

Effective Camp Research



The heart of the research into effective outdoor ministries.

Effective Camp projects offer actionable research into your individual or group of camps based on the methods of the Effective Camp Research Project. The insights generated in these projects have proven to help outdoor ministry leaders make well-informed choices, increase staff capacity, and maximize impact.

Level 1

Parent Insights

starting at
\$1500

1 Personalized Surveys + 1 Reports with Analysis

1 90-minute Consult + 1 Marketing Kit from Findings

- INCLUDES**
- **1 Parent Survey** sent one week after the camper departs camp, with a combination of best-practice and customized questions
 - **1 Parent Insights Report** with analysis and insights
 - **1 90-minute Consultation** about the findings with insight-based recommendations
 - **1 Marketing Kit** with branded, ready-to-share graphics based on your findings

Level 2

Camper & Parent Insights

starting at
\$2900

2 Personalized Surveys + 2 Reports with Analysis

1 90-minute Consult + 1 Marketing Kit from Findings

- INCLUDES**
- **1 Customized End-of-Week Camper Survey** administered at the end of the camp week
 - **1 Customized Parent Survey** sent one week after the camper departs camp
 - **2 Reports:** a Camper Insights Report and a Parent Insights Report with analysis and recommendations based on your findings
 - **1 90-minute Consultation** about the findings
 - **1 Marketing Kit** with branded, ready-to-share graphics based on your findings

Level 3

The Effective Camp Project

4 Personalized Surveys + 3 Reports with Analysis + 2 90-minute Consult + 1 Marketing Kit from Findings

- INCLUDES**
- **3 Personalized Camper Surveys** with analysis, administered on the first day of camp, last day of camp, and 8 weeks after camp. You administer paper surveys on camp, we do the data entry. We administer the surveys 8 weeks after camp.
 - **1 Personalized Parent Survey** with analysis. The Parent Survey is sent one week after the camper departs.
 - **3 Reports:** an Initial Insights Report, a Parent Survey Report, and Comprehensive Camper Report
 - **2 90-minute Consultations** about the findings
 - **1 Marketing Kit** with ready-to-share graphics
 - **Cohort-Level Insights** Comparisons across the cohort (Cohort-only)
 - **Digital Insights Tool** Engaging, filterable data visualizations (Cohort-only)



Individual Projects

This path includes the full effective camp project focused on an individual camp or multi-site camp with customized questions and site-specific insights.

\$5850
/camp



Effective Camp Cohorts (6+ camps)

The most impactful way to participate in the full effective camp project is through a cohort of 6 or more camps. Cohort camps receive reduced pricing when compared to individual projects plus additional services.

\$3850 /camp
+ \$3000 /cohort fee