



# Increase online registration efficiency using advanced form solutions

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## THE BACKSTORY

A new summer camp needed a better way to handle registrations, payments, and communication. With high-expectations for a great first year and limited resources to make sure things went off without a hitch, there was no time to waste and very little room for error if the camp was going to be a success.

This is the story of how Bet Hannon Business Websites turned to Gravity Forms and Gravity Flow to deliver a custom solution to the camp organizers.



## THE CHALLENGE

A new youth summer camp for cross-country runners needed a registration process that allowed for maximum flexibility without any key details falling through the cracks. In some cases a coach would register a youth runner. Other times a parent would register the participant. In some cases a school or club would pay the registration fee. In other cases the runner or a sponsor would pay. Every registration required permission and release forms and participant information that needed to be collected from different parties along the way.

Furthermore, each party involved would need to receive relevant email notifications with details like directions to camp, what to bring, and when to arrive.

Initially, it was decided that the process was far too complicated with too many variations to be handled by anything other than a cumbersome and time-consuming manual process. But spreadsheets and handwritten notes often create as many challenges as they solve. The summer camp knew there had to be a better way. So they contacted our team at Bet Hannon Business Websites to help.

“This system definitely was more productive and efficient for us! We were delighted to see the reduced staff time, and it also reduced errors and omissions as well.”

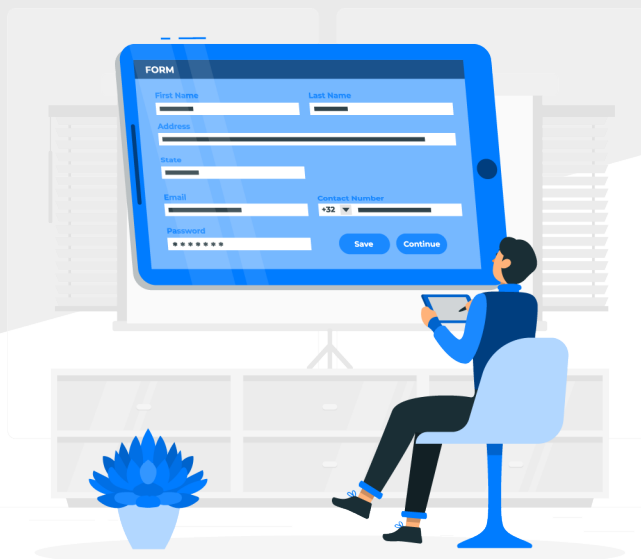
**Camp Executive  
Director**



## THE SOLUTION

After a detailed discovery process, our team settled on using Gravity Forms and Gravity Flow to build a custom workflow for camper registration. The form-driven workflow was flexible enough to handle any variation in the process or information submitted yet structured in a way that collated and compiled all the necessary details from each registration in a usable way.

By using conditional logic to guide runners, their coaches, and their parents or guardians through registration in an intuitive and malleable way, the Gravity Forms and Gravity Flow solution satisfied a complicated need in a straightforward way. In addition to providing a simple process for participants, the workflow saved the camp organizers hours of administrative headache.



## THE RESULTS

The form and workflow worked perfectly, helping 110 participants register and pay for the running camp. Furthermore, the reminder emails that were part of the workflow saved the organizers and participants valuable time while providing important information. As a result of a streamlined registration process and the timely sharing of information, the camp was a runaway success for both participants and organizers alike.

**312%** The camp decreased manual clerical input by 312%

*This reduced the need for seasonal clerical staff*