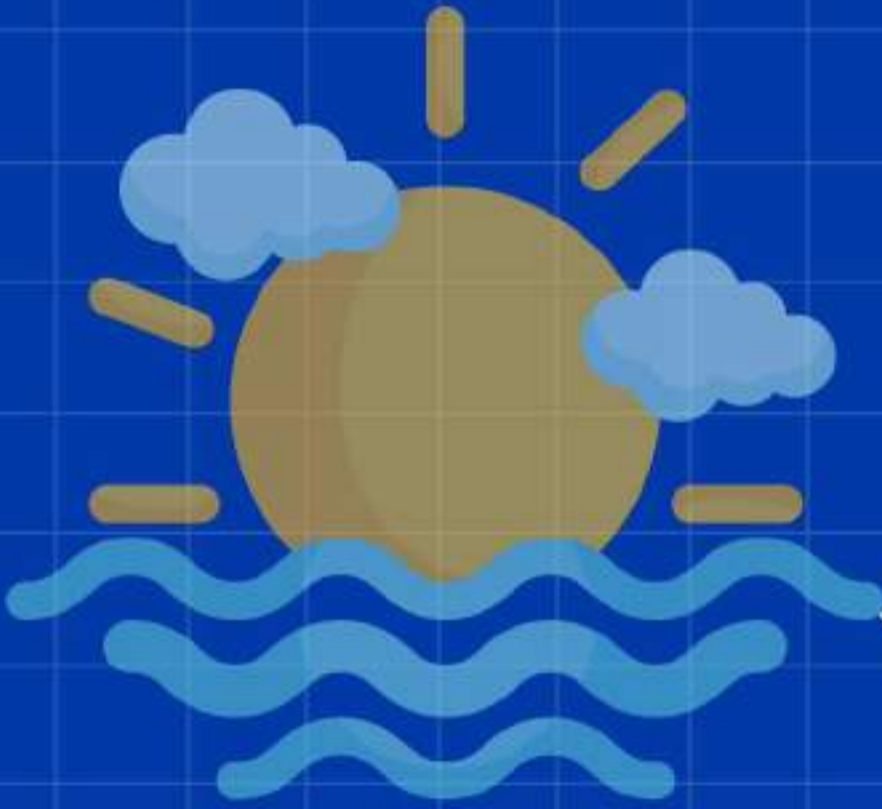


# How to Write a Summer Camp Description That Gets Parents to Sign Up

(A Free Resource for Camp Directors, Activity Centers, and  
Youth Program Operators)



