



# DOUBLE PLAY

Online camp software solves university's top two challenges

"I have been using ACTIVE Network software for over 9 years now. They are always there to help me improve the process of camp registration."

**Norma Holliday**, Camp Administrator

The University of Georgia in Athens, Georgia, offers both overnight and day camps to provide young girls an opportunity to advance their softball skills by working with Bulldog coaching staff and Georgia softball players.

Due to their affiliation with popular brands, university camps have a built-in opportunity to become elite organizations if they provide a professional, streamlined process for participants, but the girls' camp wasn't there yet.

## Top Two Challenges

Before implementing ACTIVEWorks® Camp & Class Manager, Camp Administrator Norma Holliday struggled with two primary challenges:

- + Collecting balances due during the hectic drop-off period on the first day of camp
- + Pulling together end-of-camp compliance reports

**8x**

faster end-of-year reporting

## Never Alone

Norma knew that the answer lay in an online camp management solution. She would need to set up the camp's website to be more effective, implement online registration, and customize her registration form fields so that she could collect the information she would need in year-end reports.

She had the help of ACTIVE's implementation team every step of the way. They helped her create custom reports to gain better visibility of all aspects of camp operations. She also

took advantage of mass billing to automate and streamline the massive job of collecting camp payments.

## Never Looking Back

The results to Norma's top two challenges were stellar. By the first session, all camper balances were paid 2 weeks prior to check-in day. Enormous amounts of staff time were saved and no collection at check-in was needed!

Even more impressive, by the end of the year, when it was time for the usual compliance reports, Norma was able to pull them 8x faster.

With the help of the ACTIVE team, the challenges of transitioning to her new system were no match for the outcomes she and her staff enjoyed.

Score a home run with ACTIVE's camp management software.

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