



Camp & Class Manager 13.15 Release Notes

Release Date	Tuesday, November 7, 2023
Release Overview	Social referral program
Market/Strategic Goals	Product milestones and usability enhancements
Target Customers	Lite and Plus Customers

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Social Referral Program

The new Social Referral Program feature in Camp and Class Manager allows organizations to provide registrants (advocates) with personalized referral links which they can share with friends via social networks. Registrations made via a personalized referral link:

- Can be discounted by a fixed or percentage amount.
- Count towards rewards that will be credited to the advocate's credit balance for payment of future registrations.

Agency users can enable and configure the Social Referral Program for a Season in the **HOME** tab > **Seasons** > a Season > **Setup** link > **Settings** > **Social referral program** step:

The screenshot displays the 'Step 11: Social referral program' configuration interface. At the top, it says 'Manage your private lessons with the all-new ACTIVE Reserve! Click here to learn more.' The main section is titled 'Step 11: Social referral program' and includes a toggle for 'Enable social referral program' which is currently turned on. Below the toggle, there is a 'Learn more' link. The 'Reward rules' section allows setting the number of referred registrations required to receive credits for future use, with a value of '1 - 2000' and a credit amount of '\$ 0.00 - 9999.99'. Other sections include 'Reward cutoff date', 'Credit expiration date', 'Referee discount' (set to '0.00 - 5000.00' with a 'Fixed amount' dropdown), and 'Discount applied to' (set to 'All eligible tuitions in the order'). A sidebar on the right shows the 'Settings' menu with 'Social referral program' selected. The status is 'Draft' and there is a 'See a preview' button. Navigation buttons 'Back' and 'Save and continue' are at the bottom.

To enable and configure the Social Referral Program:

1. Switch on the **Enable social referral program** switch
 - If this switch is turned on, then the legacy **HOME** tab > **Seasons** > a Season > **Setup** link > **Settings** > **Activation** > **Refer a friend** feature is hidden; if this switch is turned off, then the legacy **Refer a friend** feature remains available.
 - If this switch is turned on and then turned off during the registration period, then subsequent registrations using the personalized referral link are no longer eligible for the referee discount or referral reward credits. Referral reward credits issued prior to turn off are NOT rescinded.
2. In the **Reward rules** section, configure the number of registrations required to receive the specified credit amount (for example, if every 5 registrations will receive a \$10 reward, then a registrant whose personalized referral link is used for 12 registrations will receive a total of \$20 in their credit balance).

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3. In the **Reward cutoff date** section, select the date before which referred registrations are eligible for reward. Registrations made using the personalized referral link after this date do NOT count towards reward credits.
4. In the **Credit expiration date** section, set the date after which rewarded credits will expire.
5. In the **Referee discount** section, configure a **Fixed amount** (dollar discount off applicable Tuition prices) or **Percentage** (percentage discount off applicable Tuition prices) discount on registrations for applicable Tuitions made by friends using the personalized referral link.
6. In the **Discount applied to** section, select to apply the **Referee discount** to either **All eligible tuitions in the order** (default selection) or only the **Most expensive eligible tuition in the order** (discounts are NOT applicable to add-on items).

In the CUI, after consumers register for a Tuition in a Season that has the Social Referral Program enabled, their personalized referral link is displayed on the confirmation page with details of the social referral program incentives. The custom referral link can be copied by clicking the link.

- **Note:** The personalized referral link is NOT generated and displayed in the **Home > a season > Setup > See a preview**.

Desktop:

Mobile:

The personalized referral link can also be shared:

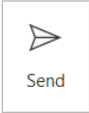
- On Facebook/Twitter by clicking the **Share/Tweet** button to open the corresponding Facebook/Twitter webpage.
- By email by clicking the **Email** button to open the local email client and generate an email with a pre-loaded subject and message, with dynamic fields for the registered Season and Organization Name:

Subject: Join [Season Name] with me!

Message: I just registered for [Season Name] at [Organization Name], use my referral link to get [X] [%/\$] off your registration for an eligible program:

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[Referral Link]

	To	
	Cc	
Subject		Join Fashion 101 with me!
I just registered for Fashion 101 at Sattvic Retreats Camp Center, use my referral link to get 5.00% off your registration for an eligible program:		
https://campsui-vip.qa.aw.dev.activenetwork.com/sc/GU4J0X0EYAQG		

- When registration is placed from a mobile device, referral links can also be shared by SMS message by tapping the **SMS** button to open the local SMS app. The draft message will include the same pre-loaded template as for an email.

Note:

- Personalized referral links are specific to one Season and the family of the advocate (one common referral link per family per Season). If advocates (or their family members) use their own personalized referral link to register, then this does NOT count towards their referral reward and they will NOT receive the referee discount.
- Referral reward credits are issued daily after 0800 UTC when the number of eligible registrations meets the configured threshold number.
- Conversion of waitlisted registrations to paid registrations receive the referee discount and contribute to the referral reward once they are moved off the waitlist into the true spot in the Session.
- If the referee (friend) cancels their registration made using a referral link:
 - Prior to the advocate having met the threshold to receive their credit reward or before the credit has been issued, then the cancellation will be deducted from the advocate's overall referral count.
 - If the cancellation occurs after the advocate has been awarded a referral credit, then the credit will not be revoked.
- Consumers registering on the waitlist for a Session will also be provided with referral links on the confirmation page they can share with friends.