# How to Write a Summer Camp Description That Gets Parents to Sign Up



## Preface

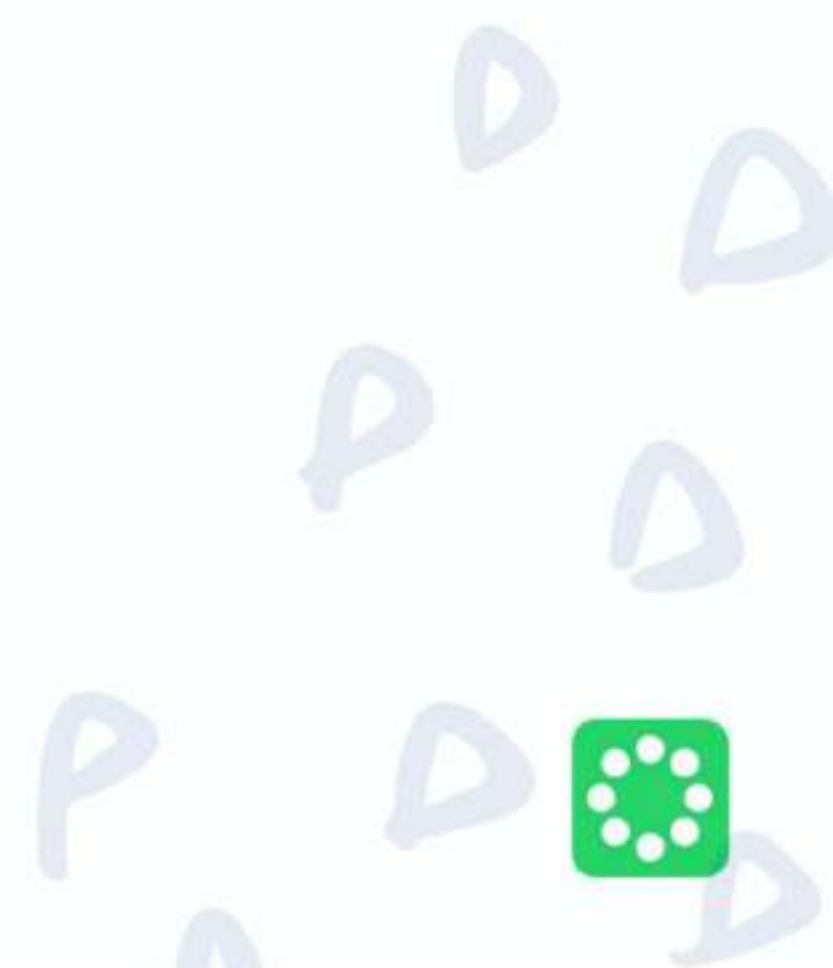
*Choosing the right summer camp is an important decision for parents. Before they register, they want to know what their child will learn, how they'll spend their time, who will be guiding them, and whether the experience is worth the investment. Yet many camp descriptions focus primarily on activities and schedules rather than the outcomes and experiences parents care about most.*

*At Omnify, we've worked with hundreds of camps, activity centers, and youth program providers, and we've seen firsthand how the right messaging can significantly impact registrations. A well-written camp description does more than explain what happens during camp; it builds trust, answers common questions, creates excitement, and helps parents envision their child having a meaningful experience.*

*That's why we created this guide. Be it launching a new camp, refreshing your existing program listings, or improving enrollment rates, this resource will help you craft camp descriptions that resonate with parents and inspire action.*

*Inside, you'll learn practical strategies for highlighting your camp's value, communicating outcomes clearly, and writing descriptions that turn interest into registrations. We hope this guide helps you fill more camps, connect with more families, and create even better experiences for the children you serve.*

**– The Omnify Team**





# 1. Why Camp Descriptions Matter

A camp description does more than explain your program; it helps parents make confident enrollment decisions.

**When parents are comparing multiple camps, they're looking for clear answers to a few key questions:**

- Is this camp suitable for my child's age and interests?
- What activities and experiences can they expect?
- What skills, friendships, or personal growth opportunities will they gain?
- How is this camp different from other options?
- Will my child enjoy and benefit from this experience?

A well-crafted camp description provides this information quickly and clearly, helping parents understand the value of your program and feel confident about registering.

On the other hand, vague or incomplete descriptions can create uncertainty. When parents can't easily understand what a camp offers, they are more likely to continue their search elsewhere. The best camp descriptions don't just describe activities; they communicate the experience, outcomes, and benefits that matter most to families.



## 2.

# The 5-Part Formula for Writing High-Converting Camp Descriptions

## 1. Start With the Outcome

Don't begin by listing activities.  
Start by explaining what children will gain.

Instead of:

"Our summer camp offers arts, games, STEM activities, and outdoor adventures."

Try:

"Give your child a summer filled with creativity, confidence-building, and hands-on learning through exciting STEM challenges, team activities, and outdoor adventures."

### Quick Checklist:

#### Before publishing your camp description, ask yourself:

- Does the opening highlight the benefits for children rather than just activities?
- Can parents immediately understand what their child will gain from attending?
- Have you mentioned outcomes such as confidence, creativity, teamwork, leadership, or skill development?
- Does the description create excitement and paint a picture of the camp experience?
- Would a parent be able to explain the value of the camp after reading just the first few sentences?

*A strong opening helps parents quickly see why your camp is worth considering before they dive into the details.*





## 2. Clearly Define Who the Camp Is For

Parents want to know right away whether a camp is the right fit for their child. The more specific you are about who the program is designed for, the more likely you are to attract the right families and reduce registration confusion.

