

WEBINAR: GETTING THE MOST OUT OF YOUR SCHOOL'S PROGRAMS



@Payscape

@TheLovettSchool

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Meet Your Guides

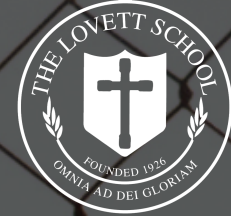
Lydell Smith

Director of Auxiliary
Programming

The Lovett School

Zack Wing

Director of Product
Payscape



THE LOVETT SCHOOL



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PROGRAM BEST PRACTICES

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1. Keep it Organized

- Get a software that can be used by everyone helping run your program
- Start a database

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2. Go Paperless

- According to the EPA, going paperless saves roughly \$80 per employee (annually).
- If you have 400 employees, this could total more than \$32,000 per year!

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3. Vendors Done Right

WORKING WITH VENDORS IS PROVEN TO:

- Increase overall program satisfaction by 30%
- Customer retention increases by 30%
- Account growth by 300%
- 270% = Increase by which vendors & their partners are willing to recommend one another

Stats: loyaltyworks.com

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4. Build Digital Relationships with Students & Parents: Social Media

- Post photos (with permission) of your programs
- Link back to your website to encourage sign-ups
- Share “throwback” to increase engagement with Alumni
- Pick 2 social channels and master them before adding more. We recommend Facebook & Instagram



4. Build Digital Relationships with Students & Parents: Email

- Remember: Don't bombard your parents! You don't want to end up on an unsubscribe or spam list
- Start with 1 per month leading up to the program and one a week once it gets closer
- Always include a CTA (call-to-action)
- Include links to all social media profiles in every email!

Parents,

We are excited to have your child in Spanish Club Spring 2017!

Dates: Mondays- Mondays, February 27th- April 24th.

(7 Weeks, NO CLASS ON MARCH 6 (SPRING BREAK), NO CLASS ON APRIL 17 (EASTER HOLIDAY))

Times: Time: 3:00-3:45

- We will notify your child's teacher to send him or her to FRONT LOWER SCHOOL LOBBY TO MEET UP WITH MARIA BALOUCCONE. She will then grab the K students from ASAP and you will go begin enrichment in her room. I will notify teachers to send your child to the lobby to meet her instead of the Pope Gym.
- Your child will receive a snack.
- Your child will be escorted to enrichment by the instructor and she/he will also be at carpool if you have any questions.
- Pick up will be at the Lower School Circle at 3:50

If your child is not picked up by 4:00, they will be dropped off at ASAP. To pick up from ASAP, you will call [\(404\) 262-3032 EXT. 1308](tel:4042623032).

- You do not need to register for ASAP unless your child will be staying in ASAP AFTER their enrichment.

If you have additional questions, please visit the "Everything You Need to Know" section at www.lovett.org/afternoon or maria.balouccone@lovett.org

Thanks,

Taylor Justice Guy
[The Lovett School](http://TheLovettSchool.org)
Assistant Director of Auxiliary Programs
4075 Paces Ferry Road, N.W.
Atlanta, GA 30327
[404-262-3032 x1374](tel:4042623032)



4. Build Digital Relationships with Students & Parents: Website

- List all of your programs well in advance & *keep them updated!*

A reliable website is updated regularly as parents will reference it often

- Allow parents and students to subscribe for updates

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[Adult and Family Education](#)

After School Programs

[Afternoon Enrichment](#)

[After School Activities Program](#)

[Applied Lessons](#)

[Day Camps](#)

[Campus Store](#)

[Diversity and Multicultural Programs](#)

[Lectures at Lovett](#)

[Lions For Life](#)

[Parent Involvement](#)


[Spiritual Life](#)


[Sustainability](#)


[Summer Programs](#)


Lower School After School Programs

There are several programs available at Lovett to engage your Lower School student after school. Afternoon Enrichment offers high-quality classes right on Lovett's campus in three seasonal sessions throughout the year. The **After School Activities Program (ASAP)** provides child care for Lower School children until 6:00 pm, Monday-Friday, on days when school is in session. **Applied Lessons** are private music lessons offered once a week for 13 weeks during a semester. **Day Camps** are offered over holiday breaks to provide fun activities to you child during the day. Click the buttons below to learn more and to register.

