

# CAMP ADMINISTRATION 101

## TECHNOLOGY AT CAMP



Technology is important in all facets of our lives and it is no difference in your camp operation. Technology can be intimidating, may come with a cost, and can be time consuming to implement, but will pay dividends in the long run. Here are different types of technology you can implement to make your operation more efficient and streamlined.



**1. Online Registration Websites, Software, or Apps.** The first thing you should do to streamline your operations is invest in online registration. Online registration platforms have been around for many years and if you are still taking registration by hand and in person, you are falling behind and doing a lot of unnecessary work. These platforms make it easier and more efficient on the front end for parents and on the back end for administrators to manage your rosters. Every camp or rec program should without a doubt have one.

**2. Booking Systems.** Are you using a manual calendar or spreadsheet to keep track of booking your facility, cabins, activities, or events? There are many automated booking systems that you can use that will take this on for you. Many times registration platforms also come with booking systems that will further streamline your operations on the front end for customers and the back end for you as the administrator.

**3. Websites.** A website for marketing your organization and programs is essential and is another extremely common tool that everyone should have. Just about everyone has a website, but unfortunately there are many that do not keep it up to date or are unwilling to invest in making it better. Your website is the face of your organization for many and should also be the information hub for your programs to where participants don't have to call or come in to get it.

**4. Email Marketing Platforms.** An email marketing platform will help you reach current, past, and future participants more effectively. Use email marketing platforms to create better content, start a newsletter, fundraise, or sell merchandise.

**5. Communication and Management Tools.** We provide this type of tool to camps with our Camp Source App because many times communication, organization, and access to information gets forgotten. As camps are focusing on running their program, parents get left out of the loop which results in more questions or complaints. Improving your communication and organization will instantly improve your program.

**6. HR, Accounting, and Payroll Software.** Take away some of the time you spend on menial administrative tasks and let these types of platforms handle it for you.

**7. Information Sharing Platforms.** These systems are for both internal and external communication and document sharing. Sometimes our email systems are not always the best way to communicate and share information. For several reasons such as crowded in boxes, security, and limitations sometimes it is easier to invest in a system that everyone can access to share files, sign documents, store documents, and use other forms of communication.

**8. Maintenance Management Systems.** Facility maintenance can be a tall task and many times goes to the wayside for other priority items due to the cost and time. Maintenance management systems will help you stay on track with routine maintenance of your facilities along with on demand work orders that come up with things need repairing or replacing. They can also help with your equipment repairs and asset inventory to make sure all aspects of your maintenance operation is running as efficiently and cost effective as possible.

**9. Fundraising Platforms.** There are many tools you can use to assist in your fundraising efforts. Help reach more people, make it easier for them to donate, keep better track of transactions, and make it easier for you as the administrator to manage fundraising campaigns.

**10. Updated Electronics and Interactive Technology for Campers.** No, we don't want kids to play video games or be on their phones all day at camp. However, there are many different types of interactive technology you can incorporate into your camp activities such as STEM, media labs, VR, and more. Also, having things like a projector for movies and a nice sound system for music can make your activities more enjoyable for campers.



Technology is one of those things that sometimes we feel we don't need it and can do things the same old way, but when we have it we ask ourselves how we got by without it. Identify where you are spending too much time or could use assistance managing an area of your operation and do the necessary research to find what works for you. It is important you put the time and effort needed for technology so you don't fall behind and can continue to take your camps to the next level!



# CAMP SOURCE APP

Ready to join the hype? The Camp Source App is streamlined, easy to use and is flexible to run alongside any registration system. Sign up FREE today to take your camp to the next level!

## CAMP APP BENEFITS

Improve Communication  
Better Marketing and Promotion  
Stay Organized  
Flexible, Easy and Streamlined

## CAMP APP FEATURES

Share Pictures and Video  
Camp Newsfeed  
Camp Document Center  
Messages and Push Notifications  
Camp Calendar  
Post Field Trips and Events  
And Much More!



**THE SUMMER CAMP SOURCE**

Your #1 Source for Camp Management!