With Omnify's customizable Service Store, you can easily showcase important details such as age ranges, skill levels, experience requirements, program objectives, schedules, and special interests directly on your camp registration page, helping parents make informed decisions before they enroll.

Additionally, before putting all of it in the description, here is a practice checklist for the owners/admins of a camp, so they do not miss any point.

### **Before publishing your camp, use this simple checklist:**

- Have you specified the age range?
- Have you mentioned the skill or experience level?
- Have you highlighted who the camp is best suited for?
- Have you clearly explained what campers will learn or experience?





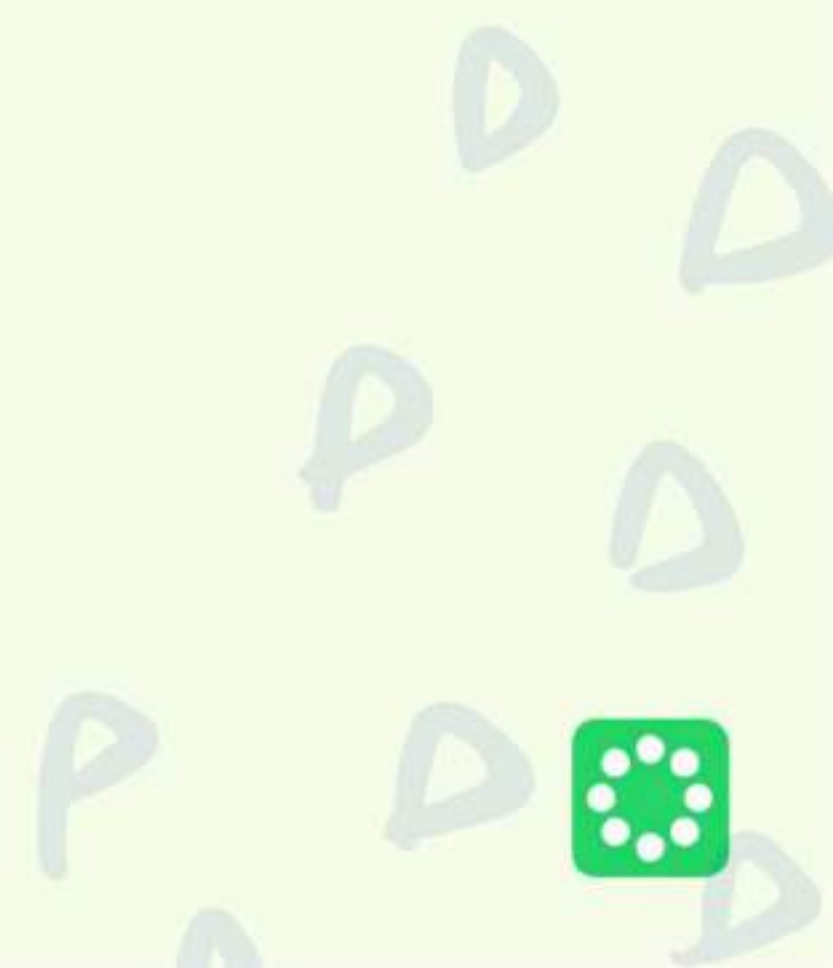
We are also sharing a basic customizable template for a camp description that you can simply copy and paste into your system.

## Camp Audience Description Template

**[Camp Name]** is designed for **[age range]** who are interested in **[activity/interest area]**. This program is ideal for **[beginner/intermediate/advanced]** participants and helps children **[key outcomes or skills they'll develop]** through **[activities, projects, experiences, or learning approach]**.

### Example:

*Our Robotics Camp is designed for children ages 8–12 who enjoy building, problem-solving, and technology-based activities. This beginner-friendly program helps campers develop STEM skills, creativity, and teamwork through hands-on robotics challenges and engineering projects.*





### 3. Help Parents Picture Their Child at Camp

Parents aren't just evaluating a camp; they're imagining their child in it. The more clearly you can help them visualize the experience, the easier it becomes for them to decide if the camp is the right fit.

