



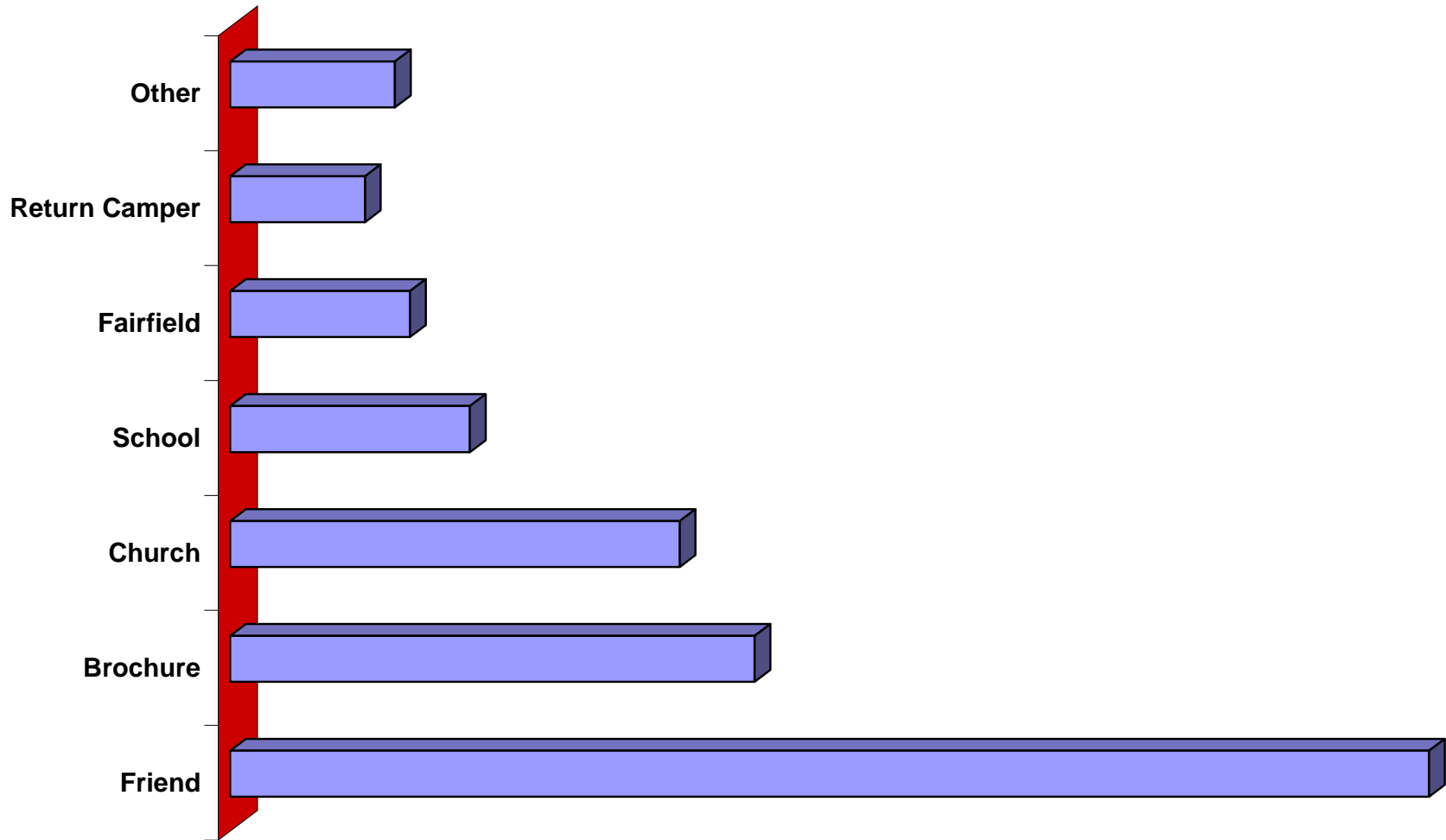
## 2007 Summer Camp Program

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### Parent Survey Results



