

OTA: One Day Camp Programming – Guidelines

* A key factor in Program Management is driving the effort to expand services to develop additional revenue streams. One of the easiest ways to increase revenue (and profitability) is to sell more services to an existing customer.

**Offering 1 Day Camps (school day offs) can fill a vital need for working parents and help to reinforce new and existing relationships with partners.

1. VISION

- **Timing**

- Strategy: OTA Territories that are successful in accessing this revenue stream consider their vision for it prior to the programming year kicking off.
- Planning: These opportunities should be explored with public schools in your network, private schools in your network, community organizations in your network (YMCA's, Parks and Rec, etc.), and private athletic facilities in your network.

- **Action List**

- Opportunities: “School Day Off” or “1 Day Camps” should be considered for whenever school is out OR even for half day situations where Early Release Days are scheduled.
- Calendar: Every school district releases a calendar that notes both day offs and early release days well in advance of the new school year getting underway.
- Options: Some typical opportunities to schedule 1 Day Camps include – Conference Days, Teacher Professional Development Days, Federal Holidays, Religious Holidays, Election Day, Martin Luther King Jr, Day, Presidents Day, Veterans Day,

2. EXPANDING PROGRAM SERVICES

- **Existing Partners (Schools)**

- Service Expansion: A natural progression of an existing relationship with PTA's is to offer “1 Day Camps” for school day off situations.
- Advantages: This extension of the programming OTA already provides during the school year has proven to be successful because of the positive factors already surrounding such a partnership.
- Positive Factors: Easy access to decision makers, existing customer base, perfect location/facilities.

3. PLANNING

- **Themes**

- Top Five: OTA has developed 5 Theme Agendas for 1 Day Camps
- Options: Themes include –
 1. All Star Sports
 2. Olympic
 3. Carnival
 4. Superhero
 5. Star Wars

- **Customization**

- Collaboration: Of course, a discussion can also be had with potential partnering organization about customizing a 1 Day Camp agenda based on all the features we have available in our program catalogue and curriculum.

4. OPERATIONS

- **Preparation**

- Looking Ahead: to successfully run 1 Day Camps, taking a “last minute” approach can be detrimental.
- The Approach: Planning well in advance is important. This includes establishing program theme/agenda, staff training and scheduling, and compiling necessary safety supplies, sports equipment, camp gear, and administrative resources.

- **Program (1 Day Camp) Execution:**

- The One Week Out Rule: 7 Days Out – you should be prepared to run the program/camp.
- Warning: Do not be in the position of last-minute scrambles when it comes to Staffing (and Training), Paperwork, Gear, Equipment, Handouts, Agenda, Camp Compliance Requirements, On-Site Marketing Tools, etc.
- Caution: The same effort that goes into running a full summer session of camp should be applied to these “1 Day Camp” programs.

5. PROFESSIONALISM

- **Marketing**

- Advantage: These “1 Day Off Camps” are a fantastic MARKETING OPPORTUNITY for other OTA Programs and Services and should be taken advantage of.

- **Risk**

- Expectations: Putting out a poor service during these program opportunities is amateur and a high risk of backfiring what should be a positive working relationship with the partner (PTA, Principal, Facility Contact).
- Mistakes: Jeopardizing an existing relationship as an After School or Summer Camp Provider due to poor “1 Day Camp” operation is shortsighted and ought to be avoided at all costs.

*Expanding OTA services beyond the core business of providing after school, preschool, and summer camp athletic programs is a centerpiece to OTA’s strategy of having a deep community presence and developing additional revenue streams.