Before publishing your camp listing, use this quick worksheet:

#### Camp Experience Checklist

- What will campers do throughout the day?
- What skills, projects, or activities will they participate in?
- Will they work independently, in teams, or both?
- How much structure vs. free exploration is included?
- What does a typical day or session look like?
- What makes this camp different from other options?





# Camp Experience Template



At this camp, children will...

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Some of the activities include...

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Campers will work...

- Independently
- In Small Groups
- Both

A typical day includes...

---

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What makes this camp unique is...

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## Example:

*"Campers will design robots, participate in coding challenges, collaborate on team projects, and test their creations through hands-on activities. Throughout the week, they'll build problem-solving, teamwork, and STEM skills before showcasing their projects during an end-of-week Innovation Showcase."*

 **Pro Tip:** If a parent can easily imagine their child having fun, learning, and succeeding in your camp, you're much more likely to earn their registration.





## 4. Highlight Skills and Development

Parents aren't just purchasing activities. They're investing in outcomes. One of the most effective ways to strengthen your marketing is to communicate the life skills children gain through your programs clearly.

### Quick Exercise: Map Your Activities to Outcomes

**Review your most popular program and check off the skills it helps develop:**

- Confidence
- Creativity
- Leadership
- Teamwork
- Communication
- Problem-solving
- Physical Development
- Independence
- Resilience
- Critical Thinking





## Turn Features Into Outcomes

Instead of describing what children do, explain what they gain.

Program Feature	Parent-Focused Outcome
Group projects	Develops teamwork and communication skills
Public performances	Builds confidence and presentation skills
Coding challenges	Strengthens problem-solving and critical thinking
Team sports	Encourages leadership, collaboration, and resilience
Art projects	Fosters creativity and self-expression

### Fill in the Blank

Use this formula to create stronger program descriptions:

"Alongside \_\_\_\_\_, participants develop \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_."

#### Example:

"Alongside learning basic coding concepts, campers develop critical thinking, teamwork, and presentation skills through collaborative projects and hands-on challenges."