## How did you learn about Sports Quest?

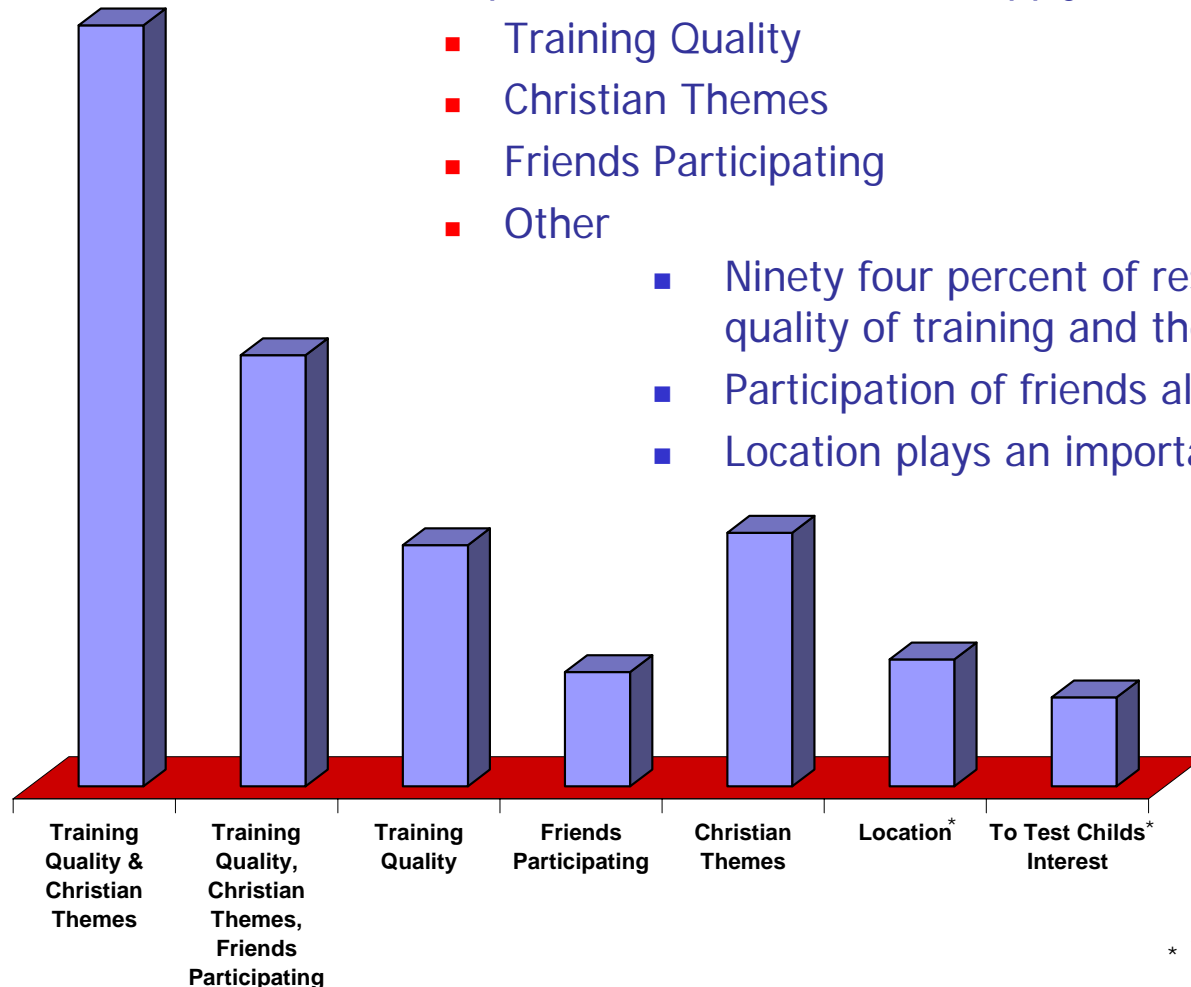


## Why did you choose Sports Quest?

- Respondents selected all that apply among:

