



SPORTS **CAMP** **MANAGEMENT** SOFTWARE:

A Coach's Playbook



ABC SPORTS CAMPS

Powered by CIRCUITREE

INTRODUCTION

What is your favorite part of coaching during your college or university-level sports camp?

Perhaps it's seeing a young athlete's confidence in their skills grow over the span of just a few days, or watching your attendees meet new friends and help each other learn. You might even just love mentoring your athletes, getting to know the challenges they face and the goals they're aiming for.

These bright spots are all wonderful reasons to look forward to sports camp season, whether you're coaching on the field or court, or in the gym or pool. But you'll notice that the hectic, stress-inducing responsibilities of managing all of your camp's moving parts didn't make the list.

At [ABC Sports Camp: Powered By CIRCUITREE](#), we understand that you're a coach first and foremost. And you love your school's sports camp program because you get to work with athletes to level up their skills, not because you get to push paperwork. And yet your camp management responsibilities are key to running a smooth sports camp.

So, how can you run your camp efficiently and spend more time with your athletes?

To answer that question, we've created this playbook. We'll walk you through the common challenges sports camp coaches face and how the right [sports camp management tools](#) can help.

If you want to run a streamlined camp and get back to coaching faster, this is the playbook for you. Let's dive in!



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6 CHALLENGES SPORTS CAMP COACHES FACE

As a sports camp coach, your main objective every day of camp is to work with your athletes to help them take their game to the next level — whether you're running them through new drills, monitoring their progress through a tough workout, or leading them through an analysis of practice film.

But if all you have time for is managing logistics out of your office, this objective can feel out of reach. Let's take a closer look at some of the challenges that might be preventing you from getting back out on the field:

- 1. Messy administrative and organizational processes:** You might be struggling to keep up with all of the invoices, waivers, registration forms, and roommate requests that have to be managed before, during, and after camp — especially if you're still relying on paper forms. This can lead to hours of wasted time spent stacking and filing, and even more time to find a form when you need it.
- 2. Poor staff retention:** The reality of coaching is that you can't be in ten places at once. During camp season this means you rely on talented, responsible staff members and assistant coaches to help you provide value to your athletes. Finding great staff members is never easy, so it can be discouraging when they don't return for future seasons. Plus, hiring can be costly and time-consuming.
- 3. Low camp registration numbers:** There's nothing worse than planning a great camp session only to have just a handful of athletes sign up. From a coaching perspective, you want to influence and help as many athletes as you can. And your athletes are drawn to your camp specifically because they'll have the opportunity to meet other athletes and learn from each other.
- 4. Struggles to establish a professional camp brand:** Even if you're a celebrated coach offering the coolest new workouts and activities, outdated processes and tools can leave your camp looking unprofessional or like "it's not worth the investment." Boosting your camp brand to make your program look cutting-edge will be essential to your long-term success.
- 5. Unreliable customer-facing tools and processes:** Say you have a registration form on your website page, but it fails to load half of the time. Or perhaps you offer a mobile app to your athletes and their families, but its functionality is very limited and it crashes often. Your athletes won't be attending your sports camp for very long if they have trouble using these tools and processes.

6. Marketing and growth obstacles: Your sports camp could be the best in the world, but it won't matter if people don't know about it! Many coaches struggle to know how to effectively spread the word about their camps, and without a strategy for doing so, they put their opportunity for sustained camp growth at risk.

If you have experienced even one of the challenges outlined above, you know how roadblocks like these can stop you from putting your all into your sports camp. After all, when all of your energy in a day is going to answering phone calls, working out snags in your registration process, and dealing with staff shortages, you have little left to give out on the field.

Here's the good news:
There's a better way to
take on all of your sports
camp management tasks,
and the answer lies in
sports camp management
software. We'll walk you
through our favorite,
all-in-one, cloud-based
solution — ABC Sports
Camps: Powered By
CIRCUITREE.



THE SPORTS CAMP MANAGEMENT SOLUTION THAT CAN HELP

ABC Sports Camps: Powered by CIRCUITREE is an easy-to-use sports camp management and event registration platform that can help you tackle whatever issues your sports camp is facing. Created by coaches in 2000, ABC helps coaches and athletic departments grow their camp programs through innovative camp management technology, beautiful web design, world class customer service and secure payment processing. Because of all these capabilities (and more!) ABC is trusted by hundreds of colleges and universities across the U.S.

Let's explore the features ABC Sports Camps: Powered by CIRCUITREE offers so that you can get a head start on designing your tailor-made solution for the upcoming camp season!