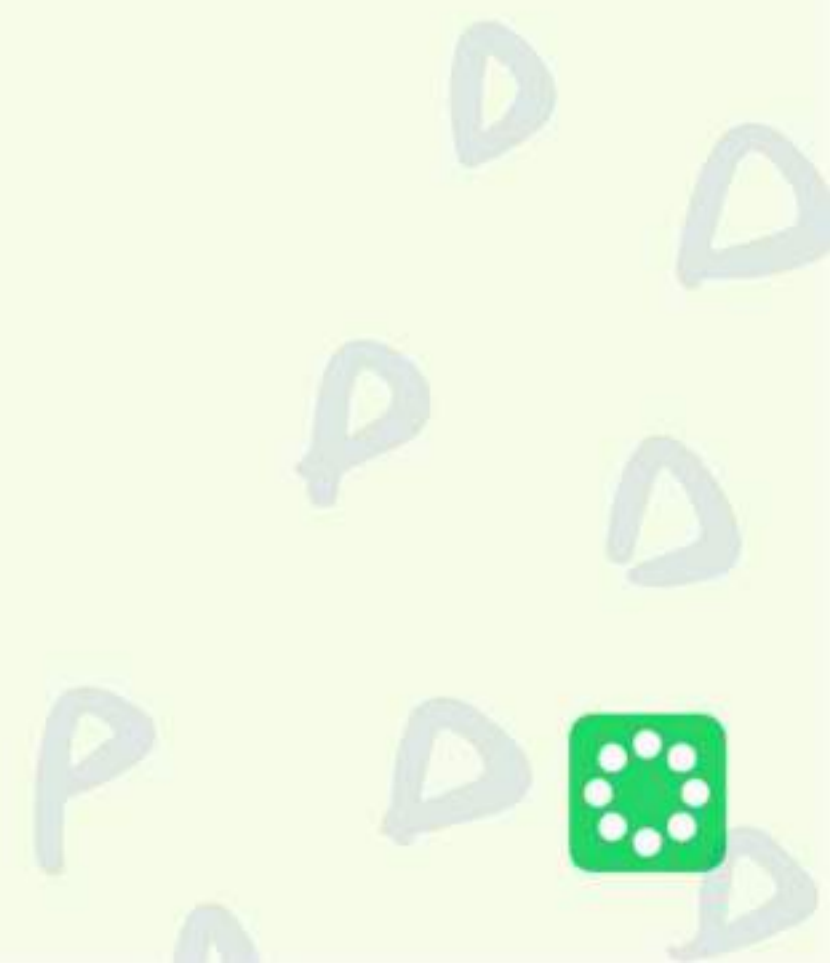
## 5. End with important logistics



Even the most compelling program description can lose registrations if parents can't quickly find the information they need to make a decision. Before publishing your camp, class, or activity, ensure these essential details are easy to find:

### Registration Information Checklist

- ✓ Program Dates
- ✓ Session Times
- ✓ Location or Venue
- ✓ Pricing and Fees
- ✓ What's Included
- ✓ What Participants Need to Bring
- ✓ Age Requirements
- ✓ Registration Deadlines
- ✓ Cancellation and Refund Policy
- ✓ Contact Information for Questions

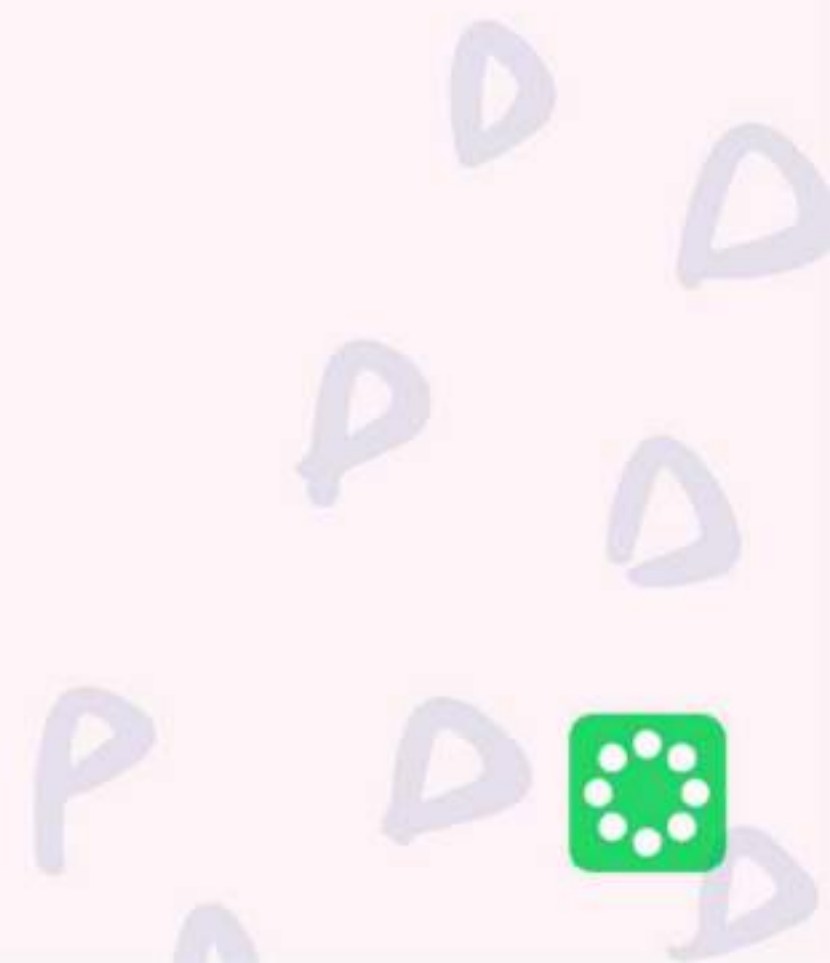




## Quick Audit

**Visit your registration page and ask yourself:**

- Can a parent find all key details within 30 seconds?
- Are dates, times, and pricing clearly visible without scrolling excessively?
- Is the registration deadline prominently displayed?
- Are instructions for what to bring included?
- Is there a clear call-to-action to register?





