



SUMMER CAMP

Masterclass

SUMMER IS A KIDS FAVORITE TIME OF THE YEAR! HOW DO YOU ATTRACT THE MOST STUDENTS AT YOUR STUDIO DURING THE SUMMER MONTHS?...
BY HAVING THE BEST DANCE CAMPS & PROGRAMS IN YOUR COMMUNITY!

THIS SYSTEM IS APPLICABLE NO MATTER WHERE YOUR STUDIO IS LOCATED IN THE WORLD! IT CAN BE APPLIED FOR HOLIDAY BREAK CAMPS OR WORKSHOPS, SUMMER CAMPS AND PROGRAMS.

HERE'S HOW INNER CIRCLE MEMBERS HAVE CREATED SUCCESSFUL SUMMER CAMPS THAT WORK FOR THEIR FAMILIES AND HOW TO ATTRACT NEW ONES!

A big thank you to our IC members who have contributed to this system that the DSOA has created: Angela Mannella, Ronda Brinkman, Shawna Kwan, Bonnie Sita, Beth Easler Bradley and Carolyn Simpson Wells

PLEASE FILL OUT THE INNER CIRCLE FEEDBACK FORM ON THE SUMMER CAMP MASTERCLASS [HERE!](#)

What to Consider First When Planning Your Summer Camps:

- Q: Am I focusing on targeting my existing students, gaining new students or both?
 - Keep in mind that summer camps can attract a different type of student than your regular season dance programs.
 - Create your summer camp student avatar in order to help you focus in on who to market to and what their needs are
- Q: What is your summer camp parent avatar?
 - Come up with what the pain points are that your summer camp parent avatar's needs are and use those in your marketing (i.e. needs summer daycare, socialization for my child, release of energy, creative outlet, etc.)
- Q: Is my current teaching staff the right staff for summer camps?
 - You can hire specifically for summer camps keeping in mind that if a teacher can teach summer camp they are likely going to be a great regular season teacher especially for your younger students.

- Q: When is the best time to offer our summer camps in order to make a profit and serve most of your marketplace?
 - Even if you've done summer camps in the past that have not proven to be "worth your time and resources," take a second look and see if there are new ways to make it work
 - Look at only doing certain weeks during the summer
 - Consider only certain age groups that you feel your program appeals to most
 - Less is more - do what you can and go all out!

CREATING A GREAT SUMMER CAMP PLAN:

Which Teachers Should Teach Your Summer Camps:

- First and foremost think about the teachers at your studio that are high energy, really love kids (especially younger ones) and are overly creative inside and outside of the classroom!
- Summer camps can involve more babysitting, games, arts and crafts and the like so choose staff members that are well-rounded and understand what it means to be more of a "camp counselor"
- When hiring your teachers, talk about your camps and choose teachers that will fit into your regular dance season as well as your summer programming.
- If you have a teacher that is amazing at teaching in more of a camp / workshop type environment then they will likely be just as amazing in a one hour regular dance class!
- Consider your high school students as assistants for your camps as they can cater to your younger dancers, and if done right, be mentors / role models to your younger students
- [Summer Camp Teacher Details](#)

A Profitable Schedule:

- You want to maximize on your studio space during the summer since your regular class schedule will likely be less than it is during your regular season.

- Once you know what your parent's needs are then you can offer a variety of options that will bring in the most students
- Lunch break (you can provide for an extra cost or just have a supervised lunch hour for those students that stay)



Summer Day Camps!

FROZEN FANTASYLAND	"LET IT GO" AND JOIN US FOR A MAGICAL WEEK OF SONGS, DANCES, CRAFTS AND FUN! A SPECIAL SNOW SISTER MIGHT EVEN STOP BY!	JULY 6 - 9 9AM - 12PM AGES 3-10
DESTINATION DESCENDANTS	Did I mention this class will be rockin? Join your favorite Descendants characters as we sing and dance the day away! Crafts and a glow party will add to the fun!	July 6 - 9 9am - 12pm Ages 3-10
Toe Tappin Trolls	Everybody, move your hands and be united! The trolls are back and this time they are taking the world by storm! Sing and dance along to your favorite trolls songs and let your "true colors" shine through!	July 6 - 9 9am - 12pm Ages 3-10
Rock Star Royalty	What could be better than your favorite princesses and your favorite pop stars mashed together? Dance and sing along to Disney, Jojo Siwa and "moore!"	July 6 - 9 9am - 12pm Ages 3-10
MIGHTY MOVERS	GET YOUR KID OFF THE COUCH AND GET THEIR WIGGLES OUT! NINJA GAMES, CUP STACKING, TUMBLING, PARKOUR, AND A WHOLE LOT OF FUN!	AUGUST 10 - 13 9AM - 12PM AGES 5-10
LOL Surprise	This camp is all about LOL dolls! Campers will have a blast with games, crafts, costumes, dances, and music! Each camper will receive an LOL gift on the last day of camp.	August 10 - 13 1pm - 4pm Ages 5-10

Voted Best Summer Camp!

