

# Break Camp Marketing Resources

Marketing resources for Non-School Day, Winter Break, and Spring Break camps. If you have questions about any of these assets, please contact Emily Yanchuck at [emily.yanchuck@rightatschool.com](mailto:emily.yanchuck@rightatschool.com).

- [2024-2025 Non-School Day Camp Resources](#)
- [2024 - 2025 Winter Break Camp Marketing Resources](#)

# 2024-2025 Non-School Day Camp Resources

**Non-School Day LineLeader Communication Templates** – use this email series to market non-school day programs to existing RAS customers via the LineLeader announcements feature. We've included:

- Registration Is Open email (send as soon as registration becomes available)
- Registration Reminder email (send ~1 week before the program starts)
- **Last Chance email (send 1-2 days before the program starts).**

**Non-School Day School/District Leader Communication Templates** – share these templates with your school principals or district admins. and ask them to market RAS Non-School Days on your behalf (this doc includes a full email, a newsletter blurb, an SMS text, and a social media post). **Remember, it's best to follow up on this ask by dropping by the school or district office with a box of donuts or a favorite local treat!**

**Non-School Day Flyer Templates in Canva** – editable flyers for various non-school day programs. Attach these to your LineLeader communications and share them with your school/district leaders to share with families.

# 2024 - 2025 Winter Break Camp Marketing Resources

## Links & Resources

### Winter Break Camp Website

#### Assets to Order through ODP

- [Daily Camp Schedule Flyer](#) (English & Spanish)
  - Downloadable Flyer ([English](#) & [Spanish](#))
- [Winter Break Camp Yard Signs](#) (English & Spanish)

#### Editable Canva Templates

- [Winter Break Camp Flyers](#) (*premade in English and Spanish for each district*)
- [Winter Break Camp Newsletter Template](#)

### LineLeader Communications Templates

### District/School/Principal Communications Templates

Questions? Contact Emily Yanchuck at [emily.yanchuck@rightatschool.com](mailto:emily.yanchuck@rightatschool.com).

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## Winter Break Camp Marketing Roles

#### Central Office

- Manage national winter break email campaign
- Update winter break camp website
- Create winter break camp flyers for each district
- Build LineLeader and principal communications templates

#### AMs

- Use templates to message parents through LineLeader

- Confirm flyers are accurate and up-to-date, distribute to families digitally with LineLeader communications
  - Request that schools/districts send communications on our behalf
  - Order and place yard signs at each school
  - Use Canva template to create and send winter break camp newsletters
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## Central Office Sent Emails

Registration Email 1 - **November 6** - Winter Break Camp Is Here! Announcement

Registration Email 2 - **November 8** - Winter Break Camp Is Here! Follow Up

Registration Emails 3-4 - **November 13 & 21** - Winter Break Camp Benefits

Registration Email 5 - **December 2** - What's New This Year/Camp Theme Overview

Registration Email 6-8 - **December 11, 16 & 23** - Winter Break Camp Benefits\*

- *Emails 7 & 8 only if camp hasn't started in a district yet*

Reminder Emails 1-2 - **1-3 days before reg closes** - 72 hours / 48 hours / 24 hours left to register