# Camp Description Template

## [Camp Name]

Give your child the opportunity to [primary benefit].

Designed for [age group], this camp combines [activities] with [outcomes] to create an engaging and memorable experience.

Throughout the program, campers will:

- Activity #1
- Activity #2
- Activity #3

Participants will develop skills such as [skill], [skill], and [skill] while building confidence and making new friends.

## Camp Details

- Ages:
- Dates:
- Time:
- Location:
- Price:
- What to Bring:

Reserve your child's spot today.





## Before & After Example

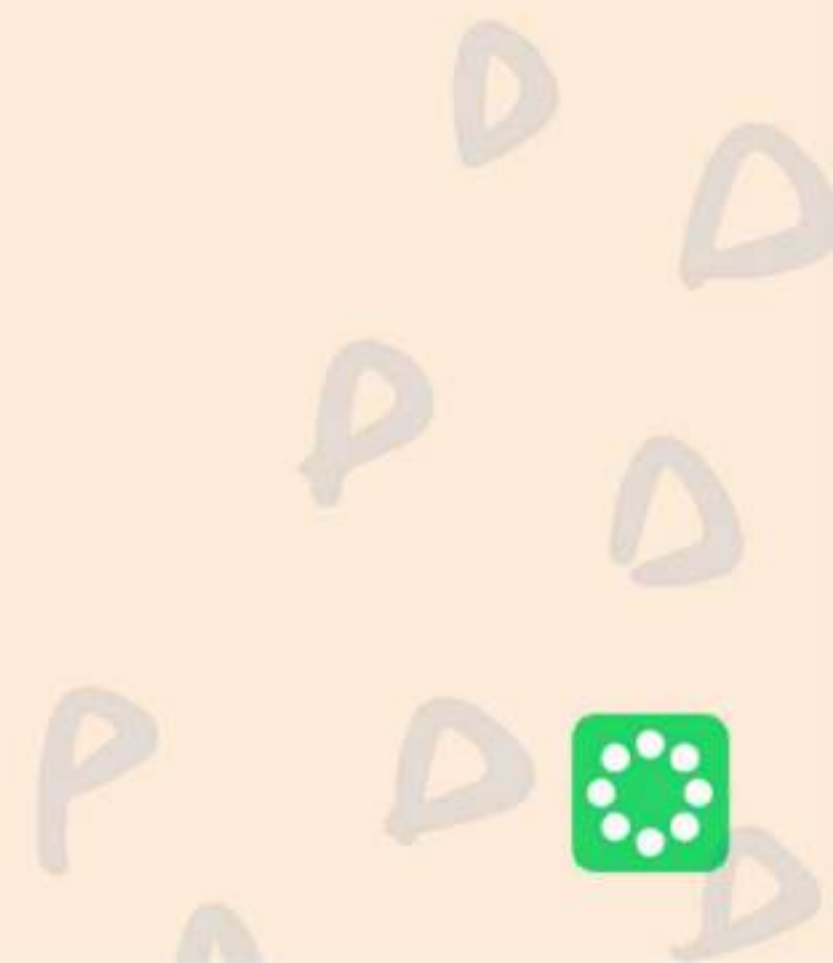
### Before

*"Our camp includes sports, arts and crafts, games, and outdoor activities."*

### After

*"Help your child stay active, build confidence, and form lasting friendships in a summer filled with sports, creative projects, outdoor adventures, and team challenges designed for ages 6–10."*

Notice the difference? One describes activities. The other describes outcomes.





# Camp Description Checklist

## Camp Description Scorecard

Before you hit publish, give your camp description a final review.

