

Story Title	Camp Online Registration a success in the North Country
Program	Franklin - 4-H Youth Development
Educators	Casey L Sukeforth
Is this related to an Equal Program/Employment Opportunity?	Yes
Executive Summary	In 2015 4-H Camp moved to online registration for the first time ever, using the Bunk1 platform. This first year 79% of applications were completed online while only 21% were the traditional paper applications, and 72% of all payments were done online with credit card. The streamlining of the camp registration process allows families to register quickly and easily, and pay in small increments. It also allows camp to reach a wider audience than the traditional paper applications.
Issues/Needs and Audiences	Parents had been repeatedly asking for more camp features online. With more and more family's using internet to research and pay for camp, online registration was 4-H Camp's first step towards modernizing its system. Another need was the desire from parents to pay in small increments for camp, instead of one lump sum. Finally, an online system would allow camp to reach and compete with a larger regional market.
Extension Responses	4-H Camp tested five different online registration platforms before deciding on Bunk1. Multiple staff trained to learn the new system, so we could better serve and answer family questions. Online system was up and ready to go as camp enrollment opened in February. Bunk1 offered technical support while extension staff offered help in registration and guided families through the process. Camp Overlook also still offered traditional paper applications for those families without reliable internet access.
Accomplishments and Impacts	Online registration now allows parents quick and easy access to camp, including pictures, email, and up to date account balances. It also allows camp to contact parents easily for emergencies (via mass email), and remind them to register for subsequent years. It also saves resources and time by omitting most printing costs. Many parents utilized the online payments and paid for camp over a longer period of time with smaller amounts and were able to electronically keep up to date track on their balance.
Collaborators	Bunk1 – Rob Burns (President)
Special funding sources (if any)	