIRD special available now! Click below to lock in our lowest price and assure Rebecca's spot.

**Optional**  
Add your own logo, icon or image here

Your own header image can be uploaded and placed here

Add your own logo here

Add your own footer image or logo here

## LAST CALL FOR MERCHANDISE

Kids who didn't purchase gear may wish they had when they see the great merchandise their fellow campers bought. Give parents one last opportunity to buy gear post-session and reduce this year's inventory at the same time.

<b>Email Type</b>	Scheduled
<b>Who to Send to</b>	All Session Participants
<b>When to Send</b>	Up to 2 weeks after session

### 1 Subject Line Starters

- + Last chance at [year] gear!
- + Don't miss this sale!

### Tips

- + Put on your salesman's cap and give them all your best reasons to pick up some gear: cherished memories, gift-giving, great deals, sharing what was most popular.

Learn more about merchandising:

- [10 Merchandising Tips for Crushing Revenue Limitations](#)
- [Merchandising Featurette Video](#)

Final camp gear clearance
1

**ACTIVE Network**  
 Tuesday, August 6, 2017 at 11:30AM  
 To: ACTIVEcamps@ACTIVEnetwork.com

Bing Maps
Unsubscribe
Manage Add-ins...

Hi Jamie

Just a quick note to let you know that we're reducing our 2017 camp merchandise inventory to make room for next year's.

A t-shirt will help keep Maddie's summer memories alive all through the year.

[Click here to grab what's left!](#)

[Register Now](#)

Facebook

**Optional**  
Add your own logo, icon or image here

Your own header image can be uploaded and placed here

Add your own logo here

Add your own footer image or logo here



# OFF-SEASON / ANYTIME COMMUNICATIONS

Emails for miscellaneous conversations and connections

- 30 Camper birthdays & holidays
- 31 Call for customer testimonials
- 32 Oops!
- 33 News and information
- 34 Respond to negative feedback
- 35 Respond to positive feedback
- 36 Share commonly requested instructions
- 37 Politely decline requests for your help
- 38 Ask for a favor



## CAMPER BIRTHDAYS & SPECIAL DAYS

Segmenting your list to trigger a specific email on a specific date means connecting thoughtfully without extra work on your part. Kids and parents alike will love the special attention, and you'll keep your programs top of mind in a non-obtrusive way.

<b>Email Type</b>	Triggered by date
<b>Who to Send to</b>	Segment for birthdays / Entire database
<b>When to Send</b>	On birthday / holiday

### 1 Subject Line Starters

- + Happy birthday to [Child's Name]!
- + Happy [Holiday/BlackFriday/Cyber Monday]!

### Tips

- + Add a fun GIF (animated image) or graphic.
- + Consider a gift mom or dad will appreciate, such as a discount on registration or gear (with an expiration date to create urgency).
- + Create one of these for all the major holidays, major shopping days and even goofy days like "Talk like a pirate day" or "National Doughnut Day."
- + Adjust your subject line and email copy as needed, use humor, and **don't mention your program.**

Happy Birthday to Mark! **1**

**ACTIVE Network**  
Tuesday, August 6, 2017 at 11:30AM  
To: ACTIVEcamps@ACTIVEnetwork.com

Bing Maps Unsubscribe Manage Add-ins...

Hi Michael,

We couldn't let this special day pass without sending along birthday wishes to Mark.

Happy Birthday! We hope you have a super fun day. We're looking forward to seeing you this summer!

**ACTIVE network.**

Register Now

Facebook

**Optional**  
Add your own logo, icon or image here

Your own header image can be uploaded and placed here

Add your own logo here

Add your own footer image or logo here

# CALL FOR CUSTOMER TESTIMONIALS

While you may have collected some great quotes from your survey, a request for a customer testimonial in the off-season may reignite fond memories of camp.

<b>Email Type</b>	Manual
<b>Who to Send to</b>	All session participants
<b>When to Send</b>	2 weeks after session or mid off-season

## 1 Subject Line Starters

- + A quick favor
- + Your opinion matters to us

### Tips

- + If you're only asking for an excerpt of their feedback for your website, include the portion you're interested in.
- + You might also request a video testimonial and include directions on how to submit one.