Consumers who register using a referral link receive the configured referee discount either on:

- **All eligible tuitions in the order:**

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Review cart & check out

ORDER DETAILS [+ Add Another Registration](#)

ITEMS	TOTAL
Fashion Me now part 7 - afternoon session Edit Remove	\$100.00
03/31/2022 - 12/31/2024 Su 10:00 AM - Midnight Community Building John Doe	
Cart price rule	-\$5.00
Referral discount	-\$5.00
Box	\$10.00
Fashion Me now part 7 - morning session Edit Remove	\$100.00
03/31/2022 - 12/31/2024 Su 10:00 AM - Midnight Community Building John Doe	
Cart price rule	-\$5.00
Referral discount	-\$5.00
Box	\$10.00

- Only the **Most expensive eligible tuition in the order**:

Review cart & check out

ORDER DETAILS [+ Add Another Registration](#)

ITEMS	TOTAL
Fashion Me now part 7 - afternoon session Edit Remove	\$100.00
03/31/2022 - 12/31/2024 Su 10:00 AM - Midnight Community Building John Doe	
Cart price rule	-\$5.00
Referral discount	-\$5.00
Box	\$10.00
Fashion Me now part 7 - morning session Edit Remove	\$100.00
03/31/2022 - 12/31/2024 Su 10:00 AM - Midnight Community Building John Doe	
Cart price rule	-\$5.00
Box	\$10.00

Note: If a consumer registers himself/herself for two eligible Tuitions and two family members for two eligible Tuitions within the same order using a referral link, then this counts as a total of six registration referrals for the advocate.

Every time a consumer registers using a referral link, the advocate is informed by email of their:

- Referral progress, in an email stating:

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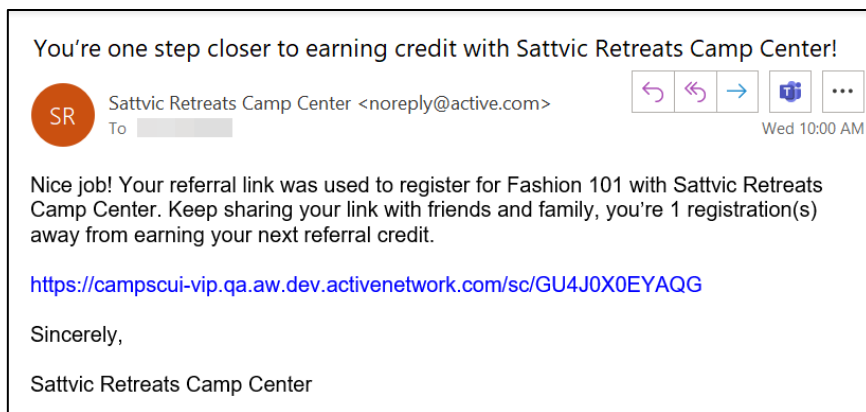
Subject: You're one step closer to earning credit with [Organization Name]!

Message: Nice job! Your referral link was used to register for [Season Name] with [Organization Name]. Keep sharing your link with friends and family, you're [X] registration(s) away from earning your next referral credit.

[Copy of referral link]

Sincerely,

[Organization Name]



- Credit earned for reaching the referral threshold, in an email stating:

Subject: Congrats! New reward credit from [Organization Name]

Message: Your referral link was used to register for [Season Name] with [Organization Name], earning you [\$X] in account credit for use on future purchases.

Remember to keep sharing your link to earn more!

[Copy of referral link]


Sincerely,

[Organization Name]

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Each update email:

- Is sent from the Sender address configured for the Season's confirmation emails.
- Includes the logo image configured in  > **Settings** > **Organization branding** > **Change logo**.
- Is stored in the **People** tab > the advocate > **Email history** tab.

Referral reward credits are displayed in the **Finance** tab > **Reports** >:

- **Credit balance report** by selecting the Seasons dropdown > **Reward credit balance** option:

The screenshot shows the 'Camp & Class Manager' interface. The 'Finance' tab is selected, and the 'Credit balance report' is displayed. A red box highlights the 'Reward credit balance' dropdown menu. The report shows a total credit balance of \$10.00 for Jack Doe, with an expiration date of 04/29/2024.

Home > Finance > Reports > Credit balance report

Credit balance report Reward credit balance

Home > Finance > Reports > Credit balance report

Credit balance details Schedule Share Export Help

\$10.00 Total credit balance Showing 1 of 1

This is the total amount of available credit on file that your customers can use as payment toward registrations. When filtered to a specific Season, amounts shown represent available credits generated by registrations in the selected Season.

Send email Edit expiration date

<input type="checkbox"/>	Primary parent name	Season	Credit balance	Expiration date
<input type="checkbox"/>	Jack Doe	Reward credit balance	\$10.00	04/29/2024

All date/times posted in UTC time zone. [Learn more](#)

- Custom financial reports which include the **Transaction type** > **Credit balance payment out** and are marked as **entered_by = Social Referral Advocate Reward**.
 - Referee discounts can also be included in a custom financial by including the **Transaction type** > **Discount added** and are marked as **item_name = Social referral discount**.

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	A	B	C	D	E
1	transaction_type	order_number	date	item_name	entered_by
2	DISCOUNT_ADDED	C-76X5ZFL4984	10/31/2023	Social referral discount	John Doe
3	DISCOUNT_ADDED	C-76X5ZFL4Q5G	10/31/2023	Social referral discount	Jane Doe
4	CREDIT_BALANCE_PAYMENT_OUT		11/1/2023		Social Referral Advocate Reward