



# **5 OBSTACLES STANDING BETWEEN YOU AND A SUCCESSFUL SPORTS CAMP SEASON**

and the all-in-one solution for a great comeback

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It's been a year since your sports camp has been on the field. Day 1, supercharged athletes are excited and ready to suit up. But, your shipment of equipment has been delayed, a few coaches have called out, and Stan who oversees camp logistics and correspondence forgot to notify attendees of the change in start time. Things are messy and frustrating for everyone.

You've managed a sports camp for years, so, you know that unexpected problems will arise. From no-shows to rain delays to overdue payments – the list goes on. But what about the ongoing challenges your camp faces that you can actually control and conquer?

Let's take a look at five potential challenges your camp may be facing and some solutions that tackle these issues directly.

## DATED & DISORGANIZED RECORDKEEPING

### **IMAGINE:**

After a two-year hiatus, your baseball camp is excited to welcome returning and new athletes to a great summer training. Most of your coaches and athletic department are still onboard. However, the three records and registration specialists have taken their talents elsewhere.

You've hired two new staff who walk into an office full of file cabinets, paper applications, waivers, invoices and a disorganized system. They're tasked with thumbing through a binder of standard operating procedures and camp registration opens in two weeks.

There's nothing more frustrating than operating a business with outdated and dysfunctional processes. Your sports camp is no exception. But what if there was one system that could help your team manage it all?

## INSTALL SPORTS CAMP MANAGEMENT SOFTWARE AS YOUR NEW GM

Sports camp management software streamlines administrative roles and responsibilities from pre-camp logistics to post-camp wrap-up.

Moving your registration and recordkeeping operations from a manual and clunky process to a robust, online platform is a no-brainer. With this solution, you can empower staff, families and athletes to check off their to-do items with ease, efficiency and assurance.



## A ROBUST SOLUTION EQUIPS YOU WITH ONLINE FUNCTIONALITY INCLUDING:



Organized, digitized records for each athlete



Multi camp registration



Deposit payment



Medical forms submission



Use of promotional discounts



Roommate requests



Event management and registration solution



Automated confirmation emails



Free Mobile-Responsive Websites

In today's digital world, there's no escaping the reality of convenience at your fingertips, literally. A sports camp management solution is a cloud-based platform that travels wherever your busy schedule takes you. Your staff, families and student athletes can't afford to be bogged down with antiquated systems. Moving your records, registration and camp logistics to a trusted digital platform allows you to focus on what's important—creating a fun and meaningful sports camp experience for everyone.



## UNRESPONSIVE PROCESSES FOR FAMILIES AND ATHLETES



As a sports camp, your audience may vary. From college students to teens, perhaps even down to little leaguers. And while many older athletes are full of independence, you can't forget about the younger generation of camp attendees. There's no greater concern for a parent than their child's safety, athletic growth, happiness and overall camp experience. Additionally, at the forefront of their minds is the value of the financial investment made towards their child's athletic endeavors.

Give parents a peace of mind with a sports camp management platform that shows you're connected to a leadership culture that promotes transparent and hassle-free interactions.

Sending weekly postcards and letters is a thing of the past for parents and their shining stars. The same applies to navigating the camp's pre and post-camp cycle. Parents want to engage with a sports camp that can meet their needs and doesn't impose unnecessary hassles into their hectic schedules.

Leveraging a sports camp management tool to provide families more immediate response to registration and payment options is a guaranteed measure to keep them coming back. Putting the right solution in place will allow parents and athletes to avoid any anxiety around their camp registration without placing an undue burden on your staff.

## **DIFFICULTY CREATING A PROFESSIONAL & NOTABLE BRAND**

In the sports arena, a team's name and reputation matter. So does the performance and feedback of current and past athletes. Making a name for yourself in a competitive circle of sports camps is critical. Being a notable brand families and athletes recognize and trust is the game-changer.

Distinguish your sports camp from the competition—go big with a personalized website.

Word of mouth may be the reigning champion of advertising, but a company's online presence is also a deal-sealer.

The right sports camp management solution should make it easy for your establishment to create a website that attracts athletes, informs families, and allows your camp to gain traction in a crowded market.

