

Girl Scouts of Northern New Jersey Simplifies Reservations with Doubleknot

Online booking for campsites and activities delivers benefits to council staff and troop volunteers

About Girl Scouts of Northern New Jersey

Girl Scouts of Northern New Jersey (GSNNJ) is a high-capacity council with a strong presence in the communities of Bergen, Morris, Passaic, Sussex and northern Warren Counties. GSNNJ serves and brings the Girl Scout Leadership Experience to more than 31,000 girls.

The Challenge

GSNNJ planned to open their camp properties using online registration for troops and service units for overnight weekend camping, and to offer family camping. They sought an online reservation system that allowed customers to search availability, reserve properties and book camp activities like archery, boating and swimming in the same transaction. "We needed it to be simple, both for the people making the reservations and for our facilities staff," says Judith Teller, CES Manager.

The Solution

GSNNJ's vendor evaluation process included reaching out to sister councils Girl Scouts of NE Kansas & NW Missouri and Girl Scouts – NC Coastal Pines, both of which recommended Doubleknot. Before making a final decision, GSNNJ brought in volunteers for a usability study to ensure that the solution would truly meet the needs of the council. After a thorough evaluation, GSNNJ selected Doubleknot's solution for property reservations and family camp.

Implementation

After participating in several large-scale technology projects including the pilot for GSUSA's Personify rollout, Teller was experienced in coordinating the successful implementation of online services for Girl Scout councils. Before providing Doubleknot with configuration materials, Teller worked with James Forde, Director of Girl Scout Leadership Experience of GSNNJ and the facilities staff to define the council's business processes for handling reservations and adapt them to an online system. "Doubleknot definitely reduces the steps involved in taking reservations and payments," says Forde.

During implementation, Teller brought in volunteer focus groups to ensure that every part of the reservations process, from booking a reservation to printing a receipt, was easy to understand. The reservations system launched on November 4, and by November 6, successful reservations were already in the system.

Benefits

According to Teller, Doubleknot offers a range of benefits to GSNNJ staff and to the volunteers who make reservations for their troops:

- **Flexible payment schedules and automatic billing reminders.** Troops can reserve up to nine months in advance and hold the reservation with a 30 percent payment, with the balance due 30 days before arrival. With automatic billing reminders, reservation holders are automatically reminded about upcoming payments, and staff doesn't have to research and write individual emails to request funds.
- **Internal communications.** "It's easy to send a report to the rangers about how many girls will be there on a specific date range," says Teller.
- **Check availability for any facility on any date.** Customers can see the full calendar online and choose the campsites, dates and activities that work best for their troop.
- **Multiple payment options.** According to Teller, volunteers appreciate being able to pay online with checks as well as with credit cards.
- **Flexible reservations.** Troops can reserve a site for a specific number of scouts without having to provide the scout's names at the time of reservation. "Because troops can reserve so far in advance, it's helpful that the troop can reserve the space and name the scouts later," says Teller. "And if groups need to add more campers or activities, they can log in and make the changes themselves."

Learn More

To learn more about Doubleknot's reservations solutions for scout councils, contact David Mimeles at (408) 971-9120 x203 or Dmimeles@doubleknot.com.