



2025 CAMP RECAP



ATTENDANCE & REVENUE

621

TOTAL CAMPERS

22% increase compared to previous year

\$172,220

TOTAL REVENUE

39% increase compared to previous year

WEBSITE

6,664

PAGEVIEWS

Pageviews is the total number of pages viewed. Repeated views of a single page are counted.

3,167

ACTIVE USERS

The number of unique users who engaged with your site in a date-range.

SOCIAL MEDIA

38

TOTAL POSTS

27,341

TOTAL REACH

288

TOTAL ENGAGEMENTS

PUBLIC RELATIONS

5

TOTAL PLACEMENTS

6,400,766

TOTAL EARNED IMPRESSIONS

\$59,207

TOTAL AD VALUE EQUIVALENCY

TOP MEDIA PLACEMENTS IN:

Chicago Parent

NAPERVILLE SUN

2025 PARENT FEEDBACK

100%

Parents surveyed said they are either satisfied or very satisfied with the overall Camp Naper experience.

We maintained our high standards

100%

Parents surveyed said they are either satisfied or very satisfied with the educational impact of Camp Naper.

4% increase compared to previous year

CAMP NAPER PARENT TESTIMONIALS

"He really enjoyed camp! Everyday there was an activity/topic he liked and made friends with other campers. Also liked the camp staff/counselors (which has not been the case at other area camps). Well done!"

"Henry is having the best summer thanks to your programming."

"It was one of the first camps she has attended where she looked forward to coming back the next day. She loved it!"

EMAILS/ADVERTISING

**CONSTANT CONTACT
MEMBER/PUBLIC
REGISTRATION
REMINDER EMAILS**

6,309

TOTAL OPENS

119

TOTAL CLICKS

**SUMMER PROGRAM GUIDE
FEATURING CAMP NAPER**

3,666

**MAILED DIRECTLY TO
NAPERVILLE RESIDENTS**

No additional print/digital advertising was necessary due to the high demand for early registration from members and public registration.

ADVERTISING
Naperville Magazine
"To-Do List" Email Ad
25,482 Impressions

