

# CAMP NAPER

AT  
NAPER SETTLEMENT

## 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**

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

**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.

