



THE CAMP TOUR

A tour is an important step in the sale of your camp to a prospective family or donor. For perspective campers, this is a \$25,000 sale (\$6,700/year for 3.8 years – or more, plus referrals, etc.) so you should commit to planning and executing a professional tour as you would to any \$25,000 sale. For past or prospective donors, the tour may be even more rewarding. You should never “wing it” with tours that are unrehearsed or tour guides who are unprepared. If you don’t have a recruitment specialist giving the tours to prospective families, or a development specialist to tour a donor, or even if you do, train the tour guides and consider the following items as part of the camp tour process:

	Yes, already in place (Y) or Aspiration (A)
1. Confirm the tour with your guests by sending a note that you’re looking forward to their visit	Y <input type="checkbox"/> A <input type="checkbox"/>
a. Tour schedule posted in office (when, where from) and guides	Y <input type="checkbox"/> A <input type="checkbox"/>
b. Determine that they will be prepared to walk the camp – of if they prefer or require golf cart assistance	Y <input type="checkbox"/> A <input type="checkbox"/>
c. When they arrive at camp, greet them like you knew they were coming and are thrilled to see them.	Y <input type="checkbox"/> A <input type="checkbox"/>
2. A limited number of tour guides should be selected and trained in advance	Y <input type="checkbox"/> A <input type="checkbox"/>
a. It need not be the camp director, but not a 16 year old either (Should be Sr. staff or above)	Y <input type="checkbox"/> A <input type="checkbox"/>
b. The tour guide should be prepared for the tour:	Y <input type="checkbox"/> A <input type="checkbox"/>
• If a recruitment tour, who is the family, where are they from, how old is the camper	Y <input type="checkbox"/> A <input type="checkbox"/>
• If a donor cultivation tour, prepare to fully engage the visitor	Y <input type="checkbox"/> A <input type="checkbox"/>
• If a solicitation tour, what is the solicitation for? Annual, Capital, Legacy or combination? How much is the ask to be for?	Y <input type="checkbox"/> A <input type="checkbox"/>
c. Script written out and practiced by the tour guides	Y <input type="checkbox"/> A <input type="checkbox"/>
• Identify in advance the three most important points about your camp you want this visitor to take with them when they leave	Y <input type="checkbox"/> A <input type="checkbox"/>
• Includes description of the camp facilities	Y <input type="checkbox"/> A <input type="checkbox"/>
• Includes discussion about “typical camp day” – especially drop-off or day 1	Y <input type="checkbox"/> A <input type="checkbox"/>

- Be prepared to answer questions or get answers before they leave Y A
 - Consider incentivizing the guides (competition for enrollments) Y A
- a. Focus on the area of the camp the camper is most interested in Y A
 - Talk activities and instruction directly to the camper Y A
 - Talk facilities and daily schedule to the parents Y A
 - b. Guides should speak in the first person, and speak about what “moves” him/her about camp Y A
 - c. To the extent possible, avoid tours on days you know camp will be empty Y A
 - d. Given a choice, use a guide from the same town (or locale) as touring family Y A

1. Tour contents:

- a. Don't let your guests wander the camp by themselves. Be on the lookout for their arrival. Your camp security is on display. Y A
- b. Make sure the tour route is pre-set and practiced Y A
 - Map out a five to eight stop tour of the camp (visitors can only remember a limited number of spots). Prepare the key points to be stated at each stop (daily schedule, food service, medical services, Friday night services, etc.) Y A
 - Make sure to include cabins, infirmary, dining hall, waterfront Y A
 - There should be an alternate tour route for rainy days (provide umbrellas) Y A
- c. One (or more) bunks should be pre-selected for showing to the tour Y A
 - Bunks for an entire week or one day of the week Y A
 - Bunks are particularly “cleaned up”; campers’ towels hanging on the lines or on the porches are OK, garbage or clothes on the floor or ground are not OK Y A
- d. For VIP tours, arrange for key people to be met at each stop Y A
- e. Mid-tour pause for snack / etc. (especially for tours longer than 45 min or in hot weather) Y A
- f. Avoid counselor lounge – families of campers don't care and it sends a mixed message Y A

