

# 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.

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Revision #4

Created 23 October 2024 16:26:09 by Emily Yanchuck

Updated 23 October 2024 16:31:03 by Emily Yanchuck