ACTIVE
network.

REGISTRATION FORMS THAT WORK

Our guide to the ideal forms, fields and flows

FIRST IMPRESSIONS

First impressions are important. Most consumers are busy and stressed, and looking for the easiest way to do everything.

Your registration form is one of the first signs that your organization will be a pleasure to work with and not a hassle at every turn. If the process is overwhelming, repetitive or disorganized, your registrants are starting off on the wrong foot.

Any form can get registrants into your programs, but forms that work streamline the process, reduce frustration and administrative time, and help build customer loyalty.

27%

Average increase in registrations after the first year using Camp & Class Manager

WHAT TO INCLUDE

Before you create your form, step through your entire registration process and program experience mentally to think about what you might need to know and how each step of the process will happen. Keep your form as short and simple as possible; don't include anything that isn't absolutely necessary. We recommend the following fields and flow:

About Your Organization

Make sure that finding your contact information is easy! Prominently adding the year in your header or footer can help you with administration, from year to year.

☐ Organization name

☐ Address

☐ Website

☐ Email

☐ Phone number(s)

☐ Fax number, if applicable

About Participants & Parents

Standard fields to include:

☐ Date

☐ Attendee's first and last name

☐ Attendee's age and gender

☐ Address, city, state, zip (no need for +4)

☐ Parent/guardian first and last name

☐ Email and phone number(s)

☐ Emergency contact information

☐ Space to ask about child's medical conditions, allergies, preferences, concerns, etc.*

☐ Signature space for permission to use child's picture (state where images might be used*)

☐ Checkbox for parent willingness to volunteer or fundraise, as applicable.

*You may put each of these permissions on separate waiver sheets. In a paper system, this can make it more difficult to quickly see where information may be missing for specific participants.

About Your Program

In this section, participants will make their choices and tally their total payment due.

☐ Session options, as needed, such as:
+ Activity name
+ Session name/time
+ Activity description
+ Cost

☐ Second choice(s), if needed

☐ Cost per activity, space for total cost

☐ Notes about supplies needed, what to bring, what to wear, if applicable

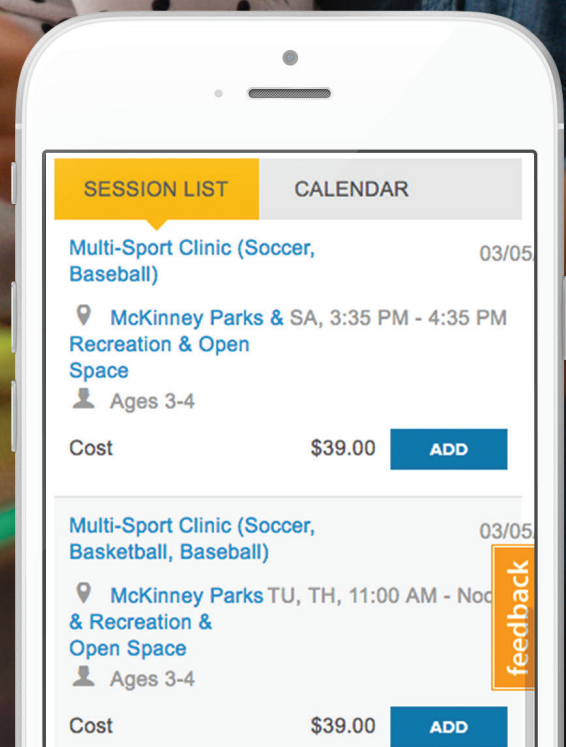## About Registration Payment

Information for participants:

☐ Deadlines and discounts (see page 5 for more details)

☐ Payment methods and instructions (whom to make check out to, how to make a credit card payment, if applicable)

☐ Notes about payment, registration, course assignments, such as:
+ "Registration is accepted on a first-come, first-served basis"
+ "Payment is due with registration"
+ "You must pre-register to ensure space in a specific activity"

☐ Notes about cancellation, second choices, refunds, make-up and missed class policies, and your right to cancel activity with too-few registrants

☐ Statement of agreement (i.e. "I have fully read and agree to [Your Organization's] policies regarding registration, fees, refunds and cancellations.")

☐ Signature line (with choice to specify parent/guardian or student, if over 18)

FORM DESIGN

The main thing to remember about form design is that it should be simple, clean and uncluttered:

☐ Include your logo for brand recognition (and to break up an otherwise boring page).

☐ Leave plenty of white space.

☐ Use bolded headers and section dividers to prevent confusion and allow for easy searching for information.

☐ Leave plenty of room on each line for registrant information and make it clear where answers go. (It's irritating to squeeze answers into a tiny space or be unsure about whether answers go on the line above or below the questions.)

SESSION LIST   CALENDAR

Multi-Sport Clinic (Soccer, Baseball)   03/05

📍 McKinney Parks & Recreation & Open Space   SA, 3:35 PM - 4:35 PM

👤 Ages 3-4

Cost $39.00   ADD

Multi-Sport Clinic (Soccer, Basketball, Baseball)   03/05

📍 McKinney Parks & Recreation & Open Space   TU, TH, 11:00 AM - Noo

👤 Ages 3-4

Cost $39.00   ADD

feedback

DEADLINES & DISCOUNTS

It's important to make deadlines clear and easy to find. Without deadlines, very few people will register until the last minute.

Combining deadlines with discounts can help you manage registration flows and bring in more revenue:

+ **Early bird deadlines** can help you with planning and cash flow.
+ Offering **late entry deadlines** can fill capacities at a higher price rate.
+ You win both ways, as illustrated below.