\$150 Per Camp - Supervised lunch included in a full day.

Additional fee for early drop-off and/or late pick-up.

Register at www.moorethandance.com



	3-5 yrs	6-8 yrs	9+ yrs
MON	10-11am Magical Adventure	11-12pm Magical Adventure	4pm- Hip Hop 4:30pm- Modern
TUE	10-11am Princess Palooza	11-12pm Princess Palooza	4pm- Stretch 4:30pm- Jazz
WED	10-11am Rainbow Rockstars	11-12pm Rainbow Rockstars	4pm- Broadway 4:30pm- Tap
THU	10-11am On Broadway	11-12pm On Broadway	4pm- Ballet 4:30pm- Hip Hop
FRI	10-11am Dance Mania	11-12pm Dance Mania	4pm- Modern 4:30pm- Virtual Dance Party
SAT	n/a	n/a	11am- Ballet 11:30am- Jazz

Option 1 Schedule: for families that need full-time care

Monday	Tuesday	Wednesday	Thursday	Friday
Early Drop Off: (all ages) 8am - 9am	Early Drop Off: (all ages) 8am - 9am	Early Drop Off: (all ages) 8am - 9am	Early Drop Off: (all ages) 8am - 9am	Early Drop Off: (all ages) 8am - 9am
Camp: (3-5 yr) 9am - 12pm	Camp: (3-5 yr) 9am - 12pm	Camp: (3-5 yr) 9am - 12pm	Camp: (3-5 yr) 9am - 12pm	Camp: (3-5 yr) 9am - 12pm
Camp: (6-8 yr) 9am - 2pm	Camp: (6-8 yr) 9am - 2pm	Camp: (6-8 yr) 9am - 2pm	Camp: (6-8 yr) 9am - 2pm	Camp: (6-8 yr) 9am - 2pm
After Care: (3-5 yrs) 12 - 2pm	After Care: (3-5 yrs) 12 - 2pm	After Care: (3-5 yrs) 12 - 2pm	After Care: (3-5 yrs) 12 - 2pm	After Care: (3-5 yrs) 12 - 2pm
After Care: (6 - 8 yrs) 2 - 4pm	After Care: (6 - 8 yrs) 2 - 4pm	After Care: (6 - 8 yrs) 2 - 4pm	After Care: (6 - 8 yrs) 2 - 4pm	After Care: (6 - 8 yrs) 2 - 4pm

Option 2 Schedule: to get more students in for camps or get current students to take more camps

Monday	Tuesday	Wednesday	Thursday	Friday
Camp: (3-5, 6-8 & 9-11 yrs) 9am - 12pm	Camp: (3-5, 6-8 & 9-11 yrs) 9am - 12pm	Camp: (3-5, 6-8 & 9-11 yrs) 9am - 12pm	Camp: (3-5, 6-8 & 9-11 yrs) 9am - 12pm	Camp: (3-5, 6-8 & 9-11 yrs) 9am - 12pm
Lunch Break	Lunch Break	Lunch Break	Lunch Break	Lunch Break
Camp: (3-5, 6-8 & 9-11 yrs) 1pm - 4pm	Camp: (3-5, 6-8 & 9-11 yrs) 1pm - 4pm	Camp: (3-5, 6-8 & 9-11 yrs) 1pm - 4pm	Camp: (3-5, 6-8 & 9-11 yrs) 1pm - 4pm	Camp: (3-5, 6-8 & 9-11 yrs) 1pm - 4pm

Option 3 Schedule: if testing out summer camps try this 3-day schedule (choose any 3 days of the week that would work best for your students)

