

case study

YOUNG LIFE CAMP RESERVATION SYSTEM



Client Name: YOUNG LIFE

URL: Private Site

Launch Date: May 2001

Overview:

For six decades, Young Life has been providing exciting and meaningful experiences for kids from around the world. Young Life's renowned camping program plays a crucial role in fulfilling its mission to reach kids everywhere with a life-changing message of hope.

Business Need:

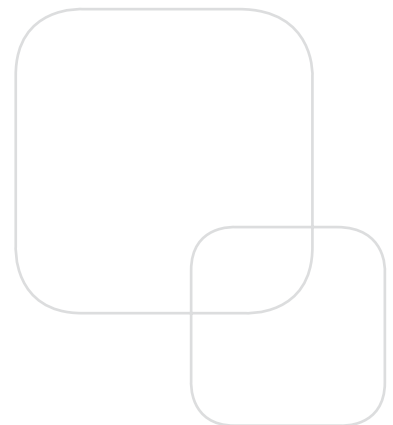
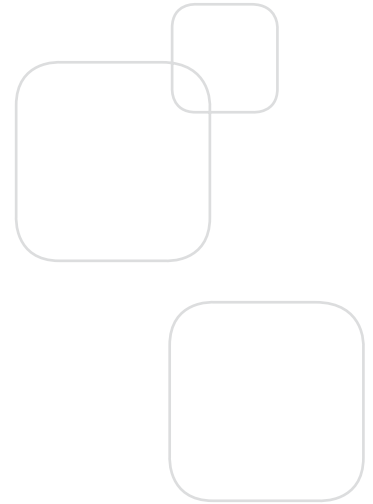
The logistics of operating 25 camps serving 40,000 kids each summer had become extremely difficult and more than complicated for Young Life staff. The behind the scenes work at the properties requires Young Life staff to coordinate with camping staff, area leaders and kids in acquiring camp reservations for various times in the summers. In addition, filling vacancies caused by dropped reservations and maintaining current availability levels of the camps created mounds of paperwork and time-consuming communications between the camps and areas. Young Life needed to develop a solution that streamlined the communication between Young Life field and camping staff.

Solution:

Capernaum partnered with Young Life to develop a web-based application that streamlined communication. The system allows staff to view volunteer openings and camping schedules online. This allows Young Life camp administrators to maintain up-to-date records of reservations as well as make this information available to Young Life properties and field staff.

Key Site Features:

- Real Time access to camps schedules, openings, and camp types
- Advanced search functionality allows quick access to personalized information
- Report generation tool
- Dynamically driven through a custom enterprise administration interface



Results:

The Young Life Camp Reservation system reduces the amount of time that field staff spend trying to coordinate with camp staff. It eases the burden of planning for camp by giving valuable information in a timely manner and allows Young Life staff to focus on providing kids with a fun-filled camp experience. Reaching kids is Young Life's most important mission. By treating kids to the "best week of their lives" and by giving them the opportunity to learn about the person and work of Jesus Christ, Young Life camps play an enormous role in fulfilling that mission. The online Camp Reservation system enables Young Life to maximize the opportunity for every interested kid to make it to camp.