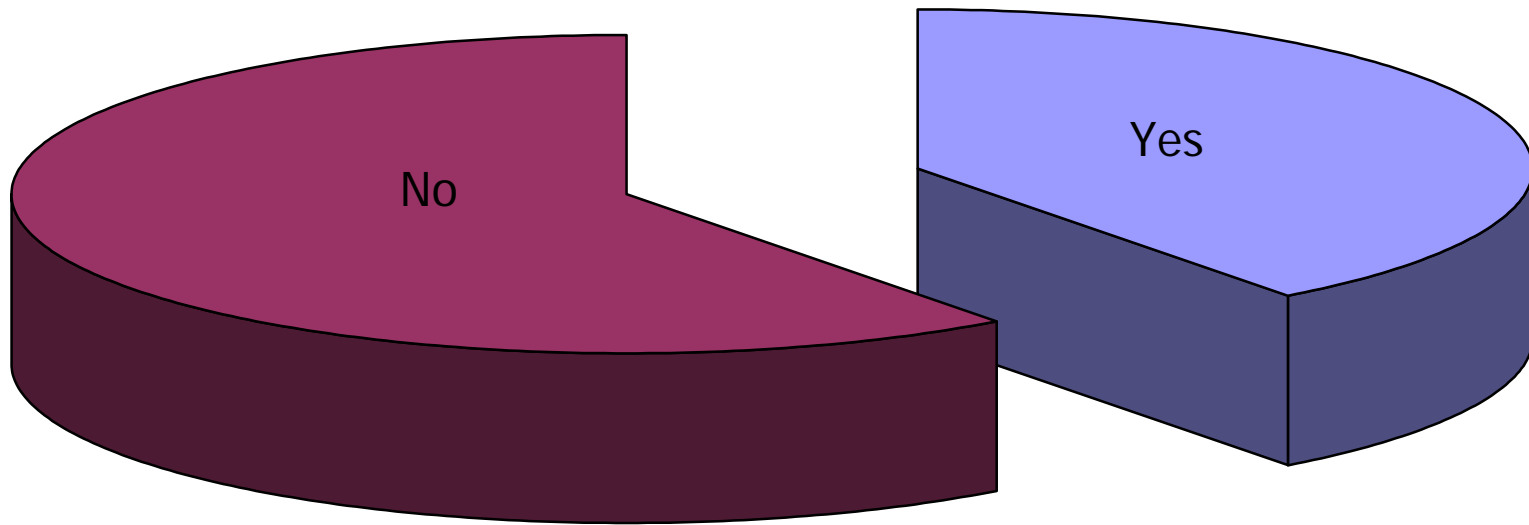
- Training Quality
- Christian Themes
- Friends Participating
- Other

- Ninety four percent of respondents value both the quality of training and the Christian themes
- Participation of friends also a strong factor
- Location plays an important role



