



# Camp & Class Manager CUI Helpful Marketing Messaging and Imagery

Your Guide to Sharing Our Exciting Update

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# 1 Announcement Email Template

Use this ready-to-send announcement email to let your customers know that the new Camp & Class Manager registration experience is now live. The template highlights key benefits families will notice—such as a modern, mobile-friendly design and easier program browsing—while reassuring them that their existing setup, sessions, and payments remain unchanged. Simply update any editable sections, then copy and paste the email into your system and send it to your customers.

**Subject:** Exciting Update: Improved Registration Experience

**Body Copy:**

Dear [Participant Name],

We're excited to share an update to our registration process. This season you'll notice a more modern design and improved search features to make finding the right programs easier and faster. After you select your sessions, the remaining registration steps will look and feel the same as before.

**What's new?**

- + A cleaner, more intuitive layout with a convenient floating cart
- + A search bar to quickly find the exact program you need
- + Mobile-friendly design for on-the-go sign-ups

You'll see this new experience starting [date].

If you have any questions or would like to provide feedback, we're here to help at [support email/phone].

**Thank you for being part of our community!**



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## 2 Short Snippet for Communications

This short snippet is for you to share with your participants to explain the updates to the registration process and address any questions about the new look and feel.

**Copy:**

We've updated the first step of our registration process—the session selection page! This season, you'll notice a cleaner, more modern design that makes it easier to find the right programs for your family. After you choose your sessions, the rest of the registration steps will look and work just as they always have. No surprises—just a better way to start.



### 3 Social Post

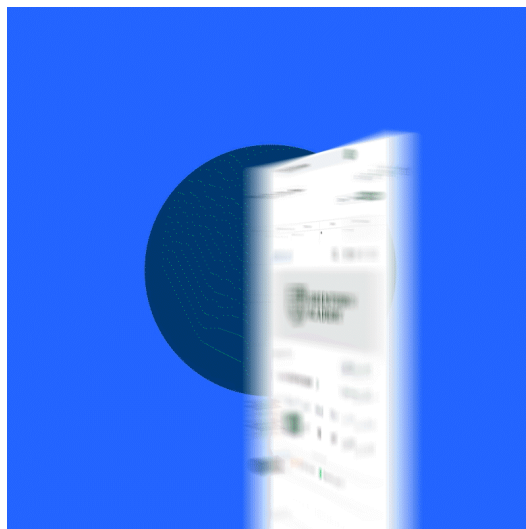
Share this copy on your social media channels to let your participants know about the exciting updates to the registration experience!

**Copy:**

Big news! We've refreshed the first step of our registration experience! 🎉 It's now more modern and user friendly on all devices, making finding the perfect program for your child a breeze. Try it out today!

**Animated Graphics:**

Here are some quick animated graphics you can share alongside this copy. Click the image to download in your browser.





## 4 Product Imagery

Use the product screenshots below in any of your marketing messaging to drive excitement around the enhanced look and feel, while giving your customers a better understanding of what is changing. Click the image to download in your browser.

