



FAMILY AND FRIENDS (F&F)

2023

Our Family and Friends scheme is a group booking discount based on a personalised discount code allocated to you, the F&F Coordinator. The coordinator shares the code, spreads the word, and we reward you!

The discount offers 20% off any bookings made using your code, however you do need to reach a minimum of 5 bookers (families) using your code before you are eligible for the discount yourself.

To say thank you for your efforts in spreading the word about Kings Camps, as well as the 20% discount, you will also be rewarded at the end of the year based on the number of days booked (by all families using your code).

Each year we reward our F&F Coordinators with a choice of shopping vouchers or credit on your Kings Camp account for a booking the following year. This can be anywhere between £25 and £1000 in rewards!

For more information about how the scheme works, please read through this pack and let us know if you are happy to be one of our F&F Coordinators.

If you would like to chat about the scheme, or have any questions, you can reach us at membership@kingscamps.org or on 0114 263 2160.

Many thanks,

Claire, Caz and Grace

The Membership Team

An Automatic 20% Discount

For your family and friends - Any bookings made using your F&F code will get an instant 20% discount regardless of the number of days booked using the code. This will make it easy for you to explain the scheme to your family and friends, and means you can guarantee them a 20% discount throughout the year!

For you – You will be required to make the full payment for your booking, and once you get 5 bookers (family or friends) using your code you will be eligible for a 20% discount refunded to you via the original payment method. You will then be eligible for an automatic 20% discount on all your bookings for the rest of the year (no need to pay the full amount again). If you are not successful in spreading the word to 5 bookers within 6 weeks of being allocated your code, unfortunately you will not be eligible to get the discount for yourself or continue with the scheme the following year.

NB: Codes are specific to your area, so they won't work when booking somewhere else. If you have family or friends in other areas, please let us know.

We Really Mean Automatic

The 20% F&F discount is applied automatically by our system the moment your code is added to a booking. This means that we can track from our system how many bookers you have using your code, and how many days, so that we can total your rewards at the end of the year.

NB: If your family and friends forget to use the code, we unable to add them retrospectively.

Coordinator Rewards

At the end of the year you will be rewarded for your efforts, based on the number of days booked by everyone using your code. These rewards can be offered in shopping vouchers, or in credit on your Kings Camps account to be used against a future booking the following year.

Please see the reward milestones below:

Total Days Booked	Total Reward in Voucher or Credit
50+	£25
75+	£50
100+	£75
150+	£125
300+	£250
500+	£500
1000+	£1,000

It is worth noting that the maximum value of vouchers you can achieve is £1,000 should you hit a total of 1000 days booked using your code throughout the year! We have had a number of F&F coordinators achieve this in 2022, so get sharing 😊

If vouchers aren't your thing, you also have the option to turn your rewards into Kings Camps bookings for your children. For example, if you reach 150+ days booked with your code, you can use £125 of credit against a booking. Just let us know your preference. We'd kindly ask that you opt for either vouchers or credit and not a mixture of the two.

Sharing Your Code

When it comes to sharing your code, we encourage you, as the F&F Coordinator, to fairly distribute and promote your code to your family, friends and acquaintances. We are grateful for the work that our F&F coordinators do in spreading the word of Kings Camps, however for the scheme to be sustainable we do have some limitations regarding what methods of promotion we can allow.

While we support the use of all communication routes to effectively share your code with people you know, we ask for you not to abuse social media and the internet. Particularly we ask you not to place your code on any online discount platforms, or public social media platforms.

In the event that this occurs our Membership Team will reach out and ask you to remove your code from any national online discount platform and may deactivate your code, or other websites where you have made the code nationally available. We understand that as an F&F Coordinator you may want to use Facebook and other social media for sharing your code (which we think is a great idea), however, please ensure that this is within the confinements of a closed group (not public).

Similarly, we ask that you do not share your code on camp, as although you are a valued member of the Kings Camps community, you do not work for us, and are not a brand ambassador.

Please see below for some tips from our top F&F coordinators to help you get started.

- Share with your family and friends
- Share in your child's class whatsapp group
- Share in your child's school newsletter
- Share in an extra-curricular club eg. after school club, dance class, scouts
- Share on any closed fb or social media (private not public)
- Share at your local church, gym or other

Continuing as a coordinator in 2024

To continue as an F&F coordinator the following year you must reach the minimum number of 5 bookers using your code (within the first 6 weeks of sharing).

We hope you're excited for another year of Family and Friends. As always if you would like to chat about the scheme, or have any questions, you can reach us at membership@kingscamps.org or on 0114 263 2160.

Terms and Conditions

For any F&F coordinators who do not follow the scheme as laid out in this document, we reserve the right to terminate your discount code with immediate effect, and you will not be able to continue as an F&F coordinator with us. This may also mean that you will not be able to collect your rewards at the end of the year.