

# MCW: CAMP TRADITIONS

*"It's not your typical alumni web site"*

## USE FACEBOOK TO HELP BUILD YOUR ALUMNI WEB SITE

- Users can sign in with their Facebook account, increasing ease of use
- Using the Facebook login helps grow your alumni database
- Your web site will post back to users' Facebook profiles allowing your site to spread virally on the world's largest social web site

## BUILD YOUR OWN "CAMP WIKIPEDIA"

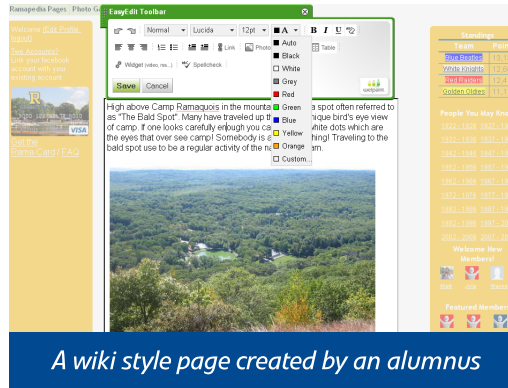
- Alumni can edit or add pages to your camp's "wiki encyclopedia"
- Watch the encyclopedia grow before your eyes
- Alumni will love the fact that they can be a part of camp again

## GOT COLOR WAR?

- Alumni can be placed on teams and earn points for using the web site
- Members can win "Wiki War" events, such as rope burning and softball games and earn points for their team
- Events, team names and titles are all customized for your camp
- Watch the competitive juices flow!

## WORRIED ABOUT SECURITY?

- Decide who can join and edit your site
- Set age requirements for editing, sending and receiving messages
- Set alerts for page updates and new members
- MCW's dedicated staff will guide you every step of the way



## IMPROVED ALUMNI RELATIONS

- Re-connect with alumni to increase enrollment and/or donations
- Learn about past traditions, integrate them into your camp's future
- Spread positive word of mouth throughout your community
- Invigorate your camp community

## SEARCH ENGINE OPTIMIZATION

- Search engines love content – your alumni will generate that content
- Your pages are constantly refreshed, which makes them seem more important to search engines
- The alumni site is automatically optimized for keywords
- The alumni site is linked directly to your current web site, passing all of the benefits to your camp's site



MyColorWar creates **unique web sites** for camp communities. Our **alumni** and **parent** web sites extend the camp experience to people who love camp, but can not share in the summer fun.

Please contact us to discuss how MCW can help your camp improve its web and social media presence with our **Camp Traditions web site for camp alumni**.

If your camp is interested in adding value to the camp experience for your camp families, please speak with us about our affordable **Campfire web site for camp parents**.

## DEMONSTRATION SITES:

<http://alumni.mycolorwar.com>

<http://parent.mycolorwar.com>

## CONTACT

<http://www.mycolorwar.com>

**Phone:** 888.501.CAMP (2267)

**Email:** [info@mycolorwar.com](mailto:info@mycolorwar.com)



@mycolorwar

[facebook.com/mycolorwar](https://www.facebook.com/mycolorwar)

# MCW: CAMPFIRE FOR CAMP PARENTS

*"A community for campers at heart"*

## USE MCW'S WORRY FREE IMAGE GALLERY

- Upload photos and videos to your website without downloading any additional software
- Tag photos and videos, giving parents the ability to search the photo gallery!
- Offer an easy checkout system, allowing parents to purchase photos directly from your site



*MCW's campfire site gives parents a unique way to "see" their campers enjoy the excitement of your camp!*

## SPREAD POSITIVE WORD OF MOUTH

- Post general information on your camp's daily program, lunch menu, weather, special events and more
- Post messages for specific age groups – even enable automatic e-mails sent to those parents
- Keep parents informed during the summer by posting daily, weekly or monthly newsletters

## COMMUNICATE WHAT IS HAPPENING AT CAMP RIGHT... NOW!

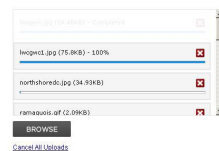
- Post live updates on the site from anywhere on camp grounds using your cell phone or smartphone
- Upload pictures and videos of exciting events at camp as they happen!

## WITH A CAMPFIRE SITE, CAMPS CAN:

- Ensure camper privacy by requiring all visitors sign-up and be approved by you
- Offer a simple one-way e-mail system at no charge to parents
- Provide a central place to fill out and submit all required camp forms

## WITH A CAMPFIRE SITE, PARENTS CAN:

- Upon log-in, automatically view information and media specific to their camper
- Easily access the entire website from any smartphone
- Fill out camp forms online
- Feel as though they are a part of the camp community



File	Caption	Tags	Added By	Added	Options
 MCW MyColorWar.com mycolor.jpg	click to edit	Add Tags	mattkushman	2010-02-04 1:48 pm	o
 Field_House1.jpg	Field House	Add Tags	mattkushman	2010-02-04 1:45 pm	o

## VISIT OUR DEMONSTRATION SITE:

<http://parent.mycolorwar.com>

**Alumni Community**  
**Customer Service**  
**Facebook Google**  
**Online Forms Parents**  
**Photo Hosting**  
**Positive Word of Mouth**  
**Search Engines**  
**Social Media**  
**Twitter Value**  
**web 2.0 Wikipedia**

## What does it all mean?

MCW can help you sort it out...  
 Your camp has created a **community**.  
 Let us help you take that community to **new heights** using the power of **Web 2.0**

**INFO@MYCOLORWAR.COM**  
**888.501.CAMP (2267)**

**WWW.MYCOLORWAR.COM**

