

ARE YOU READY TO LAUNCH YOUR SUMMER PROGRAMS?

GET YOUR MARKETING CHECKLIST!



Are you worried that you won't have enough staff or resources to handle the long lines-up?

Make it easier for your staff to save time and your participants to be active by encouraging the latter to register online. The good news is... It is easy to implement, and we already came up with a marketing plan for you!

Here are a few benefits that you and your participants will see by registering online:

ONLINE ACCESS FOR PARTICIPANTS

Your participants can register in their pajamas from home 24/7. No need to wait until your facilities open, grab the kids, get them in the car, drive all the way to your facilities, and wait in line. It is easy, convenient, secure and eco-friendly!

LESS PAPER WORK AND LESS STRESS FOR STAFF

Encouraging your participants to register online free up your staff time. This time can be spent on other projects or on customers who need it. The lines-up are shorter, your staff is less stressed and your customers happier...Win, win, win!

To learn more about ACTIVE and our solutions contact us at:
communities@ACTIVENetwork.com

WHAT'S YOUR ACTIVE?

Now is the time to get the word out about online registration. Below are a few key points which are sure to help you boost online registration.

❑ **COME UP WITH A TAGLINE.**

This message should be the unifying theme for your campaign and include a benefit that really resonates with your target: Need more time, Register online! Skip the line, Register online! Online, you're first in line! Etc.

❑ **SEND AN EMAIL ANNOUNCING YOUR SUMMER PROGRAMS.**

Highlight some popular activities and link to your registration pages. Check out the [templates](#) on the eMarketing Center specifically designed to promote online registration.

❑ **MENTION ONLINE REGISTRATION TO YOUR CUSTOMERS AT YOUR FRONT DESK.**

Take advantage of your staff meetings to educate your staff on the advantages of online registration.

❑ **MENTION ONLINE REGISTRATION IN YOUR EMAIL SIGNATURE AND VOICE MAIL.**

❑ **PLACE A PROMINENT [WEB BUTTON](#) ON YOUR WEBSITE TO DRIVE TRAFFIC TO YOUR REGISTRATION PAGES.**

❑ **LINK YOUR INTERACTIVE ONLINE ACTIVITY GUIDE TO YOUR REGISTRATION PAGES.**

Here is the example of [Piedmont Recreation, CA](#).

❑ **WRITE A POST ON YOUR SOCIAL MEDIA PAGES.**

Announce when your summer programs will begin or simply highlight a few programs and link them to your registration pages.

❑ **MENTION ONLINE REGISTRATION IN YOUR OFFLINE MATERIALS (FLYERS, POSTERS, ETC.).**

Provide your website address and list the advantages of registering online. Check out the [templates section](#) on the eMarketing Center: you will find marketing materials such as posters, flyers, table tents, postcards specifically designed to promote online registration.

❑ **CREATE SOME DRAMATIZATION AROUND YOUR SUMMER PROGRAMS.**

Display a countdown button on your website, your registration pages and even in your emails! Create your countdown button with the [web button generator](#).



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