The good news is some sports camp management solutions offer options where html coding is not a requirement to get a professional website up and running. In fact, for camps that use Circuitree there's no additional cost to create and manage your website. This is a great option if your camps is looking for a personalized platform that showcases your camp's identity, provides online transactions, and is mobile-responsive for on-the-go athletes and families.

In today's connected world it's a no-brainer to level up your brand and increase awareness with an online presence that makes life easier to promote and manage the sports camp you love.

## DISCOURAGING STAFF RETENTION RATES

Successful sports camps are built on the professionalism, strengths, instruction and integrity of great coaches and their staff. When those coaches or team members leave, there's a gaping whole left within your camp.

***Who will coach the AAU basketball camps?***

***How am I supposed to juggle registration, events, and the accounting books?***

***Why should I go back when there's new coaches every season?***

***Why are we constantly losing staff?***

The challenges of low staff retention rates can be detrimental to the success and longevity of any camp or athlete's career. As a result of inconsistent staffing, your team faces burnout and your athletes may leave camp in the same place they started. Families are also likely to discontinue their relationship with your camp and advise others to do the same.

If you're considering selecting a sports camp management software solution, don't overlook the human resources capabilities that can help your camp maintain continuity of staff. Posting job announcements, sifting through endless resumes and conducting interviews is costly. There's the financial and time investment that honestly, coaches just don't have.

Simplify staffing by utilizing a platform that allows you to hire the best of the best and evaluate their performance. Ditch the "help wanted" sign, paper job applications, and phone calls to referrals. Upscale your sports camp's hiring process by going 100% digital.



With the right solution, you can onboard and retain the right coaches and support staff throughout the year. Here are a few human resources and staff support functions we recommend you look for in your next camp management solution:



**Optimize applicant reach by creating online job announcements.**

**Automate reference outreach and shorten the decision-making process.**

**Communicate with new and core team members with focused emails that deliver important company news and announcements.**

In addition to transforming your HR decisions, your sports camp management platform puts your team of staff on the same page with custom forms and reports that provide insight into your athletes and camp operations. Access digestible, agile data that drives informed decision-making at every athletic department huddle. Keep your team motivated, adequately staffed and ready for camp.

## DECLINING CAMP REGISTRATION AND STAGNANT OPERATIONS

At the onset of preparing for the upcoming camp season, you and your athletic staff are excited. Registration cycle kicks off, and the applications start to trickle in. A month before camp starts, it's apparent you will not reach this year's attendance goal. Registration was already slightly on the decline; now the numbers are worse. As a coach, how can you help athletes reach their potential if you are unable to reach the athletes?

Being an efficient, notable, and successful sports camp is the ultimate invitation for any athlete looking to raise their game. But they have to find you, so consider adding tools or services that help increase audience reach to your checklist for a successful camp season. Expanding awareness is the power play you need to scale registration and operations.

We know social media and email campaigns aren't exactly a typical coach's strong suit. It also may not be within the core skill set of your staff.

We also know that no camp can succeed without a solid approach to marketing, one that helps you identify where your potential athletes are and empowers you with tools to connect you with them.

Level up your sports camp attendance and operations with in-house professional marketing services that speak the language athletes and families want to hear.

Effective and targeted communication is like a great recruiter—the goal is to scout, attract and grow the right talent. Redistribute the task of recruitment to a team of dedicated pros that know the business of marketing and your sports camp. Let them craft and manage social media platforms and email campaigns that generate registration and revenue. So, you can stick to training and coaching tomorrow's top athletes.

## OVERCOME OBSTACLES AND DRIVE YOUR SPORTS CAMP TO VICTORY

Operating a successful sports camp is no easy task. But if you're ready to knock out the stress that can arise from running your sports camp, it's time to invest in sports camp software that can provide an assist and do some of the heavy lifting for you. As a coach or member of the athletic department, your passion is rooted in the upskilling, and nurturing of athletes of all ages and backgrounds.

**Elevate your sports camp and empower your team, athletes and their families by transforming registration, communications, marketing, and hiring practices.**

**Ready to stand out from the competition  
and take home the championship of  
best sports camp?**

Contact ABC Sports Camp  
Powered by CIRCUITREE at CIRCUITREE.com.

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