

## Save the Bay Simplifies Registration with Doubleknot

*Integrated online registration delivers benefits for visitors, camp families and staff*

### About Save the Bay

Save the Bay is dedicated to protecting and improving Narragansett Bay, which covers 147 square miles on the north side of Rhode Island Sound. One of the ways the organization delivers its mission is through Bay education and outreach to keep the public aware of the importance of the waters and to teach good stewardship.

### The Challenge

Each year, Save the Bay operates about 50 camp sessions serving up to 1000 campers, and offers lighthouse tours and seal watch cruises to approximately 1000 visitors. Camp registration was cumbersome for families and for Save the Bay: after families filled out an online form, staff manually emailed them additional registration materials and a request for payment. Sending a message like a reminder to camp families required extracting the email addresses and pasting them into an email program every time.

“We needed a better solution to support camp registration,” says Dan Blount, Bay Camp Director. “We wanted something that camper parents could fill out online in one stop, instead of having to exchange a number of emails with different forms attached.”

### The Solution

Save the Bay conducted a thorough vendor evaluation process, including research and discussions with other organizations in the area. Staff at Audubon Society Rhode Island recommended Doubleknot, which they’d successfully used for more than a year to manage their full activity calendar including events, programs and camps.

After narrowing the number of potential vendors to three, Save the Bay worked directly with vendors to identify the best solution and chose Doubleknot. “Doubleknot had everything we needed for camps,” says Blount. “It was an added bonus that we could use Doubleknot for our tours as well.”

According to Blount, the implementation went quickly and smoothly. “Every time we had a question, it was answered in a day.” After signing with Doubleknot in mid-December, registration for February’s Vacation Camp and all summer camps went live in early January.

### Benefits

According to Blount, Doubleknot’s online solutions delivered immediate benefits:

- **Flexible setup.** Staff appreciates being able to set up registration and make changes easily. “When we realized we needed to ask additional questions for our February camps, it just took a few seconds to make the changes,” says Blount.
- **An integrated solution for camps and tours.** Visitors can register for camps and purchase tour tickets in the same transaction. And, staff doesn’t have to manage two separate online registration and payment systems.
- **Improved communications:** Using Doubleknot’s built-in Communications Center, Save the Bay can schedule and send email to every registration owner for any tour or camp session.
- **Performance, stability and security with no maintenance headaches:** With Doubleknot’s hosted solution, IT staff doesn’t have to purchase servers, install and maintain software, or worry about performance, stability and security—Save the Bay can be confident that online registration and secure payment processing are available 24/7.

### Learn More

To learn more about Doubleknot’s solutions for camp registration, event management and email marketing and communications, contact David Mimeles at (408) 971-9120 x203 or [Dmimeles@doubleknot.com](mailto:Dmimeles@doubleknot.com).