



15 Seamless Integration Strategies for Your Camp's Referral Program

This guide will provide ideas and suggestions that you can implement in your camp from easy to advanced. There are many things that you can do to market your referral program simply by adding it to processes that you already have in place to market your camp. Remember to tailor your promotional messages to your specific referral program details, audience, and brand voice. We also have a checklist to go along with this. If you don't have it, ask us!

1. Bulletin Boards

- **Posters:** Put up posters or flyers at the camp or in any communal areas where parents and guardians are likely to see them. Create them with a unique color and a QR code. For staff campaigns, hang in staff areas to remind them of your staff referral program.

2. Phone Calls

- **Mention During Calls:** Train staff to briefly mention the referral program during relevant phone conversations, offering to send more information via email or directing them to the website for details.

3. Camp Tours

- **Make it a point on the agenda:** Make it a point to tell parents about your referral program.
- **Rewards:** If there is a way to show off your rewards such as camp gear or photos of ambassador ice cream parties, include that.

4. Printed or Digital Newsletters, Flyers, Graphics, Schedule, etc.

- **Edit design templates:** Treat any new or redesigned promotions or graphics like your contact info that needs to be included on everything. Include info about the referral program with language that emphasizes the benefits for both the referrer and the referred.

5. Physical Mail



- **Welcome packet Inserts:** Include a flyer or postcard with a unique color and QR code directing them to more info about the referral program in any physical mailings.

6. Email Communications

- **Newsletter Section:** Add a dedicated section in your email newsletters titled "Earn Rewards with Our Referral Program". Use enticing language, such as, "Want to enjoy your next camp session at a discount? Refer a friend and save! Click here to learn more and start sharing the fun!"
- **Dedicated emails:** Send an email about the referral program once a month with highlights and thank your ambassadors.
- **Signature Line:** Include a brief mention of the referral program in the email signature of the staff emails underneath the camp website.
- **P.S. (Post Script):** [Over 90% of people read the P.S. before the message!](#) Add a promotional message with a link to a dedicated page about your referral program. Here is an example... "P.S. Did you know you can earn rewards by referring friends to our camp? Learn more here."

7. Social Media

- **Dedicated Posts:** Create engaging posts once a month highlighting the benefits of the referral program to remind them. Use visuals and calls-to-action (CTAs), like "Tag a friend who'd love our camp and earn rewards for both of you! Learn more about our referral program [Link]."
- **Stories and Highlights:** Use Instagram Stories or Facebook Stories to talk about the referral program and save them as Highlights or Featured Stories for easy access.
- **Ambassadors Recognition:** Use posts and stories to recognize passionate ambassadors.
- **Reward Spotlight:** Promote your unique rewards to entice participation.

8. Website and Parent Portal and Landing Pages

- **Dedicated Page:** Create a page on your website with details about the referral program, how to participate, and FAQs. Camp Tree has an ambassador landing page widget that is very easy to add to a webpage to promote to your camp families.



- **Homepage Link:** Include a CTA on the homepage. This can be a button or a banner that leads to the dedicated page.
- **Footer Link:** Include a link to the dedicated page in your website footer section.
- **Portal Announcement:** Post an announcement or banner within the portal about the referral program, with a link to more information or a direct way to participate. If possible, put it in a place where it is always visible.
- **Landing Page:** You can create a standalone landing page for free. You probably already have a program that you use that has this option such as the email provider MailChimp. You can also check out Canva and Carrd.

9. Feedback Surveys

- **Survey Reminder:** Include a reminder about the referral program in feedback surveys, especially if the feedback is positive.
- **Referral Program Survey:** Create a survey asking parents if they would like to be rewarded for referrals. What rewards would they like to give and receive?

10. Virtual Meetings/Webinars

- **Agenda Item in Scheduled Meetings:** At the beginning or end of virtual meetings, mention the referral program and direct attendees to where they can find more information. This can be in staff meetings for staff referrals or parent information sessions.
- **Parent Referral Program Meeting with Q&A:** Schedule a zoom meeting to present and answer any questions. Record the session and put it in the parent portal. Create a FAQ sheet based on the questions asked. This is a great time to find out what kind of rewards parents want.
- **Staff Referral Program Meeting with Q&A:** Schedule a zoom meeting to present and answer any questions. Record the session and put it in your staff training program. Create a FAQ sheet based on the questions asked. This is a great time to find out what kind of rewards your staff would like.
- **Video Screen Recordings:** Create a sign-up walk through in Loom or other screen recording software. Do a 5 minute or less video in loom that records your screen and walks your ambassadors through the process. Put it in the parent portal.



11. Interactive Content

- **Quizzes or Contests:** Host a quiz or contest that promotes the referral program, such as "Refer a friend and enter a drawing to win a free camp session!" This can be online or in person. If you are using Camp Tree, you can create a campaign and track through the dashboard.

12. Online Forums and Groups

- **Forum Post:** Create a post in any online parent forums or groups detailing the referral program, encouraging parents to participate and share with others.

13. Camp Store

- **Exclusive Camp Gear:** Order a small quantity of exclusive camp clothing, products, etc. that only ambassadors can qualify for. Example The Very trendy Stanley cup with your camp logo.
- **Order Inserts:** Include a flyer or postcard with a unique color and QR code directing them to more info about the referral program.

14. Camp Mobile Apps

- **App Notifications:** Send a push notification about the referral program once a month, with a link to the details or a sharing tool within the app.

15. Text Messages/SMS Programs

- **Send a concise message to parents:** "Unlock special discounts for you and a friend with our referral program! Click [link] to refer and save on your next camp session."

Remember to tailor the language and visuals to match your camp's mission, brand and audience. Also, ensure that your referral program is easy to understand and participate in, making the process as seamless as possible for both the referrer and the referred.