

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.



1st Place – The Top-Rated Nike Soccer Camp in the Country

- \$500 Nike Gift Card
- Exclusive badge + featured write-up on all your camp pages
- National press release highlighting you and your camp as #1

2nd–10th Place – Top-Rated Nike Soccer Camps

- \$200 Nike Gift Card
- Badge + featured write-up on all your camp pages
- Inclusion in national press release

Survey Response Bonus

- Receive a \$200 Nike Gift Card if you earn the highest parent survey response rate with a 4-star+ rating.

★ Tips to Boost Parent Survey Responses

- **Leverage the Ultimate Guide:**

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:**

Promote families to complete the camp survey

- https://youthenrichment.qualtrics.com/jfe/form/SV_3fSUwIBNk8sVy8S

- **Review Past Feedback:**

Analyze your survey responses to identify opportunities for improvement: [Client Survey Results](#)

- **Access Director Resources:**

Additional tools, templates, and pro tips available here: [Director Resource Center](#)

WE'D LOVE TO HEAR ABOUT

YOUR

**US SPORTS CAMPS
EXPERIENCE!**

**COMPLETE OUR 3-MINUTE
SURVEY TO HELP SHAPE
FUTURE CAMP EXPERIENCES!**



**SCAN THE QR CODE
TO ACCESS THE BRIEF SURVEY.**



Feedback Survey- Nike Youth Camps