\* Typically mentioned along with other factors

## Returning Camper?

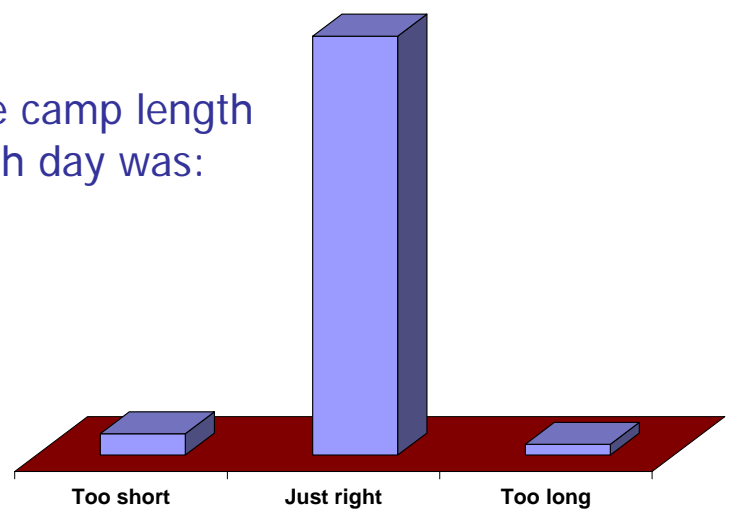


- Sixty percent of participants in 2007 were first time Sports Quest Campers

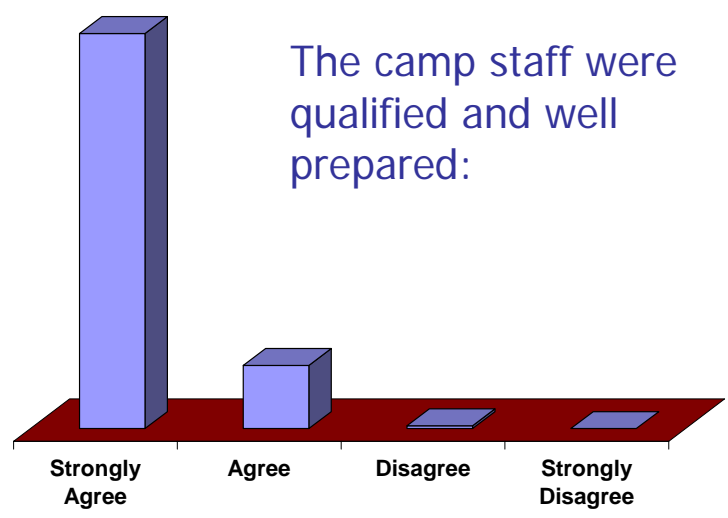


## Camp Performance

The camp length each day was:



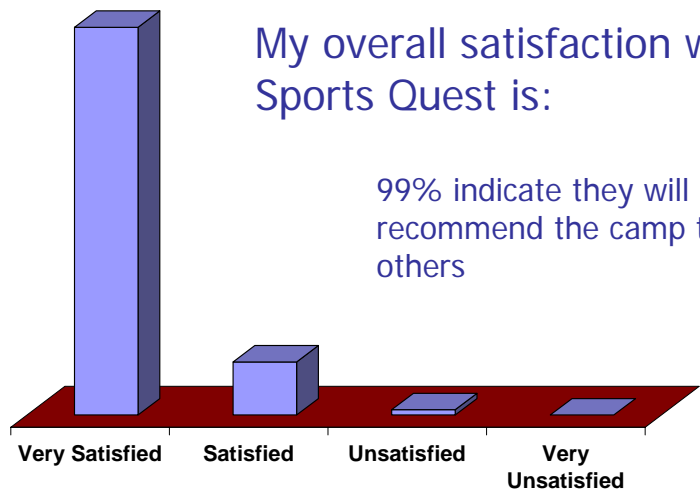
The camp staff were qualified and well prepared:



My child's experience in the Sports Quest camp was an enjoyable and rewarding experience:



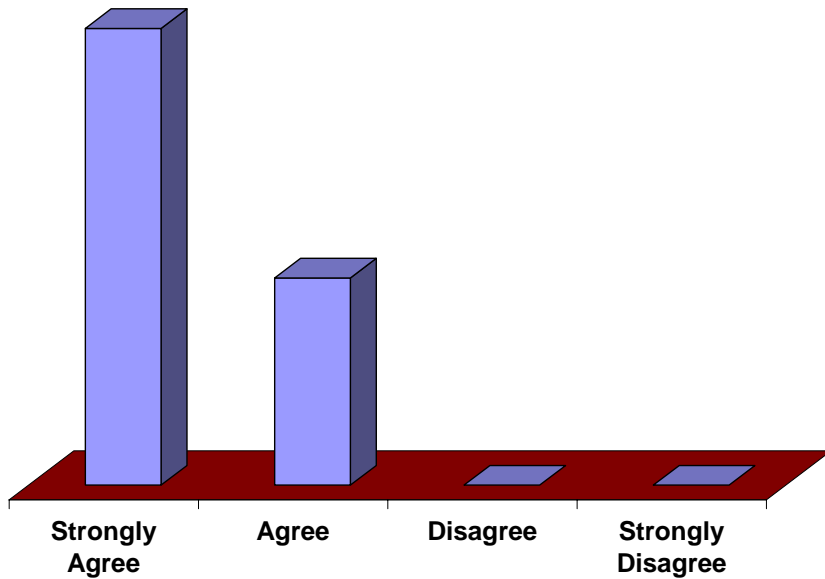
My overall satisfaction with Sports Quest is:



