



DANCE STUDIO
OWNERS ASSOCIATION



— SOLD OUT —

SUMMER CAMP SYSTEM



TOP TIPS FOR A SOLD OUT SUMMER CAMP

GAUGE INTEREST

GATHER INFORMATION TO PLAN THE RIGHT CAMP EXPERIENCES

1. Survey your customers for preferences

- Half-day, full-day, and/or extended care options

2. Look inside your studio software for stats on last year to help you plan for this year:

- What were the enrollment rates across various camps?
- Was there a particular age group, theme, or dance style that really knocked it out of the park?
- Which camps weren't as full as you had hoped?



NEW TO CAMPS AND DON'T KNOW WHERE TO START?

No problem!



Look at the metrics described above for your current classes. Which programs/age groups/customers currently generate the most revenue for you? Creating and marketing dance camps to these groups is a great place to start and will likely bring you success!



Shannon McClure Denny
June 7, 2023

WIN...one of my initial 90 day goals was to have 100 current students and 50 new students register for summer classes and I did it!! I did several things to reach this goal (mainly just remembering [this](#) tell me that if I'm going to do something, do it well). 1. Opened camp registration on Valentine's Day and did a special Valentine's promotion 2. Put together special goodie bags with some nice invitations to give to my current students (posted 2 pics below) 3. For the first time in 13 years, I decided to run a regular class schedule for the summer. **I currently have 30 preschoolers registered for my Princess Camps. In the past, I've not had more than 10. I did not believe that kids would sign up for regular classes in summer, but Boy, was I wrong! Tonight I'll be teaching 3 classes with approximately 20 in each!! YAY.



Hannah Ashford
August 6, 2023

[Share + WIN] \$33,785 is our final total revenue for 2023 Summer Camps. I've shared about Summer Camps before but this is our best Summer Camp season yet, even I can't believe that number. Last week we finished our 8th week of Summer Camps!



Gillian Orman
July 16, 2023

[WIN] We have a Two Studio facility in 3 venues. We aim for 35-40 kids per camp and split them over the two studios. Have fully booked (40 in each camp!) for our Creative Kids Tots (3-7yrs) camps that run 9-12:30 each day in all 3 venues for the 4 weeks of July!



Andrew Barry Fritz
August 23, 2023

Win!
Thanks to DSOA we had our best summer yet ...
Summer 2022 Revenue: \$18K
Summer 2023 Revenue: \$45K
As a bonus, we've had a 100% conversion rate from the new students who signed up for a summer camp then signing up for fall recreational classes (also got two new camp dancers as well!)



PICK A WINNING THEME

PICKING YOUR CAMP THEMES

3. Stay in tune with children's pop culture for ideas on themes.

- What children's movies, music, and TV shows were popular this year? This can give you inspiration; however, be careful with copyright infringement!
- Other hit themes we've seen: Popstar camp, mer-magic, pirates and princesses, etc.



- PRO TIP -

Need more ideas? Check out the stores: Kids' party supply kits and Valentine's cards can give ideas for what themes are popular for kids this year!



SOLD OUT SUMMER

MARKETING YOUR CAMPS

4. Understand your avatars. Who signed up for camps last year? Was it the customer avatar you were marketing to, or was it a different group than you expected? Understanding who signed up for the camps can help you refine your marketing copy and offers, so you're directly speaking to your target customer.
5. Know your NUMBERS! Before creating special offers or incentives, make sure you know your expenses and the revenue you need to make a profit. Consider incentives like:
 - Early Bird Specials
 - Free gifts to match the camp's theme
6. Market early and often! Aim to start marketing Summer Camps in January (but if you haven't yet, start now!)
7. Make enrolling in the camp easy with 1-touchpoint registration. Have enrollment, payment or deposit, and waivers happen all at once. This will increase your conversion rate.



Steven Howard

January 23 at 3:46PM

(WIN)

My Summer Performance Camp went Live on Tuesday and there are already 10 performers! We had 16 in total last year!