A quick favor?
1

**ACTIVE Network**  
 Tuesday, August 6, 2017 at 11:30AM  
 To: ACTIVEcamps@ACTIVEnetwork.com

[Bing Maps](#)
[Unsubscribe](#)
[Manage Add-ins...](#)

Hi Jake,

We're working on our website this week and realized it's missing something: YOU.

In order to help us share our mission, would you be willing to write us a testimonial sharing your experience with us?

Thanks so much!

Register Now

f Facebook

**Optional**  
 Add your own logo, icon or image here

Your own header image can be uploaded and placed here

Add your own logo here

Add your own footer image or logo here

# OOPS!

Everybody makes mistakes! If you discover a critical error in a sent email or registration form, you'll need to quickly clarify. Humor helps make the error less embarrassing.

<b>Email Type</b>	Manual
<b>Who to Send to</b>	Recipients of any email that needs to be updated
<b>When to Send</b>	Ad hoc

## 1 Subject Line Starters

- + Oops! Update to our [Last/Name] of email
- + Boy, do we feel sheepish!

Boy, do we feel sheepish!
1

**ACTIVE Network**  
 Tuesday, August 6, 2017 at 11:30AM  
 To: ACTIVEcamps@ACTIVEnetwork.com

[Bing Maps](#)
[Unsubscribe](#)
[Manage Add-ins...](#)

Hi Laney,

We were so excited about ACTIVE Camp 2018 that we forgot to say when it is!

What we really meant to say is: ACTIVE Camp 2018 is Aug 20-25. Let us know if you need further clarification. We apologize for any inconvenience you experienced.

[Register Now](#)

Facebook

**Optional**  
Add your own logo, icon or image here

Your own header image can be uploaded and placed here

Add your own logo here

Add your own footer image or logo here

# NEWS AND INFORMATION

Some camp news is short and can't wait, and you'll want to share it immediately in an email. Other times, you have something to share that may seem too long for an email. That's the perfect time to put your content on your blog and email the invitation to read it.

<b>Email Type</b>	Manual
<b>Who to Send to</b>	Enter database
<b>When to Send</b>	Ad hoc

## 1 Subject Line Starters

- + Guess what?!
- + New blogpost live: [Title of Post]
- + Great news!

### Tips

- + Be sure to include why it's so important or why you think they'll find it interesting, along with required action steps.

Guess what?! 1

---

**ACTIVE Network**  
 Tuesday, August 6, 2017 at 11:30AM  
 To: ACTIVEcamps@ACTIVEnetwork.com

[Bing Maps](#)
[Unsubscribe](#)
[Manage Add-ins...](#)

Hi Karen,

Just a quick note to let you know that we have posted a new blog post detailing everything that happened at camp this past year.

We're sharing this as a tool for you (and your kids) to share and post to social media to get the word out about ACTIVE Camp!

If you have questions, feel free to contact us!

Register Now

Facebook

**Optional**  
Add your own logo, icon or image here

Your own header image can be uploaded and placed here

Add your own logo here

Add your own footer image or logo here

## RESPOND TO NEGATIVE FEEDBACK

It's never easy to hear negative feedback, but to grow and improve the quality of our businesses, we need to know what isn't optimal. Typically only about 5% of unhappy customers bother to reach out. If you think about it, their complaints are a gift, so respond accordingly!

<b>Email Type</b>	Manual
<b>Who to Send to</b>	Reply to
<b>When to Send</b>	Ad hoc

### 1 Subject Line Starters

- + Thank you for your feedback
- + Can we talk about your experience?

### Tips

- + Determine the course of action you'll take to validate the feedback before you respond.

To learn more about responding to negative feedback:

[How to Respond to Negative Social Media Comments](#)

The email template preview shows a subject line 'Thank you for your feedback!' with a '1' in a blue circle. The sender is 'ACTIVE Network' with a logo and contact information. Below the header is a large image of two children on a swing set. The main body text reads: 'Hi Marjorie, Thank you for your honesty and constructive feedback. I understand where you're coming from, and think it would be helpful to discuss further. Do you have time to talk this week?'. To the right of the text are a 'Register Now' button and a Facebook social media link. At the bottom, there is a large rectangular area labeled 'Optional Add your own logo, icon or image here'. Callout lines point to the header image, the 'ACTIVE network' logo, and the footer area.

