Launch Your Kids Summer Camp

Laura Gibson - 2026-11-08 - Webinars & Masterclasses

Ready to launch a **Kids Summer Camp** at your gym? Watch the webinar recording below for a full walkthrough, then use the resources and steps in this article to get your camp launched.

To request the bundle of assets referenced in this webinar, complete the **request form** . Then, use this **handy checklist** to work through the steps and get your Kids Camp launched!

How Should I Take Payment?

There are three ways to use the Kids Summer Camp Funnel, depending on where you want to take payment.

	All-in-One (pay in Gym Lead Machine)	2-Step (pay in your GMS)	Register Interest Only
Parent experience	Fill in the form and pay in one step	Fill in the form, then pay in your GMS	Fill in the form; pay later
Where revenue is tracked	Gym Lead Machine	Your Gym Management Software	Depends on follow-up option
Setup speed	Fastest	Typically takes longer	Fast to start
Payment automations	Yes (confirmations, countdown workflow)	Limited: systems may not communicate	Later, via option 1 or 2

All-in-One Solution: Register and Take Payment in Gym Lead Machine

How it works: Parents will visit the landing page, fill in the form, and pay all at once. In just one step, they have reserved their child a space on the Summer Camp.

Benefits:

- This is the fastest way to set up and launch your Kids Summer Camp.
- You won't need to set anything up in any other software platforms.
- Parents won't need to sign in or create a profile in your Gym Management Software.
- Payment within Gym Lead Machine means you'll be able to automate actions relating to payment. For example, you can send a payment confirmation to the parent, and add them to the countdown workflow automatically when they register.

Things to bear in mind:

- Revenue from the Kids Summer Camp will be in Gym Lead Machine, not in your Gym Management Software. This can make reporting more challenging if you prefer revenue to be in one place only.

2-Step Solution: Register in Gym Lead Machine, Take Payment Elsewhere

How it works: Parents will visit the landing page, fill in the form, and then arrive on a payment page in your Gym Management Software (GMS). You would need to direct the form (on submit) to the package purchase link from your Gym Management Software. Find out how in this short video [LINK NEEDED: form redirect video].

Benefits:

- Revenue from the Kids Summer Camp will be tracked in your Gym Management Software.
- If you have run a Kids Summer Camp before, and have already set up the package or event, you can re-use this same package without having to set up a product in Gym Lead Machine.

Things to bear in mind:

- This will typically take longer to set up.
- Parents will be required to fill in two things: the Gym Lead Machine form, and the purchase within your GMS. This more complex process can risk losing the parent along the way, and may result in fewer sign-ups.
- Gym Lead Machine and your chosen GMS may not communicate with one another. A parent may fill in the form in Gym Lead Machine, and then arrive in your GMS, but Gym Lead Machine won't know if they have proceeded to purchase or not. If you are using Kilo's Gym Management Software, email our Support team at **hello@usekilo.com** to find out how the two systems communicate, and how this will work with your Kids Summer Camp registrations.

Register Interest Only: Express Interest via Gym Lead Machine, Follow Up Later

How it works: If you are planning your Kids Summer Camp provisions far in advance, and/or if this is the first time you are running a Kids Summer Camp, you may be considering gathering interest first, and taking payment later. The Kids Summer Camp assets will work just fine for this: you will just need to follow up with the registrants at a later date, sharing a link to make payment and reserve a spot. This can then follow the route of option 1 or 2 above.

Frequently Asked Questions

How do I set up payment in Gym Lead Machine?

If you are taking payment within Gym Lead Machine (the All-in-One solution), you can integrate a payment processor (such as Stripe or PayPal) by heading to **Payments** in Gym Lead Machine, and then **Integrations**. Next, learn how to **set up a product in this short video.** Then, to find out how to **add the payment option** to your Kids Summer Camp form, check out this short video.

What if I want to take payment in my Gym Management Software?

That's no problem! Follow **this video** to find out how to link your form to a URL link for your client to make payment.

Can I add different Camp options (e.g., different age groups)?

Yes! Simply add more than one product, or multiple variants of the same product. You will then be able to add these when you add the payment section to the form. (See the payment setup FAQ above for how to create products.)

Can I set a cap for purchases, i.e. a max capacity for the Camp?

Yes! When setting up the product, you can set a limit to the quantity. This works just like inventory in a store: once a particular product is sold out, it will no longer be available to purchase, and the form will show the item as sold out.

Can I add additional questions to the Kids Summer Camp form?

Absolutely! Check out **this short video** to find out how to add additional options and questions to your form.

How can I edit the funnel template?

Watch the webinar recording above for a full walkthrough, or check out **this short tutorial** for the basics!

How do I edit the workflows?

To edit the first workflow (Kids Summer Camp Form Submitted), check out this video.

The Kids Summer Camp Countdown is an optional addition. To edit and use the countdown, follow **these steps**.

If you have questions about launching your Kids Summer Camp, our Support team is happy to help. Reach us at **hello@usekilo.com**.

- Tags
- Resources
- Webinar