

Top-Rated Camp & Director Awards

Why: To incentivize and reward Camp Directors who deliver a *Best-in-Class* experience for parents and campers.

How: By taking control of the camp narrative and encouraging parents to complete post-camp surveys. We've analyzed thousands of parent reviews and identified key drivers that influence satisfaction and future enrollment (see details below). Focusing on these can have a significant positive impact on your camp's business.

What: An awards and recognition program for camps that achieve the highest post-camp survey scores. Plus, resources backed by data to achieve this.

Impact: Boost your camp's revenue and enrollment! Encouraging survey completion improves digital reviews, increases word-of-mouth referrals, and reassures parents that their investment was worthwhile, all of which are essential for long-term camp success.



The Top 10 Rated Nike Soccer Camp in the Nation

- \$250 Nike Gift Card
- Exclusive badge & featured write-up on all your camp pages
- National press release highlighting you and your camps

Survey Response Bonus

- Receive a \$150 Nike Gift Card if you get a 50%+ survey response rate with a score of 40+

Simple Tips to Boost Parent Survey Responses

- **Leverage the Best-in-Class Soccer Camp Playbook:** Check out the [Ultimate Coach's Guide to Hosting a Best-in-Class Soccer Camp](#) for expert tips on delivering a standout experience.
- **Promote the Survey Daily:** Actively ask parents to leave feedback. We'll provide a QR code flyer and direct survey link (see last page). Post it at checkout each day!
 - The more responses you get, the more positive feedback you'll receive. Otherwise, you risk only hearing from the "Disgruntled 2%" who are most likely to leave a negative review.
- **Survey Link:** Include your survey link in your post camp email thanking families.
- **Review Past Feedback:** Analyze your survey responses to identify opportunities for improvement: [Your Surveys](#)
- **Access Director Resources:** Additional tools, templates, and pro tips available here: [Director Resource Center](#)