

SUMMER CAMP PLANNING GUIDE

AGENDA

For a half-day camp, consider 50 minute blocks of activity followed by 10 minute breaks/games.

SAMPLE DAILY AGENDA

9:00AM - Technique Training 1
(ex: Jiu Jitsu)

9:50AM - Break/Game

10:00AM - Technique Training 2
(ex: Striking)

10:50AM - Break/Game

11:00AM - Technique Training 3
(ex: Strength + Conditioning)

11:50AM - Break/Game

12:00PM - Lunch

1:00PM - Self-Defense Training (application of techniques learned that day)

1:50PM - Break/Game

2:00PM - Departure/Pickup

TIMING

The total number of sessions you hold is entirely up to you, but there are two key periods where demand is especially high: **the first week of summer break and the last week of summer break.**

PRICING

- ▶ Research other local summer camps/activities and price your camp similarly.
DON'T UNDERVALUE WHAT YOU HAVE TO OFFER!
- ▶ Offer discounts for kids attending more than one day.
- ▶ Offer sibling discounts for parents who send multiple kids.

OTHER CONSIDERATIONS

- ▶ Prompt parents to have kids bring their own brown bag lunch.
- ▶ Be mindful of allergies – ask parents and keep EpiPens on hand for emergencies.
- ▶ Keep dress code simple – athletic shorts, t-shirts, etc. that can get dirty!



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PROMOTION

- ▶ **Build a dedicated Landing Page** in your Kicksite software to collect summer camp registrations. See below for resources to help you along the way!
- ▶ **Create a flyer/graphic** that can be printed + used online. Include the QR code from your Kicksite landing page. (Here's Nick's flyer as an example of what info to include!)
- ▶ **Hang your printed flyer** in public places like grocery stores, coffeeshops, etc. (when in doubt, ask permission)
- ▶ **Post your digital graphic** on your social media channels and add it to your website.



KICKSITE LANDING PAGE RESOURCES

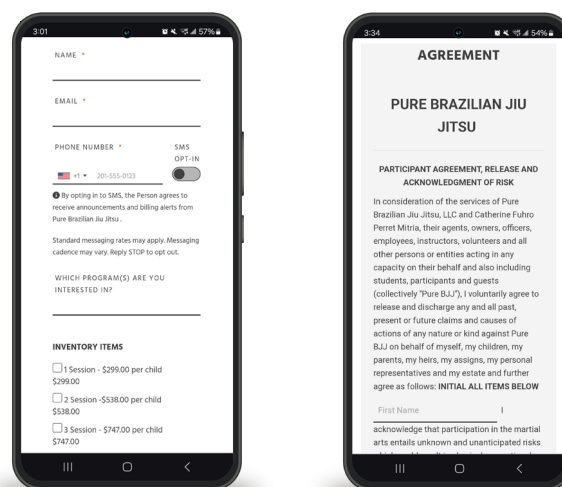
[How to Create a Lead Capture Form](#)

[How to Create an Agreement Template](#)

[How to Create a Landing Page](#)

[How to Share a Landing Page](#)

[Marketing Tools Training Video](#)



NEED MORE HELP?

The Kicksite team is here to make sure that summer is a success for your school! If you could use some extra assistance with getting your software set up properly for summer camps, don't hesitate to reach out for a one-on-one training.

[**SUPPORT@KICKSITE.NET**](mailto:SUPPORT@KICKSITE.NET)