Monday	Tuesday	Wednesday	Thursday	Friday
Camp: (3-5, 6-8 & 9-11 yrs) 9am - 12pm	Camp: (3-5, 6-8 & 9-11 yrs) 9am - 12pm	Camp: (3-5, 6-8 & 9-11 yrs) 9am - 12pm		
Lunch Break	Lunch Break	Lunch Break		
Camp: (3-5, 6-8 & 9-11 yrs) 1pm - 4pm	Camp: (3-5, 6-8 & 9-11 yrs) 1pm - 4pm	Camp: (3-5, 6-8 & 9-11 yrs) 1pm - 4pm		

- Pricing Options

- Think about the cost of your regular one hour long classes and multiply that out to the number of hours you are offering your camp
- If you are adding in other value to your camps (i.e. crafts, drama, yoga, props) then add that into your price
- Research what other kids camps cost in your area to see where your pricing can be
- Example Pricing (this depends on your marketplace):
 - \$150 - \$200 for half day
 - \$300 - \$375 for a full day
 - Early drop off - \$100 for the week
 - After care - hourly \$20/hour or set price \$100 for the week

Fun Themes, Crafts & Props:

- When deciding on themes here are some tips and tricks from IC members:
 - Look at current shows and or movies that kids are into
 - Check out the year's biggest Valentines Card themes
 - Look into popular toys, games, musicians and musicals
 - Places to order crafts from:
 - [Oriental Trading Company](#)

- [Michaels](#)
- [JoAnne Fabrics](#)
- [Unicorn Smiles](#)

- Ideas for themes:
 - Trolls
 - Unicorns & Rainbows
 - Descendants
 - TikTok
 - Movie Time Magic
 - Popstar Princess
 - Pirates & Princesses
 - Sports
 - On Broadway
 - Cheerleading

- Ideas for making your own props:
 - Craft: Popsicle Stick Wand
 - What You'll Need: Popsicle stick (or a straw), Paper, Scissors, Crayons/Markers, Glue/ Tape



- Craft: Princess Crown
 - What You'll Need: Paper, Scissors, Crayons/Markers, Glue/Tape



- Craft: Rainbow Butterfly
 - What You'll Need: Toilet Paper Roll, Paper, Scissors, Crayons/Markers, Glue/Tape



- Craft: Make Your Own Playbill!
 - What You'll Need: Paper, Crayons/Markers



- Craft: Microphone
 - What You'll Need: Toilet Paper Roll, Aluminum Foil, Crayons/Markers, Glue/Tape



How to Wow Your Parents:

- Camp certificates: [for sample click here](#)
- Summer camp info email to parents template - [click here](#)
- SMS on the first morning of camp starting with reminders for what students need for camp - [click here](#)

MARKETING:

Launching Your Summer Camps:

- Create your marketing plan and include a timeline
- Timing is everything and the earlier the better (February is a good time since it is after the holidays and parents are starting to think about summer)
- Early bird pricing works well and can be given to anyone who registers by a certain date or:
 - 10% off for existing students for first two weeks
 - 5% off for new students for second two weeks
- Create a summer camp theme week at your studio in late January or early February and celebrate the launch of summer camps all week long
 - Promote for 2 - 4 weeks leading up to this special week
 - Give students leis when they come into the studio and take a photo by a summer theme decorated photo wall - have parents / students post their photos and use your hashtag (#dsoasummercamp2022)

- Play summer themed music in class and make it more of a fun oriented week
 - Give summer themed stickers or stamps
 - Send kids home with summer camp flyer with QR code to register
 - Create a promo for any current students that register within 24 hrs of their class
 - Serve popsicles to students as they leave the studio
- Marketing Schedule:

Date	Email	Social Media	Optional SMS
Tuesday, April 20, 2021			
Wednesday, April 21, 2021	Email 1	Post 1	
Thursday, April 22, 2021			Message 1
Friday, April 23, 2021	Email 2	Post 2	
Saturday, April 24, 2021			
Sunday, April 25, 2021		Post 3	
Monday, April 26, 2021			Message 2
Tuesday, April 27, 2021	Email 3	Post 4	
Wednesday, April 28, 2021		Post 5	
Thursday, April 29, 2021	Email 4		

How to Market Your Summer Camps:

- [Summer Camp Promo Template](#)
- From Jodi Shilling:
<https://www.relevestudios.com/summer-camps?fbclid=IwAR3NnXTtS7byfZdxQUubAkwaOcu46pxsYJYyJbnJ7C1wmH7XPX48grdmsh0>
- Components of a successful marketing flyer:
 - Clickable PDF for mass emails where parents can click to register
 - Dates
 - Tagline that says the value / benefit of your program
 - Pricing
 - Schedule
 - Explain “what you get”

TO REGISTER
FOR A WEEK
CLICK HERE

CLICK TO
REGISTER
FOR A
DAY

APRIL
6-11TH

SPRING BREAK!

