



Fall 2021

## We're back for another fall education series, and we have a new name! Welcome to **CampBrain Academy 2021**. Consider this your complete guide.

Check out the **Schedule-At-A-Glance** to see if there is anything that piques your interest. If you find a session you're interested in, click the session title to navigate to the **Session Details** where you can read the session description and learn more. To register for a session, click [here](#).

You are welcome to attend as few or as many sessions within each series as you'd like. The only exception to this is the **New User Series**, a series of sessions aimed at teaching the basics of CampBrain configuration and navigation. If you are new to CampBrain, we highly recommend attending the entire series to fully learn the fundamentals of CampBrain.

All sessions are free to attend, will run about an hour long, and will be hosted over Zoom. All you need to attend a session is a free [Zoom account](#) and an internet connection. You will receive an email the day before your scheduled session with instructions on how to attend over Zoom.

Space is limited per session but if the session you want to attend is full, don't worry! Each session will be recorded and posted on the CampBrain Support Center.

CampBrain Academy has a few different session styles, which have been carefully chosen to help you get the most out of each session. Please prepare for the session style you are attending. You can find the session style in the Session Details.

**Workshop** – We will take you through a concept then break for independent work. Log into CampBrain and get ready to learn!

**Lecture** – We will dig into the session topic and teach you everything you need to know.

**Panel** – New for 2021, we will host a panel with a selection of seasoned CampBrain users and discuss their experience with the software.

If you have any questions, please contact [learning@campbrain.com](mailto:learning@campbrain.com). Register for CampBrain Academy 2021 [now](#). We look forward to seeing you online this fall!

Love your Software,

Charlotte and the Team at CampBrain

# Schedule-At-A-Glance

OCTOBER	
5	<b>Cloning, Closing and Everything in Between</b> <i>The Essentials</i>
7	<b>Assisting Parents Through the Online Registration Portal</b> <i>The Essentials</i>
14	<b>You Talkin' Discounts to Me?</b> <i>The Essentials</i>
19	<b>Camper Retention &amp; Marketing 101</b> <i>Learn from the Experts</i>
21	<b>Financial Reporting &amp; Reconciliation</b> <i>The Essentials</i>
26	<b>eChecks &amp; Credit Card Surcharges</b> <i>Learn from the Experts</i>

NOVEMBER	
2	<b>Raise Your Game</b> <i>Peer Panels</i>
4	<b>Using Data to Drive Donor Development</b> <i>Learn from the Experts</i>
8	<b>The Basics of the Season Builder</b> <i>New User Series</i>
9	<b>Figuring Out Forms</b> <i>New User Series</i>
10	<b>Navigation, Registrations &amp; Cancellations</b> <i>New User Series</i>
11	<b>Query Me This</b> <i>New User Series</i>
16	<b>Making the Most of Conference Center</b> <i>Peer Panels</i>
18	<b>Key Metrics from CampBrain to Run Your Conference Center</b> <i>Learn from the Experts</i>
23	<b>Communication Station</b> <i>The Essentials</i>

# Session Details

## The Essentials

Session Title	Date	Description
<b>Cloning, Closing &amp; Everything in Between</b> <i>Session Style: Lecture</i> <i>Host: CampBrain</i>	Tuesday, October 5 3:00 PM ET	Let's start looking forward to 2022. Join us for a session where we will take you through all the steps you need to take to prepare for next summer. We will demonstrate how to clone and close your 2021 season, plus we will walk through editing your 2022 season, moving balances forward, and opening registration.
<b>Assisting Parents Through the Online Registration Portal</b> <i>Session Style: Lecture</i> <i>Host: CampBrain</i>	Thursday, October 7 3:00 PM ET	Online registration doesn't have to be hard. In this session, we will walk through the online registration process and provide you with tips and tricks on how to best configure your online registration site. We will also review a number of commonly asked questions from each step of the online registration process.
<b>You Talkin' Discounts to Me?</b> <i>Session Style: Lecture</i> <i>Host: CampBrain</i>	Thursday, October 14 3:00 PM ET	Discount configuration season comes but once a year so let's review! If you need a refresher on the different discounts available through CampBrain, join us for this session. We will walk through how to configure the three types of CampBrain discounts: date-triggered, code-triggered, and sibling discounts.
<b>Financial Reporting &amp; Reconciliation</b> <i>Session Style: Lecture</i> <i>Host: CampBrain</i>	Thursday, October 21 3:00 PM ET	Everyone needs to report on their financial activity in CampBrain. This session will provide you with the foundation of knowledge and best practices to do so successfully. We will introduce you to CampBrain's standard financial reports. What data do they display? What filters should be applied? Which are ideal for accrual versus cash-basis accounting? How do they reconcile with one another? We will break down each of our financial reports in detail so you walk away with a solid understanding of which will be most useful to you (and your bookkeeper) over the course of the year.
<b>Communication Station</b> <i>Session Style: Lecture</i> <i>Host: CampBrain</i>	Tuesday, November 23 3:00 PM ET	If you've never heard of email layouts, email templates, or the contact log, this session is for you. Join us to learn all about the auto-emailer in CampBrain, including applying filters, email layouts, email templates, attaching reports and other files, the contact log, and more.