How much to discount?

It can take some trial and error to find the right price points that will interest people enough to register early but won't undercut your budget. Plug your numbers into a table like ours to make sure you will benefit from your pricing strategy.

Here's How Tiered Pricing Works For You	
Normal Scenario	**Revenue**
500 Registrations @ $200	$100,000
Tiered Pricing Scenario	**Revenue**
Early Bird - 75 Registrations @ $175	$13,125
Standard - 350 Registrations @ $200	$70,000
Late Entry - 75 Registrations @ $250	$18,750
Total Revenue from Tiered Pricing	**$101,875**
Net Increase from Tiered Pricing	**$1,875**
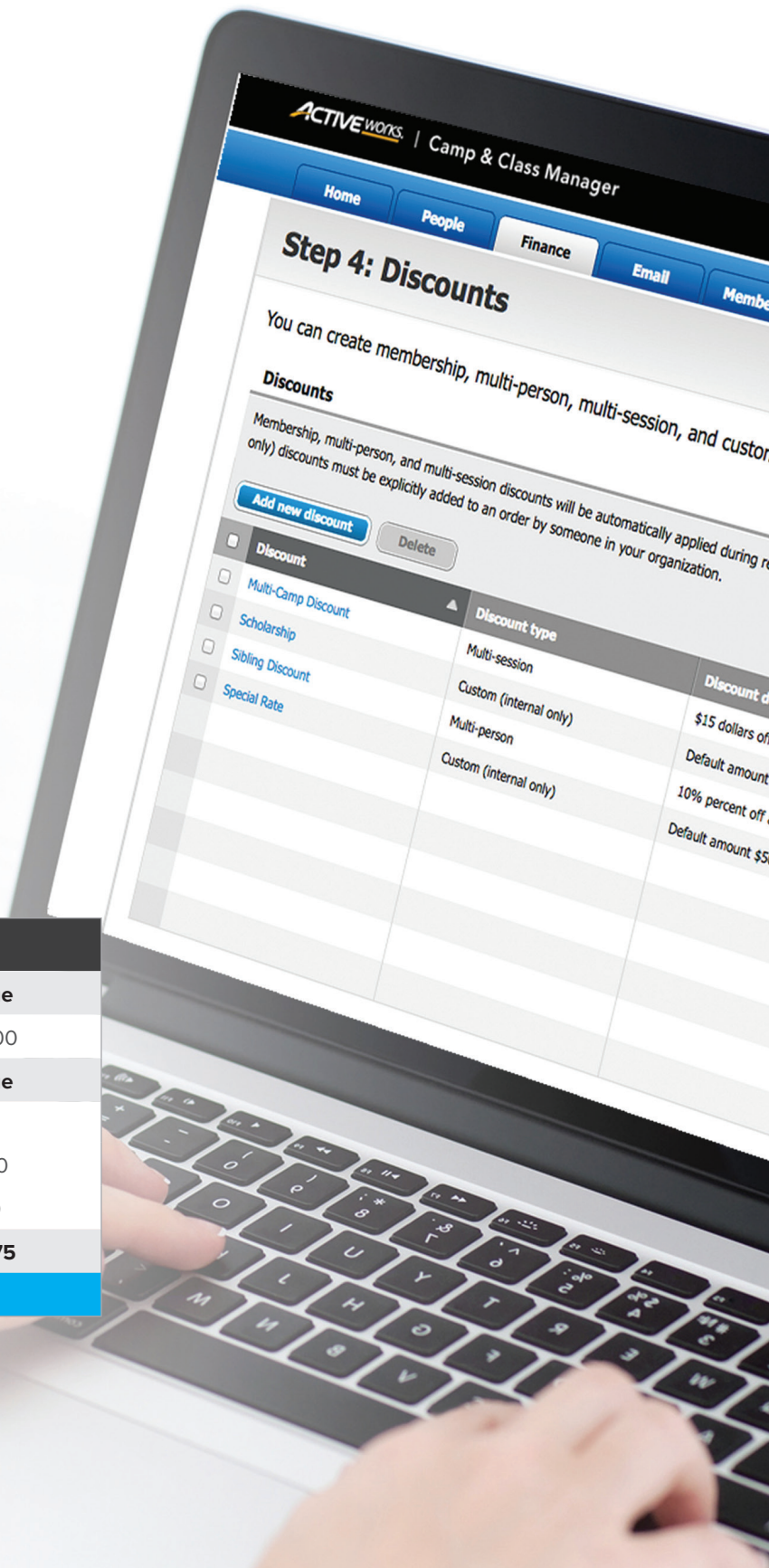
FORM DELIVERY

Are you going to require registrants to hand-deliver or mail their forms? Will they have to fax them in or scan and email them? Be sure to give clear instructions.

The Modern Registration Form

For some registrants, having to print and fill out a paper form is an inconvenience.

More and more consumers prefer an online process that:

+   Works on their phone, tablet or computer
+   Can be done 24/7
+   Eliminates standing in line
+   Allows them to submit all waivers and payments, and even purchase supplies or gear in the same transaction

Such an online system would also allow YOU to:

+   Get real-time visibility into activity or session status without manually searching through stacks of forms
+   Instantly know where revenue stands
+   Say good-bye to misplaced funds or forms
+   Reduce paperwork and manual payment processes
+   Send out mass, automated or targeted emails as needed.

Learn how to make a better first impression with online registration.

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