Everyday is a dance party at
Spring Break Camp!

PRICING

3-8yrs

\$25/day or \$115/week (5 days)

9yrs-Pre-Teen/Teen

\$25/day or \$135/week (6 days)

	3-5 yrs	6-8 yrs	9+ yrs
MON	10-11am Magical Adventure	11-12pm Magical Adventure	4pm- Hip Hop 4:30pm- Modern
TUE	10-11am Princess Palooza	11-12pm Princess Palooza	4pm- Stretch 4:30pm- Jazz
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ZOOMDANCE CAMPS 3-8 YRS

MAGICAL ADVENTURE

Journey on a magical dance adventure! Together we'll explore wondrous places through ballet, tap and creative movement!

PRINCESS PALOOZA

Party like a princess with music from all of your favorite characters! With a whole lot of ballet and jazz, you're sure to become a dancing princess!

RAINBOW ROCKSTARS

Grab your favorite rockstar outfit and jam it out with the help of Jolo Siwa, Taylor Swift and other rainbow rockstars! This camp is chalk-full of fun, colors, and funky dance moves!

ON BROADWAY

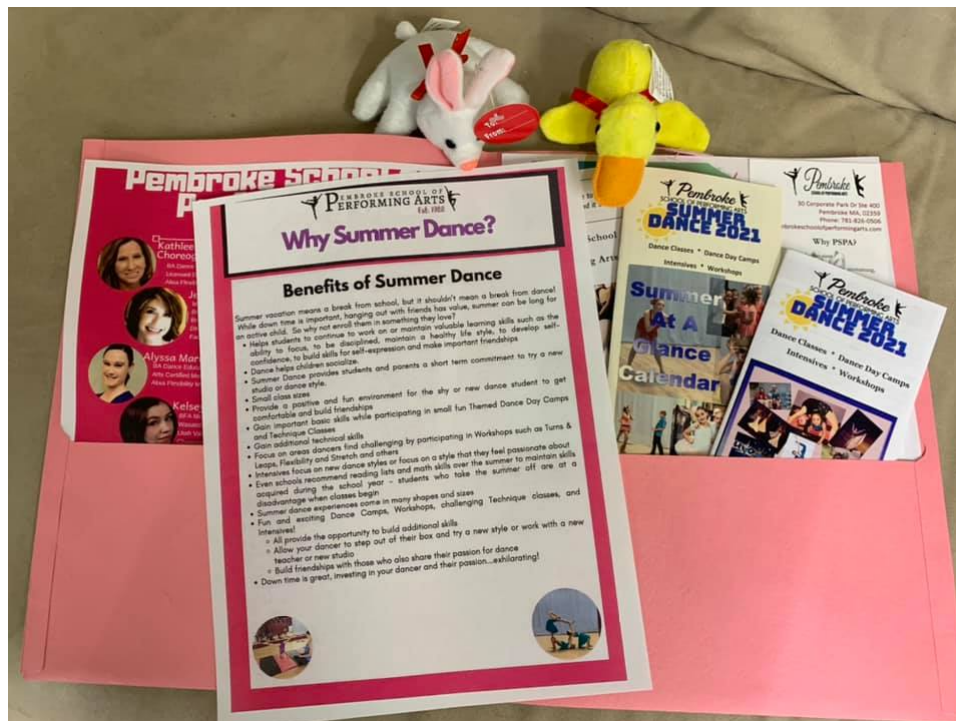
Calling all Broadway stars! It's time to take the stage with a little bit of singing, acting, tapping and a whole lot of fun!

DANCE MANIA

It's Fun Friday! Today we'll dance it out with super fun hip hop and jazz moves! Don't forget to wear your favorite party outfit!

Keeping Students Into Your Dance Season:

- Promote your Fall session / dance season at the end of each camp
- If you do a show at the end of your camp week, talk about your fall session / dance season
 - Have a script about why dance is important!
- Give a deal to summer camp parents to get them enroll students on the spot
- Check out Kathleen Kelble's "Why Summer Dance" info:



Evaluating Your Summer Camps:

- Meet with summer camp staff to do a survey
 - Go over project plan and do a "grows & glows" debrief on your summer camps
- Survey parents
 - Make the survey simple and this is another time to make an offer if getting more results is important to you

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