

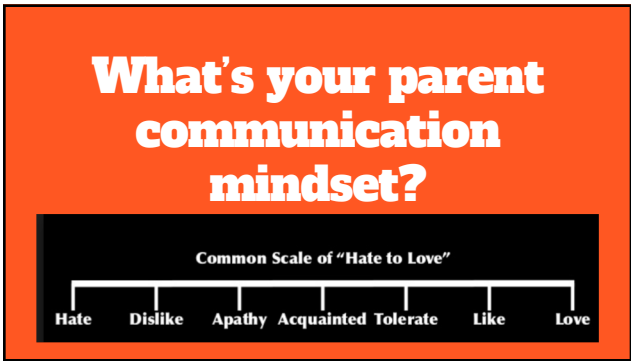
WOWing Parents

With Your Camp Communication

45 minutes to...

Commit to ONE Communication Initiative that will WOW Parents!

1. Discuss our parent communication mindset
 2. Review 10 (quick!) communication tips
 3. Brainstorm and share our WOW ideas
 4. Commit to our ONE new initiative
 5. Questions at the end (so we stay on track)
- Here's what we're going to do**



Connecting beyond camp

- Present yourself and your program as a resource for parents**
- Own Your Expertise
 - Or Don't
 - Keep a Resource File

10 Parent Communication Tips

- Focus on *First Impressions*
- Train office staff on communication etiquette (phone/email)
- Train counselors on parent communication etiquette
- Personal Communication Techniques produce the most positive results
- Prompt follow up is vital
- Make a phone call if it's a sticky situation – no text or email!
- Captive audience: Inverse relationship between volume of communication and camp stay
- Memorize key phrases
- Talk about the WHY more than the how/what
- Remember the feeling you want parents to have

"At the end of the day people won't remember what you said or did, they will remember how you made them feel."

Maya Angelou

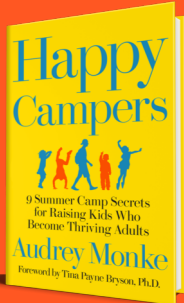
**WOWing Parents
Brainstorm**

Consider this...

**What's Your ONE
thing?**

Share Your ONE Thing

Before Questions... Commercial Break!



happycampersbook.com

The image shows the cover of the book 'Happy Campers' by Audrey Monke. The cover is yellow with the title in blue and red. Below the title, it says '9 Summer Camp Secrets for Raising Kids Who Become Thriving Adults'. The author's name 'Audrey Monke' is at the bottom, with a foreword by Tina Payne Bryson, Ph.D. The cover also features a small illustration of people at a campsite.

Questions

More Parent Communication Resources:

<http://sunshine-parenting.com/wow/>

What's there:

- Sharing Curated Content
- Sample (simple) Parent Communication Plan
- Sample Parent Communication Plan (spreadsheet)