Rate Your Listing

For each question, give yourself:

- ★ = Needs Improvement
- ★★ = Good
- ★★★ = Excellent

Question	★	★★	★★★
Is the age group clearly stated?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have I highlighted benefits before activities?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Can parents easily visualize the camp experience?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have I included developmental outcomes and life skills?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are dates, pricing, and other logistics easy to find?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Does the description create excitement and build trust?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>





# Camp Description Checklist

## Calculate Your Score

- **15–18 stars:** Your camp description is ready to convert interested parents into registrations.
- **10–14 stars:** Strong foundation, but there are opportunities to improve clarity and engagement.
- **Below 10 stars:** Revisit the previous sections and strengthen your messaging before publishing.





## Final Thoughts

A great camp description does more than explain what happens during a session.

It helps parents envision their child learning a new skill, making new friends, building confidence, and creating lasting memories.

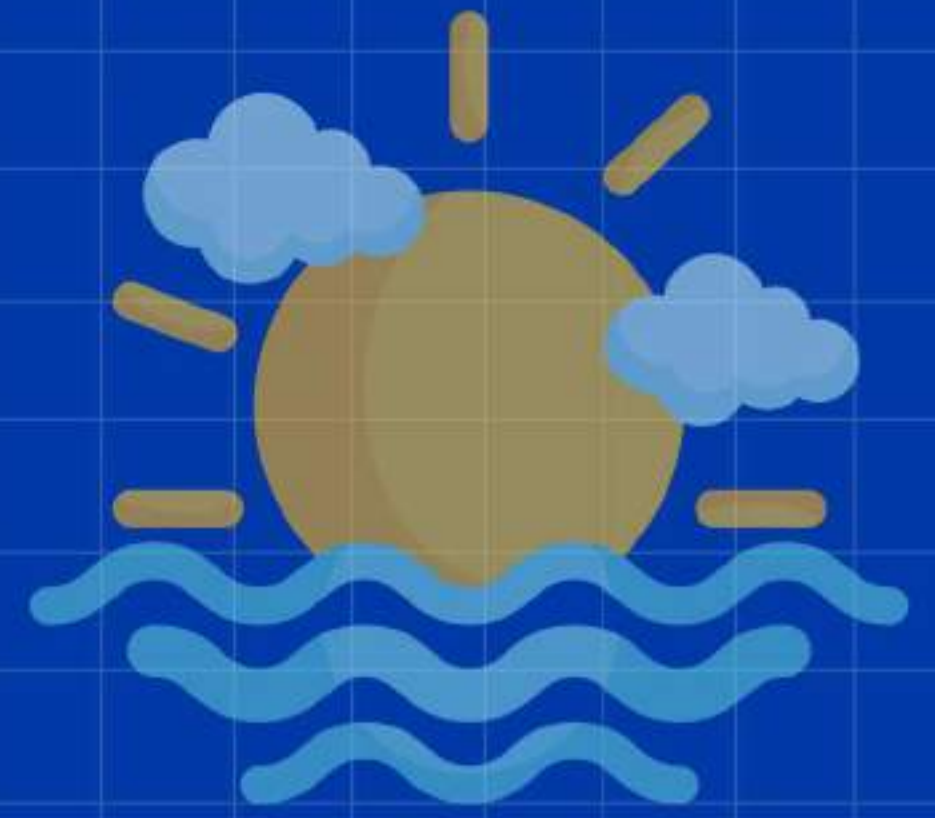
When parents are evaluating dozens of options, the businesses that stand out are the ones that clearly communicate both the experience and the outcomes. Choose one camp listing and apply the strategies from this guide today.

You may be just a few words away from helping more families discover and choose your programs.

Thank you for reading. We hope this guide helps you create camp listings that attract more families, increase registrations, and showcase the true value of your programs.



# About Omnify



Omnify helps camps, classes, and activity-based businesses simplify registrations, manage enrollments, accept payments, and deliver exceptional participant experiences—all from one easy-to-use platform.

Learn more at [www.getomnify.com](http://www.getomnify.com).