[Afternoon Enrichment](#)

[ASAP](#)

[Applied Lessons](#)

[Day Camps](#)

WE
DID
SOME
HOMEWORK

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Retention: Dos & Do Nots

- 71% of customers end their relationship with a program due to poor customer service
- The average loss of a customer is \$243

Loyalty Program Members:

- 85% haven't heard from a company since they signed up
- 83% say rewards programs make them more likely to continue doing business with a certain organization

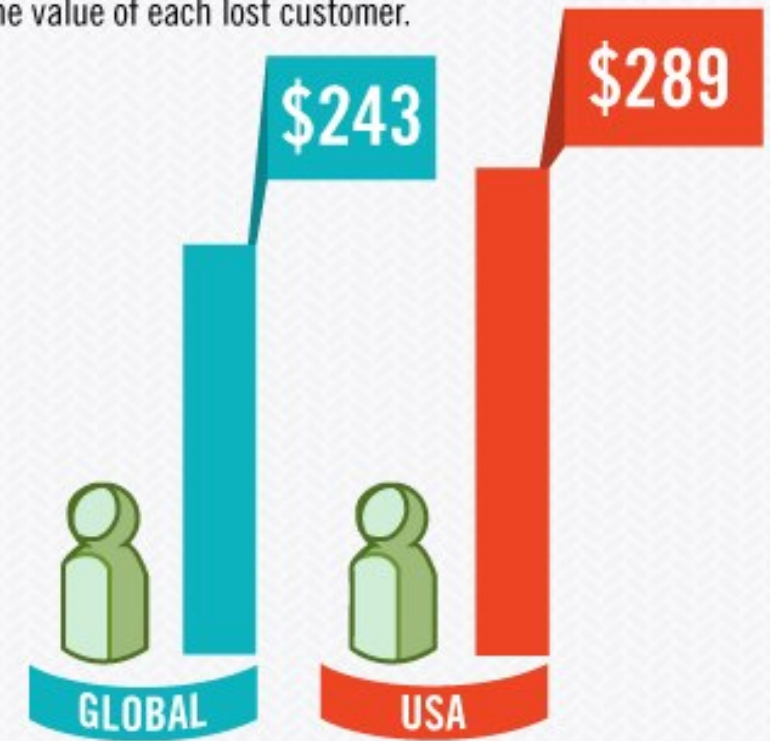
Stats: socialannex.com

Stats: kissmetrics.com

THE COST OF LOSING CUSTOMERS

COST PER CUSTOMER:

The value of each lost customer.



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Most Effective Retention Methods

Repeat customers

feel like loyal veterans and want to be treated as such. Offering discounts to repeat campers can greatly increase their chances of returning, and there are a host of discounts you can offer.

Common Discounts:

EARLY BIRD

"If you register by this date, you get X% off!"

RETURNING

"If you are a returning customer, you get X% off!"

GROUP

"Register one child, get the other child for X% off!"



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Find Your Best Fit

SOFTWARE COMPARISONS

	MY ONLINE CAMP	BLUE SOMBRERO	ACTIVE network.	payscape
Personal Representative with direct phone number & email	×	×	×	✓
Customizable registration profiles	✓	✓	✓	✓
Customizable Reporting	✓	✓	×	✓
Advertsing-free profiles	✓	×	×	✓
Personalized subdomains	✓	✓	×	✓
Unlimited users & permission settings	×	×	×	✓
1-1 personal setup tutorial plus continual onboarding support	✓	×	×	✓
Perfect for:				
Camps	✓	✓	✓	✓
Events	×	×	✓	✓
Sports & Gyms	×	✓	✓	✓
Educational Institutions	✓	×	×	✓
After-school Programs	×	×	×	✓
Non-profits & Churches	×	×	×	✓

Disclaimer: Information presented is research-based done on behalf of Payscape and represents software features as of or before 12/1/2016.

Easy Online Registration!

Remove paperwork from the registration process. Payscape Registration is an all-in-one online registration and payment software solution for camps, schools, universities, associations, nonprofits, events, & more.

*All-in-One
Camper Account
Management*

*Camp
Management
Tools*

*Secure
Payment
Solutions*

Find out more at [Payscape.com/registration](https://payscape.com/registration)

THANK YOU!



ZACK WING

✉ ZACK.WING@PAYSCAPE.COM

LYDELL SMITH

✉ LYDELL.SMITH@LOVETT.ORG



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