**Sample (Simple) Parent Communication Plan**

**GOAL:  Implement a Camper & Parent Communication plan that exceeds customer expectations.**

Measurement of Success:  Ask more detailed questions on Parent Evaluation regarding our parent communication & customer service.  Get 90% “Excellent” rating.

Communication with families includes all ways they hear from or about camp:  phone calls (automated or not), emails, social networks, mailings, gifts, event invitations, live events, online meetings, etc.

It is my inclination to think that parents prefer *less frequent* communication from us in the off-season and *more frequent* communication during their child’s session.  I believe we need to plan carefully our off-season communication to be sure to get our key messages and events communicated without overwhelming them.  During their child’s session, I think we can do more and better communicating with families than we’ve done in the past.

**Off-Season Communication with Parents**

|  |  |  |
| --- | --- | --- |
| **Communication Method** | **Frequency** | **Person Responsible** |
| Emails – Personalized | Ongoing |  |
| Emails – Bulk (email service) | Monthly/Events |  |
| Phone Calls – Incoming/Messages | Ongoing |  |
| Phone Calls – Initiated by us | Campaigns |  |
| Evaluation Follow Up | July -October |  |
| Online Info/Chat Sessions/Facebook Live events | October-March |  |
| Reunions/Other Live Events | October – April |  |
| Spring Newsletter | April |  |
| Postcards/Reminders | Campaigns |  |
| Confirmation Note & Pennant | Ongoing |  |
| Sibling Pictures (email jpeg) | October |  |
| Framed  Picture | November |  |
| Blog | 2X per month |  |
| News | 1-2 X per week |  |

**September**

Final evaluation reminder

Priority Enrollment ending

**October**

Open Enrollment begins

Sibling Pics

November events

**November**

Framed photos

**December**

Holiday Card

Early Enrollment Gifts

**January**

Email News: Feb. 1 I Heart Camp day  
 Yearbook (mail)  
 Camp Year at a Glance/Calendar of Events (Jan-Dec)

Social Media: Promote I Heart Camp Day

**February**

Email News: Haiku or art contest?, Westridge & other events  
 Parent Handbooks (different letter new/returning) (mail)  
 Social Media: Promote summer theme

**March**

Email News  
 Social Media: Promote GAC Runners & other events  
 First Year Family materials: mail, online

**April**

Email News: Promote first-year family orientations  
 Statements  
 Spring Newsletter (mail)

**May**

Email News  
 First Year Family orientations

**June**

Email News

**30 Days prior to session**

Status Sheet & Parent Tips (mail)

**Communication with Parents During Camp Session**

|  |  |  |
| --- | --- | --- |
| **Communication Method** | **Frequency** | **Person Responsible** |
| Phone Calls – Incoming/Messages | Daily |  |
| Phone Calls – Initiated by GAC | Daily |  |
| Daily Photo Posts/Sorting | Daily |  |
| First Year Family Emails | Tues/Wed Week 1 |  |
| News Updates (website news) | Daily |  |
| Email News | Weekly (Monday) |  |
| Automated Calls | Travel Day & as needed |  |
| Texts | Travel Day & as needed |  |
| Counselor Letters | 2nd Monday |  |
| Personal Notes |  |  |
| Facebook/Instagram | Daily |  |
| GAC Blog | One informative post weekly (Thursday)  Director Recap (Sunday Week 1) |  |
| Video News | One per session (Saturday Week 1) |  |