99% indicate they will recommend the camp to others

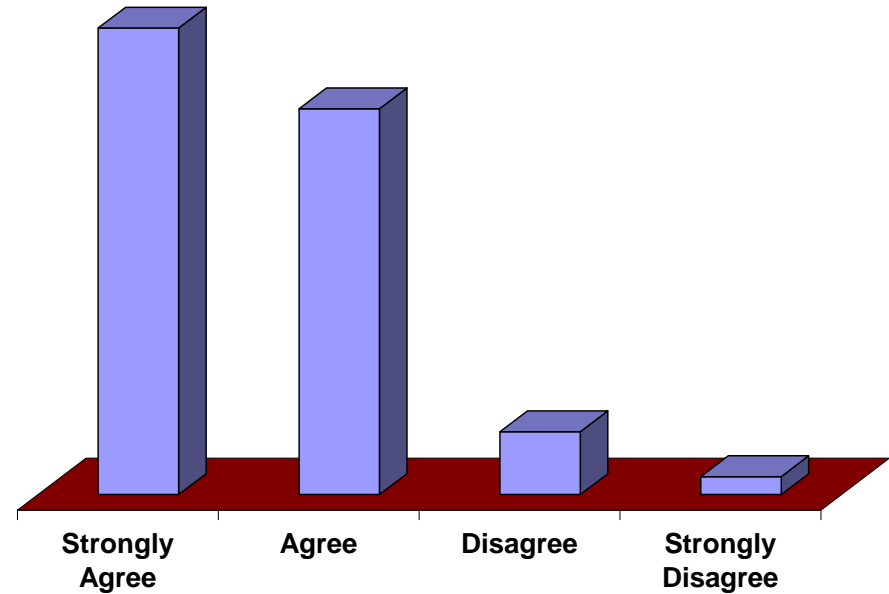
## Friday Programs

Soccer Blast is a great camp feature:



*"Friday Soccer Blast was a perfect way for an ending of camp. The kids had just the best time out there."*

Bring a Friend Friday was a good idea for the camp (selected locations):



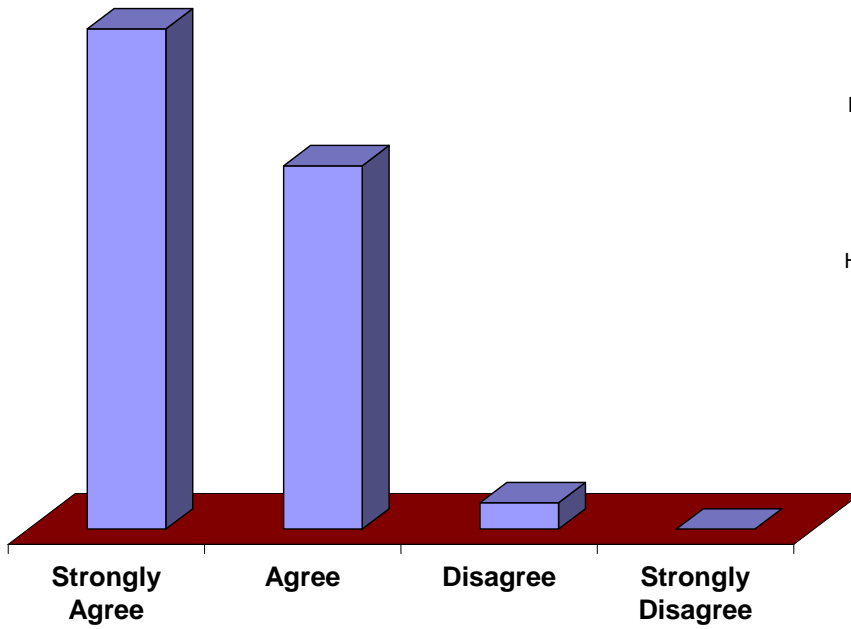
*"My kids loved Bring a Friend Friday"*

Bring a Friend Friday was tested this year at several camps as a way for children to have an opportunity to introduce a friend to Jesus Christ in a fun environment.