## New User Series

Session Title	Date	Description
<b>The Basics of the Season Builder</b> <i>Session Style: Workshop</i> <i>Host: CampBrain</i>	Monday, November 8 3:00 PM ET	Are you new to CampBrain and want to start from the beginning? Join us to learn the basics of the camper module. During this session, we will walk through building a new season from scratch, including configuring camps, sessions, options, and fees. If you are a CampBrain beginner, this session is where to start.
<b>Figuring Out Forms</b> <i>Session Style: Workshop</i> <i>Host: CampBrain</i>	Tuesday, November 9 3:00 PM ET	You created your first season, added sessions and options, and configured fees. Now you need to collect swim levels, cabinmate requests, t-shirt sizes, etc. Join us to learn all about person forms and how to best use them to collect additional information from your campers. During this session, we will demonstrate how to create and assign person forms and configure various types of form fields.
<b>Navigation, Registrations &amp; Cancellations</b> <i>Session Style: Workshop</i> <i>Host: CampBrain</i>	Wednesday, November 10 3:00 PM ET	After opening registration, the parent phone calls asking about registration changes and cancellations are inevitable. Join us for the third part of our new user series to become more comfortable and confident navigating your CampBrain office website. We will cover the fundamentals of manual registrations and cancellations. We will also teach you how to navigate CampBrain with ease, plus we'll reveal what each of those little icons you keep seeing mean.
<b>Query Me This</b> <i>Session Style: Workshop</i> <i>Host: CampBrain</i>	Thursday, November 11 3:00 PM ET	Want to learn how to filter and run reports like a pro? If you're new to reporting in CampBrain, join us for a session where we will help you learn the ropes. We will take a hands-on approach and walk through a variety of real-world scenarios to teach you some tips and tricks to getting the most out of reporting.

## Learn from the Experts

### Meet the Experts

**Travis Allison** hates mushy fruit but loves jam. It's not just fruit that Travis thinks about in great detail. His creative and conscientious persona has made him a keynote speaker at conferences across the US and Canada. Travis knows his mission: to help organizations create spaces where children and young adults can be truly noticed and appreciated. <https://gocamp.pro/>

**Pam Harris and Garrie Stevens** bring many years of experience in the areas of strategic planning, data analysis and organizational systems. They come to us from Run River Enterprises, a consultant organization that has provided nationally recognized leadership in camp and conference/retreat ministries for two decades. Run River serves camps and retreat/conference centers pursuing strategic initiatives for renewal, growth, and expansion. Combining the best aspects of diverse analytical and planning disciplines, Run River brings together carefully crafted group process, data analysis, creative thinking, and innovative tools. [runriver.net](http://runriver.net)

Session Title	Date	Description
<b>Camper Retention &amp; Marketing 101</b> <i>Session Style: Lecture</i> <i>Host: Travis Allison</i>	Tuesday, October 19 3:00 PM ET	Data is king, and your camp data can be your most valuable tool in the marketing toolbox. However, you might struggle with what to do exactly with that data outside of CampBrain. Join Travis Allison from Go Camp Pro and hear how he has helped hundreds of camps like you use their camp data with other amazing tools outside of CampBrain to grow and keep campers coming back year after year.
<b>eChecks &amp; Credit Card Surcharges</b> <i>Session Style: Lecture</i> <i>Host: CampBrain</i>	Tuesday, October 26 3:00 PM ET	Our product development strategy shifted this past year to focus on features that would help our customers financially. The high cost of processing credit cards was a burden and especially painful during the height of the COVID-19 pandemic. Enter two new features: eChecks, a cheaper payment method facilitating direct bank-to-bank payments, and credit card surcharges, a way to recoup the funds lost to credit card processing and pass that cost to the customer. In this session, our product team will provide an overview of these new features and how to get started with each.

Session Title	Date	Description
<b>Using Data to Drive Donor Development</b> <i>Session Style: Lecture</i> <i>Host: Pam Harris &amp; Garrie Stevens</i>	Thursday, November 4 3:00 PM ET	This is a critical time for donor development. Using the information that is easily available to you in the CampBrain fundraising module, discover ways to increase giving to your organization. Learn how to generate and use common development metrics such as average giving, lapsed donors, and more to form the foundation of a sound development program.
<b>Key Metrics from CampBrain to Run Your Conference Center</b> <i>Session Style: Lecture</i> <i>Host: Pam Harris &amp; Garrie Stevens</i>	Thursday, November 18 3:00 PM ET	Now more than ever, reliable data is essential to making good decisions about your conference center's operations. Learn how to use reports in the CampBrain conference center module to gain critical insight into your financial and missional health, as well as develop steps to accomplish your goals.

## Peer Panels

Session Title	Date	Description
<b>Raise Your Game</b> <i>Session Style: Panel</i> <i>Host: CampBrain</i>	Tuesday, November 2 3:00 PM ET	Join this panel of seasoned camp professionals as they share their ideas and best practices in the fundraising module. Learn about helpful features, day-to-day processes, and reports they can't live without. You'll walk away with fresh ideas that will help you better communicate with your constituents and manage your campaigns.
<b>Making the Most of Conference Center</b> <i>Session Style: Panel</i> <i>Host: CampBrain</i>	Tuesday, November 16 3:00 PM ET	Join us as we speak with a panel of seasoned experts on how they use the Conference Center Module in CampBrain to stay organized and manage the day-to-day tasks. Learn about the features they use, their day-to-day processes and reports they can't live without. We hope you'll walk away with some new ideas and tips that will help you when using the Conference Center module!