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| <ul style="list-style-type: none"> a. A bonus is for the tour group to “run into” or seek out campers from same town / school as prospective campers or donors | <ul style="list-style-type: none"> Y <input type="checkbox"/> A <input type="checkbox"/> |
| <ul style="list-style-type: none"> • Set up at morning meal – campers told whose coming from what area | <ul style="list-style-type: none"> Y <input type="checkbox"/> A <input type="checkbox"/> |
| <ul style="list-style-type: none"> • Have these campers join the tour for 5-10 minutes to help “sell” the family | <ul style="list-style-type: none"> Y <input type="checkbox"/> A <input type="checkbox"/> |
| <ul style="list-style-type: none"> 1. Activities to visit are pre-determined | <ul style="list-style-type: none"> Y <input type="checkbox"/> A <input type="checkbox"/> |
| <ul style="list-style-type: none"> a. Kids are involved, not sitting around | <ul style="list-style-type: none"> Y <input type="checkbox"/> A <input type="checkbox"/> |
| <ul style="list-style-type: none"> b. Include an indoor as well as an outdoor activity | <ul style="list-style-type: none"> Y <input type="checkbox"/> A <input type="checkbox"/> |
| <ul style="list-style-type: none"> c. MUST include the waterfront | <ul style="list-style-type: none"> Y <input type="checkbox"/> A <input type="checkbox"/> |
| <ul style="list-style-type: none"> 2. Prospective camper given camp paraphernalia (get low-cost giveaway to hand out) as well as information about the camp – don’t let them leave empty handed. | <ul style="list-style-type: none"> Y <input type="checkbox"/> A <input type="checkbox"/> |
| <ul style="list-style-type: none"> 3. Make sure families know of any early sign-up cost incentives before they leave (without overtly applying pressure | <ul style="list-style-type: none"> Y <input type="checkbox"/> A <input type="checkbox"/> |
| <ul style="list-style-type: none"> a. Discounts if they register before a given date | <ul style="list-style-type: none"> Y <input type="checkbox"/> A <input type="checkbox"/> |
| <ul style="list-style-type: none"> b. One Happy Camper first time incentives (including PJ Goes to Camp) | <ul style="list-style-type: none"> Y <input type="checkbox"/> A <input type="checkbox"/> |
| <ul style="list-style-type: none"> 4. Follow-up contact within 48 hours (24 hours preferred) | <ul style="list-style-type: none"> Y <input type="checkbox"/> A <input type="checkbox"/> |
| <ul style="list-style-type: none"> a. Tour guides should submit notes about the tour –what was said, areas of interest and areas of concern. | <ul style="list-style-type: none"> Y <input type="checkbox"/> A <input type="checkbox"/> |
| <ul style="list-style-type: none"> b. E-mail thank you for coming – written note for solicitation visits: Be sure to answer any questions brought up on the tour or address concerns noted by the tour guide | <ul style="list-style-type: none"> Y <input type="checkbox"/> A <input type="checkbox"/> |
| <ul style="list-style-type: none"> c. Phone call – any other questions and ask for feedback about the tour | <ul style="list-style-type: none"> Y <input type="checkbox"/> A <input type="checkbox"/> |
| <ul style="list-style-type: none"> d. Ideal call to prospective camper families is from an ambassador parent in their town (offer incentives) | <ul style="list-style-type: none"> Y <input type="checkbox"/> A <input type="checkbox"/> |
| <ul style="list-style-type: none"> e. Follow-up again later in summer (before decision is made) with any promotional details | <ul style="list-style-type: none"> Y <input type="checkbox"/> A <input type="checkbox"/> |