ABC Sports Camps: Powered by CIRCUITREE — The Features That Can Drive Your Camp To Victory

- 1. Custom Mobile-Responsive Website:** We know that your sports camp website can be one of the most important assets your program has. We'll build your website for you in three days or less, with no set-up fees. And the best part? We'll manage it for you, too.
- 2. Social Media and SEO Marketing Services:** Just as a stadium full of fans can cheer your team to victory, [marketing can amplify your camp's reach](#). With our solution, you'll have access to our team of marketing professionals who can help you with everything from social media to search engine optimization.
- 3. Easy Online Registration:** Say goodbye to piles of paper forms and hello to convenience for you and your athletes. With our online registration tools, you can empower your customers to spend less time signing up for your camp and more time getting excited about everything your program has to offer. Plus, you can customize the registration process, adding everything from multi-event scheduling to customized questions.
- 4. Solutions for Large Departments:** Need to manage multiple teams or camps at once? We can help large-scale operations, too. We offer everything from easily accessible rosters to financial reports and custom payment capabilities.
- 5. Email Scheduling and Automation:** Your time is valuable, and you'd rather spend time coming up with plays than dealing with the headache of creating email cadences. Our platform allows you to take your emailing to the next level, scheduling and automating all of your customer communication so that your athletes are all on the same page.
- 6. POS System:** The point-of-sale (POS) system you use can help you build trust with your athletes. Our platform allows you to offer secure payment options that give your athletes peace of mind. Plus, with our tools, you can produce and share invoices, and manage and track inventory, all while building your revenue.
- 7. Online Merchandise Store:** Are you selling camp t-shirts, water bottles, or backpacks? With our e-commerce capabilities, you don't have to wait until your athletes get to camp to start selling your products. Include your online store in your registration process and on your camp website instead!
- 8. Simplified Staffing Tools:** Hiring staff members and assistant coaches doesn't have to be a headache. Use our tools to take the entire process online, from posting your job description to checking references. In no time at all, you'll have a full staff of talented, passionate people to help you run your camp.
- 9. Event Management Tools:** Manage all the moving parts of your sports camp from your screen. With event management tools, you can quickly access rosters, email your athletes, offer new deposit payments, and track registrations.
- 10. Custom Forms and Reports:** If you want to grow your camp, you'll need to make data-driven decisions. With our solution, you can create customizable reports and dashboards that you and your team can use to find the best steps forward.
- 11. Fundraising Solution:** If your camp takes donations, you'll love our donation portal. With it, you can make sure that your supporters' and fans' generosity never goes unnoticed by easily generating reports, receipts, thank-you notes, and more.
- 12. Support At Every Step:** Have a question? Notice something isn't working? No worries. Our team is here to help — at no extra cost.

Notice some features you need more than others?
No problem! Our solution allows you to make
targeted choices to ensure you're getting the most
mileage possible out of our tools. Simply select the
features that fit your needs and budget, and don't
pay for what you don't need.



WHY ABC SPORTS CAMPS: POWERED BY CIRCUITREE?

At ABC Sports Camps: Powered By CIRCUITREE, we know and understand your needs as a coach, and we're dedicated to getting you back to doing what you love faster. Just like athletes who give their 110% to their game, we won't hold back on giving you the best of what we have to offer.

Don't just take our word for it! Check out what these coaches have to say about us:

"ABC Sports Camps: Powered By CIRCUITREE's website and customer service is second to none when it comes to registering your youngster for camp. They are the best at what they do and we would only recommend ABC to any college basketball program looking to improve their camp process. We want to thank ABC Sports Camps: Powered by CIRCUITREE for doing an amazing job. We experience nothing but the best with their services and products."

— Rhett Bonner, Rice University Men's Basketball

"ABC Sports Camps: Powered by CIRCUITREE has played an instrumental role in making the entire camp process at Ole Miss run more efficiently. Every person we have worked with at ABC Sports Camps: Powered by CIRCUITREE has been extremely helpful and provided great customer service. From start to finish ABC Sports Camps: Powered By CIRCUITREE helps provide a great experience for every camper that arrives on our campus and we are very grateful to them for all they do!"

— Haley Prewett, University of Mississippi Athletics Department

"We made a very successful switch. I really enjoy dealing with each one of the staff members. I have nothing but positive things to say about how they run their website. This should create more campers for us and, it has been a lot easier to deal with!"

— Chip Baker, Florida State University Baseball

CONCLUSION: WELCOME TO THE STARTING LINE

At ABC Sports Camps: Powered by CIRCUITREE, we know that coaching means the world to you. That's why we've created our software with coaches like you in mind — because we want you to get back out there and work with your athletes.

Use this guide to get started today. Pick the features that can help take your camp to new heights, and then [reach out to our team](#). We're ready when you are!



HEY COACH!

Ready to get back on
the field?

ABC Sports Camps:
Powered by
CIRCUITREE has
you covered.

BOOK A DEMO

