



REWARD YOUR W.O.M. CHAMPIONS

**(Give Your Biggest Supporters More of
What They Value Most)**

MORE TIME WITH FAMILY

- special invite-only events at camp
- moonlight boat rides
- a star-b-que
- an unadvertised weekend at camp
- an family photo shoot (partner with a local family photographer: you pay a bulk rate for the sitting fee and one 8x10, the photographer gets to upsell more prints)
- have your camp cook prepare 1 week of meals (frozen), deliver them
- if you have a time share, offer it to your top families (a year or 2 in advance)
- send a car for them on opening or closing days
- subscribe them to a Consumer Supported Agriculture (CSA - a family can buy "shares" in a year's vegetable harvest)



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LESS STRESS

- introduce them to the staff who are local - help them connect as babysitters (they come with a police check!)
- give them space at camp for get away weekends
- send a laundry gift certificates after a mud-filled day
- partner with a local theatre company to bulk buy subscriptions for your top families
- **help them build their own business** - bring in a business coach or speaker, offer networking weekends for their BNI group.
- create a page on your website for Business Listings (support our families)
 - blog about their business
- introduce them to other families with like minded businesses
- pay for a Mastermind facilitator



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ENRICH THEIR CHILD

- have a personal conversation about “next level” for their child at camp (or even recommend another camp that may better help their child grow)
- give them a recommendation for a school (offer don't be asked) that matches their child's needs
- pay staff to tutor during the year
- create a quick course (online or in person) that will help them articulate value of what they learned at camp for their school or job applications
- post some videos to your YouTube channel that create a "choose your own adventure" lesson of 21st Century Skills
- sponsor a field trip for the kids in that child's class (to the farm, planetarium or science museum)



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HELP THEM BE A GOOD PARENT

- bring in a parenting speaker for a weekend at camp exclusive (or an evening in the city - offer these families an exclusive dinner before with the speaker)
- run a weekend of 21st Century Skills development for their kids
- Email them parenting resources when you find them



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INCREASE THEIR STATUS

- invite them to a Parent Advisory board (have them on a panel to improve camp for other parents)
- give their own cards for recommending camp in their neighbourhoods
- Invite only Alumni Group
- send your video crew to their business and do a "what makes you great" interview
- create Founding Families group - offer a chance to bulk buy camp sessions
- offer chance to hold family reunions at camp
- leak stuff to them early
- use stickyapps.com to create custom "apps" or photo albums of their kids at camp

