



ClassForKids®



A SIMPLE GUIDE TO FOOTBALL CAMP SUCCESS



Hey there!

Football camps can be a great way to keep kids entertained and busy in-between term times, and it's a great injection for your cash flow too! It's no secret that camps are a firm favourite for a parent's hectic holiday schedule. Juggling work with holidays and finding ways to keep their kids amused leaves parents seeking out fun and engaging activities. Enter: your football camp!

We know that it's not always clear how you can set up a football camp. That's where this guide comes in: Read on to learn our **top tips for starting and running a successful football camp!**



An Easy Booking Experience Goes a Long Way



Flexibility

If you're looking to offer parents the easiest booking experience possible, you'll want an **online booking system**. Allowing parents to book and pay hassle-free saves you time and sets you apart from other football holiday clubs.



Payments

Getting your payments under control when sessions and camps are full is the key to running an organised football camp. Make it easy for yourself, and for the parents by having parents pay up-front at the time of booking. **This is a great way to eliminate the need for chasing payments as well!**



Organisation

Keeping organised is vital for the success of your football camp. A good online booking system will allow you to view **registrations, medical information and emergency contact details in an instant**; meaning you can be confident that your coaches know everything they need to!

Some Fun Camp Activities

So, what do you do during a football camp? What activities do the kids want to do? Let's look at some popular activities to include in your football holiday camp.



Football in focus

It wouldn't be a true football camp without football-centric activities! This could be training on specific skills, inviting industry experts to teach the kids or even organising some friendly matches. These are often some of the activities that the kids and their parents will be expecting when they book on for a football camp.



Ice-Breakers

A good way to get the kids chatting and excited is to do some ice breaker exercises early on in the camp. The goal here is to get the kids involved and getting to know each other with fun and engaging games. Encourage conversations with games like "A Book About Me", "The Cube" or "Meeting Bingo"!



The Classics

Although the main purpose of your camp is to teach the kids more about football, your camp doesn't need to exclude other types of games! Organise some classic camp activities like water fights, scavenger hunts or field days to get the kids active, even when they're not playing football. Other classic camp activities include talent shows, charades, quizzes or movie nights.

From Camp Bookings to Committed Customers

A common goal for club owners running camps is to convert their camp bookings to committed customers. So how do you do that?



Market your regular sessions to the camp goers

An excellent way to increase the numbers in your regular sessions is to market to those that have had a taste of what you can offer already. If the parents can book your camp with ease, and their children have a great time, why not encourage them to return to your academy?



Entice with a special offer

If you have regular sessions coming up just after camp, seize the opportunity to give camp attendees a special offer. This could be a discount, free trial or 'bring a friend' offer.



Communicate when the experience is still fresh

When the camp is still fresh in the parent's mind, it'll be easier to convince them to commit to something a bit more long-term. Give parents an incentive to return on the last day of camp, or reach out through emails shortly after the camp is over to encourage parents to come back.

There You Have It!

Although it may seem a bit daunting, setting up and growing your own football camp doesn't have to be scary. If you have a great admin system, fun and engaging activities and a game plan for retaining your camp customers, you will be good to go!

Check lists

- ✓ An easy booking experience
- ✓ Fun camp activities
- ✓ Convert to long term customers



How ClassForKids Market Your Sports Club with Confidence?

- ✓ Use the waiting list function to test your market in new locations.
- ✓ Be listed on the ClassForKids Discovery Website with 800,000+ parents visiting.
- ✓ Regulate the monthly payments with the Subscription function.
- ✓ Saving 10+ hours a week on managing bookings, registers, payments, and parents communication in ONE platform.

Ready to take your business to the next level?

Get In Touch With Us



Our club Giffnock Soccer Centre has been using ClassForKids for a few years now for our Football camps that we run. The booking platform is so easy to set up and easy for our parents to use. It saves me so much time in admin. The customer service has been great too. The response time is quick and no question is too small.”

- Jan, Giffnock Soccer Centre