Your own header image can be uploaded and placed here

Add your own logo here

Add your own footer image or logo here

## RESPOND TO POSITIVE FEEDBACK

Everybody loves kudos! Respond with enthusiasm and thank them for taking the time to write. Don't miss this opportunity to ask for permission to use their praise on your website.

<b>Email Type</b>	Manual
<b>Who to Send to</b>	Reply to
<b>When to Send</b>	Ad hoc

### 1 Subject Line Starters

- + Thank you for your feedback
- + We're thrilled when you're thrilled!

### Tips

- + If you're only asking for an excerpt of their feedback for your website, include the portion you're interested in.

The email template preview shows a header with the subject line 'Thank you for your reply' and a notification bubble with the number '1'. Below the header is the sender information: 'ACTIVE Network', 'Tuesday, August 6, 2017 at 11:30AM', and 'To: ACTIVEcamps@ACTIVEnetwork.com'. There are links for 'Bing Maps', 'Unsubscribe', and 'Manage Add-ins...'. The main content area features a large image of two children building a birdhouse. Below the image is the text: 'Hi Luis, Thank you taking the time to share your thoughts. We work hard to provide a great experience for kids, and hearing that we hit the mark makes our day! Would you mind if we used your comment as a testimonial on our website?'. To the right of the text is the 'ACTIVE network.' logo, a 'Register Now' button, and a Facebook social media link. At the bottom of the email body is a large rectangular box labeled 'Optional' with the text 'Add your own logo, icon or image here'. A footer area at the very bottom is labeled 'Add your own footer image or logo here'.