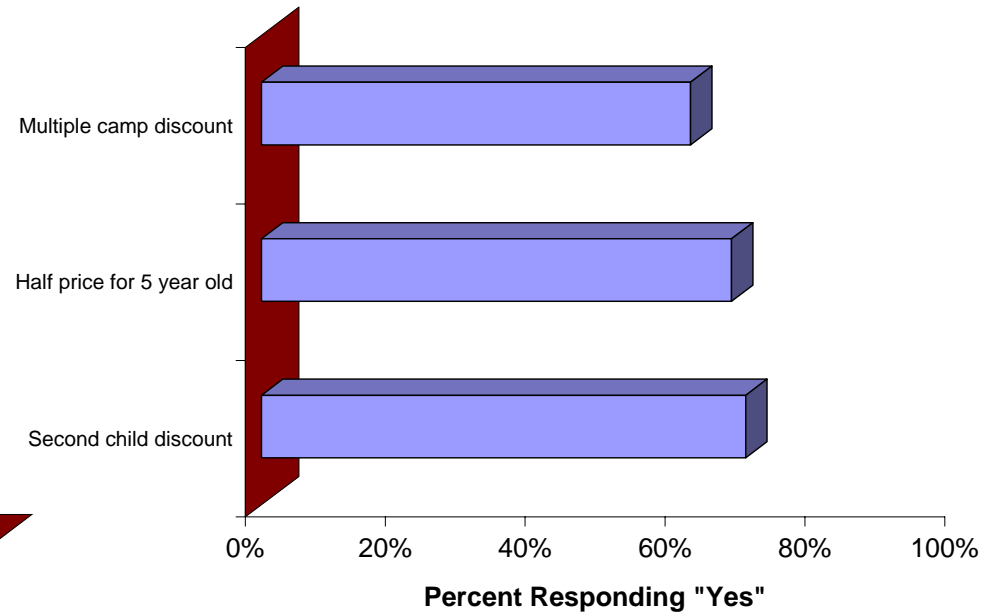


## Program Cost

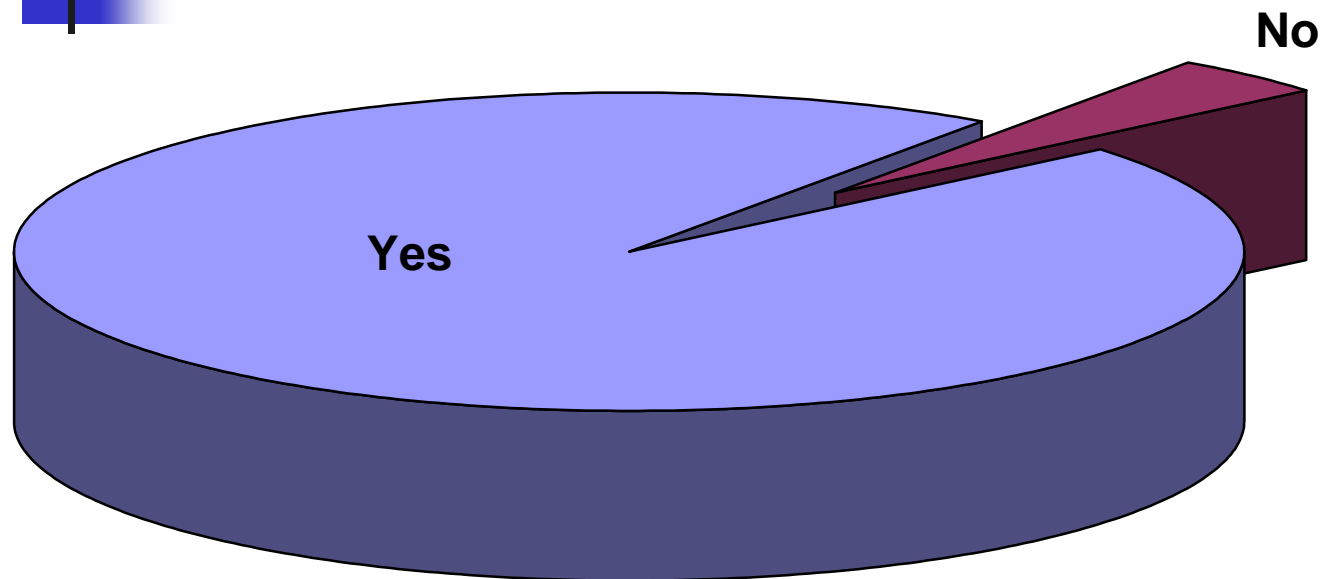
The cost of the camp was a good value for the quality of the program:



The price incentives were helpful to me:



## Likely to participate again?



*"My child LOVED it and we had great discussions at home each night! The soccer skills were great and the coaches were very kind and patient! All of the gifts were very generous and unexpected! I also loved that pics were taken.  
Great job!"*

### Reasons given for No:

- Moving
- Too old
- Discontent with Trainer
- Did not like "Bring a Friend Friday"
- Child did not get an award
- Child not interested in soccer

## Suggestions for Improvement

Responses grouped in categories and a sampling of some of the responses

### ■ Awards

- Some parents prefer that all children get an award
- Some children received multiple awards

### ■ Camp Content/Age

- Need special arrangements for the younger kids (small groups, skills)

### ■ Focus on girls

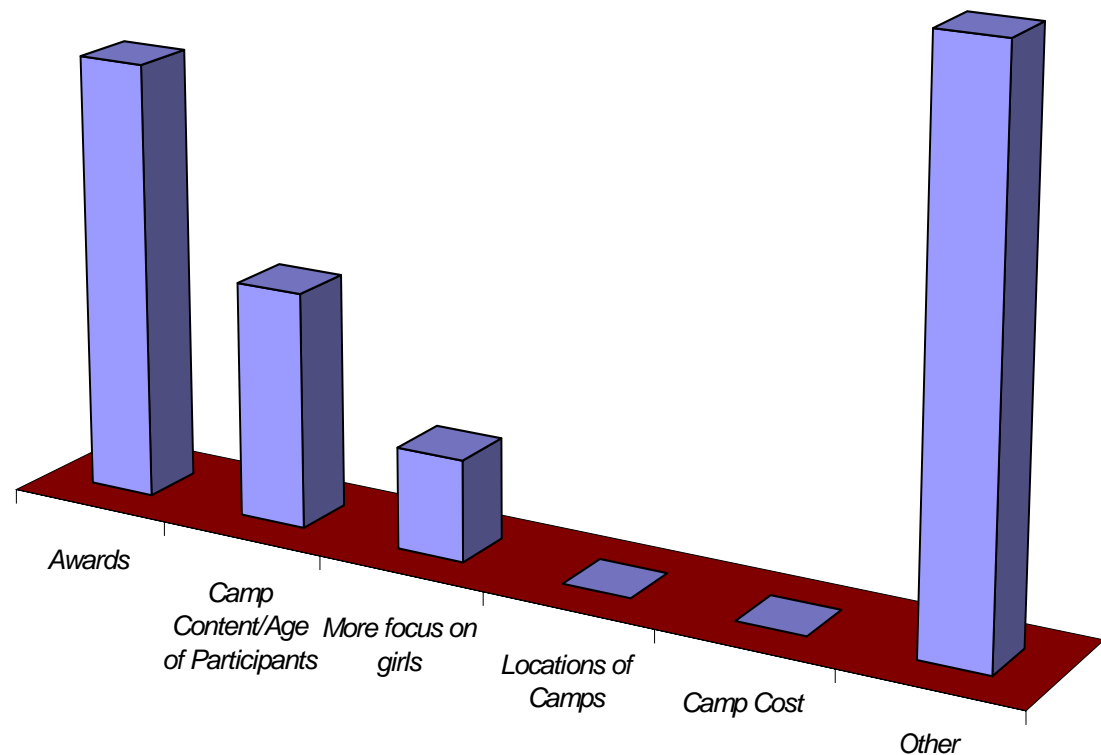
- Need to encourage more girls to participate
- Consider grouping girls for competitive activities

### ■ Other

- Pre-camp email notice, devotional information
- Use of volunteers
- More women trainers

■ Locations – not an issue this year

■ Camp cost – not an issue this year





SPORTS QUEST

**Thank you for your support and  
participation in  
Sports Quest**

S O C C E R

**We hope to see you again  
in 2008**