Kristen Butler

February 6, 2021

(WIN) 89 Camp registrations in 24 hours! \$8811 in revenue on summer camp launch. ❤️



Lisa Tran
February 16, 2024

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Summer Launch Week WIN - first year implementing anything like this - 30 camp enrollments at the end of Summer Launch Week 🥳

still many more spots to fill but we've never had this many already signed up this early before 🙌



SMOOTH SAILING

MAKE A PROJECT PLAN WITH CLEAR DEADLINES AND DELEGATE!

8. Do a content calendar! Have marketing complete the content calendar below then create the marketing assets to promote your camps!
9. Create a supplies list! Your Lead Teacher can create the lesson plans and complete the supplies list below!
10. Purchase wisely! Have your admin buy crafts and other supplies -- if possible, buy in bulk to save! Be sure to get extras to have on hand for late joiners, children who work quickly and breaks between activities!



- PRO TIP -

Summer enrollment is a perfect time to trial new software. It helps you get familiar with the system by migrating your customers in phases instead of everyone at once.



Stephanie Martineau-Gould
February 16, 2024

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[Win/Share]

We opened registration for our summer camps on Feb 1. We run 4 weeks of camp with 3 age groups each week, so we have 280 spots available. Our February goal was to hit 30% enrolment - after our first week we were already over 40% filled! This is approx \$28,000 in sales so far, and we are still filling.

How we did it:

- picked age appropriate themes that the kids are excited about — with [Michelle Dorian](#)
- internal mailing campaign in the weeks leading up to Feb 1 when we opened registration
- social media posts leading up to Feb 1
- offered \$20 off for those who registered Feb 1-7
- made social media announcements about each theme throughout the Feb 1-7 stretch plugging the \$20 off
- multiple email campaigns to internal and trialed but not enrolled mailing lists throughout the week plugging the offer
- Facebook ads campaign

Registrations continue to roll in - looking forward to a profitable summer and many kiddos spending their summer dancing!



MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
1	2	3	4	5	6	7
Guess Our Summer Camp Themes!?	Summer Camp Sneak Peek (Post a Camp Image/Offer)	Teacher Feature - Highlight a Teacher that will be working at Camp	Feature a Summer Camp Craft/Activity	FB Live in Class	Ask - What do you miss most about the Summer?	This or That Engagement Post - Which Summer Camp Theme are you most looking forward to?
8	9	10	11	12	13	14
Summer Camp Sneak Peek (Post a Camp Image/Offer)	Engagement Poll: What's your Favourite Summer Travel Destination	Post Earlybird Summer Incentives	Teacher Feature - Highlight a Teacher that will be working at Camp	Feature a Summer Camp Craft/Activity	Throwback Summer Camp Post	FB Live in Class
15	16	17	18	19	20	21
Engagement Poll: What's your Favourite Summer Treat	This or That Engagement Post - Which Summer Camp Theme are you most looking forward to?	Summer Camp Testimonials	Summer Camp Sneak Peek (Post a Camp Image/Offer)	Engagement Post: What song makes you think of Summer?	Feature a Summer Camp Craft/Activity	Engagement Post: What song makes you think of Summer?
22	23	24	25	26	27	28
Throwback Summer Camp Post	Teacher Feature - Highlight a Teacher that will be working at Camp	FB Live in Class	Early Bird Incentive Reminders	This or That Engagement Post - Which Summer Camp Theme are you most looking forward to?	Summer Camp Sneak Peek (Post a Camp Image/Offer)	Summer Camp Testimonials
29	30	31				
Throwback Summer Camp Post	FB Live in Class	Countdown to Summer				

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8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

SUMMER CAMP SUPPLIES CHECKLIST

☐ **LESSON PLANS**

☐ **MUSIC PLAYLISTS**

☐ **ARTS & CRAFTS MATERIALS**
puppet bags, sea creatures, seashell necklaces, decorated frames, i-spy
bottles, toilet roll characters, tiaras

☐ **PROPS**
wands, ribbons

☐ **COSTUMES**

☐ **SNACKS**

☐ **WATER**

☐ **ACTIVITIES**
limbo, pin the tail on the donkey, coloring pages

☐ **MEDIA WALL / SOCIAL MEDIA FRAME**

☐ **PRIZES**

SUMMER CAMP SUPPLIES CHECKLIST

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