Your own header image can be uploaded and placed here

Add your own logo here

Add your own footer image or logo here

**Optional**  
Add your own logo, icon or image here

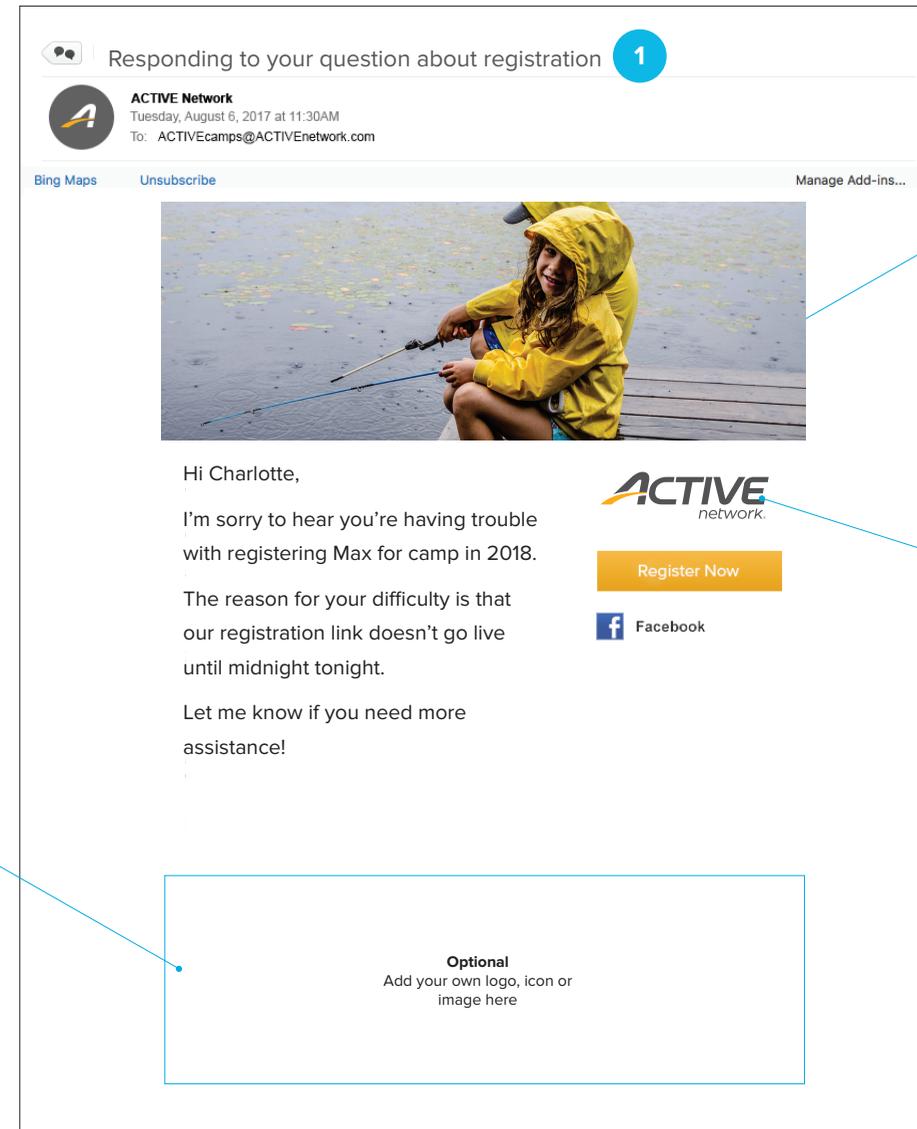
# SHARE COMMONLY REQUESTED INSTRUCTIONS

Whether it's technical registration questions, FAQs about your camp (that could easily be found on your website) or policies about communication with their children during camp or the use of cell phones, write it once, then pull from it whenever the topic comes up again.

<b>Email Type</b>	Manual
<b>Who to Send to</b>	Reply to
<b>When to Send</b>	Ad hoc

**1 Subject Line Starters**  
 + Responding to your question about **[Insert Question]**

**Tips**  
 + You'll want to create one of these for all of your most frequently asked questions.



Your own header image can be uploaded and placed here

Add your own logo here

Add your own footer image or logo here

# POLITELY DECLINE REQUESTS FOR YOUR HELP

If you have too much on your plate to grant the request, a concise and honest email that offers alternatives can remove the struggle with wording a ‘no’.

<b>Email Type</b>	Manual
<b>Who to Send to</b>	Reply to
<b>When to Send</b>	Ad hoc

## 1 Subject Line Starters

+ Re: [Subject]

Re: Need your help
1

**ACTIVE Network**  
 Tuesday, August 6, 2017 at 11:30AM  
 To: ACTIVEcamps@ACTIVEnetwork.com

Bing Maps
Unsubscribe
Manage Add-ins...

Hi Andrew,

Thanks for thinking of me for this project. Unfortunately, my schedule is jam-packed right now.

I have a co-worker who has helped out with similar tasks in the past. I'd be happy to reach out to her and see if she has time to work on this.

How does that sound?

Register Now

f
Facebook

**Optional**  
Add your own logo, icon or image here

Your own header image can be uploaded and placed here

Add your own logo here

Add your own footer image or logo here

## ASK FOR A FAVOR

Everybody needs help now and then. Maybe you're asking for scholarship donations for next year or a specific scholarship need this year. Perhaps you're seeking camp management or expansion advice. It's always easier to start with a few words already on the page.

<b>Email Type</b>	Manual
<b>Who to Send to</b>	Individual
<b>When to Send</b>	Ad hoc

### 1 Subject Line Starters

+ Need your help: [Type of Help Requested]

### Tips

- + These are best handled in person, but if you MUST use an email, start with a personal reference.
- + Customize to include gratitude for previous help you've received, along with exact nature of your request.

Could you help with our website?
1

**ACTIVE Network**  
 Tuesday, August 6, 2017 at 11:30AM  
 To: ACTIVEcamps@ACTIVEnetwork.com

[Bing Maps](#)   [Unsubscribe](#)   [Manage Add-ins...](#)

Hi Ed,

I hope you're having a great day.

As we approach our 2018 season, ACTIVE Camp is excited to continue making kids more active.

We're so thankful for your help last year. I'm reaching out to see if you could fix up our website and make some updates.

Do you have time to talk this week?

[Register Now](#)

[Facebook](#)

**Optional**  
Add your own logo, icon or image here

Your own header image can be uploaded and placed here

Add your own logo here

Add your own footer image or logo here



## Staying connected to your customers and prospects is a big job.

It's a lot easier with Camp & Class Manager's communication tools that segment your list so you can target the right recipients with the right message at the right time — in less time!

- + Customizable templates
- + Social sharing buttons
- + Embedded registration button
- + Dynamic fields for personalization

888.820.5808 | [ACTIVEcamps.com](https://ACTIVEcamps.com) | [ACTIVEcamps@ACTIVEnetwork.com](mailto:ACTIVEcamps@ACTIVEnetwork.com)