



www.profootballcamp.com

# 2023 SNAPSHOT

## Pro Football Camp in the Media

- 4.2K combined followers spanning 5 social media accounts (FB, IG, Twitter, Pinterest, YT)
- More than 175K profile impressions between all the PFC social media accounts
- 6 unique news stories aired multiple times from 3 different news stations ( FOX21, KKTV, KOAA)
- 3K views on the PFC website in the months leading up to camp

## Giving Back to the Community

Going along with the three days of camp there are three night-time events designed to provide free community interaction with PFC athletes in local settings.



Joe Parker signs an excited campers football at Meet the Pros hosted at Back East Bar and Grill.

## Camp Statistics

- 329 kids attended the 18th annual Pro Football Camp
- 75 volunteers signed up using SignUp Genius volunteer registration system
- 13 NFL and XFL athletes volunteered their time to coach at camp
- 29 scholarships given out for underprivileged kids to attend camp for free



4.8★ average rating Parents of campers rated this year's Pro Football Camp 4.8/5 Stars!

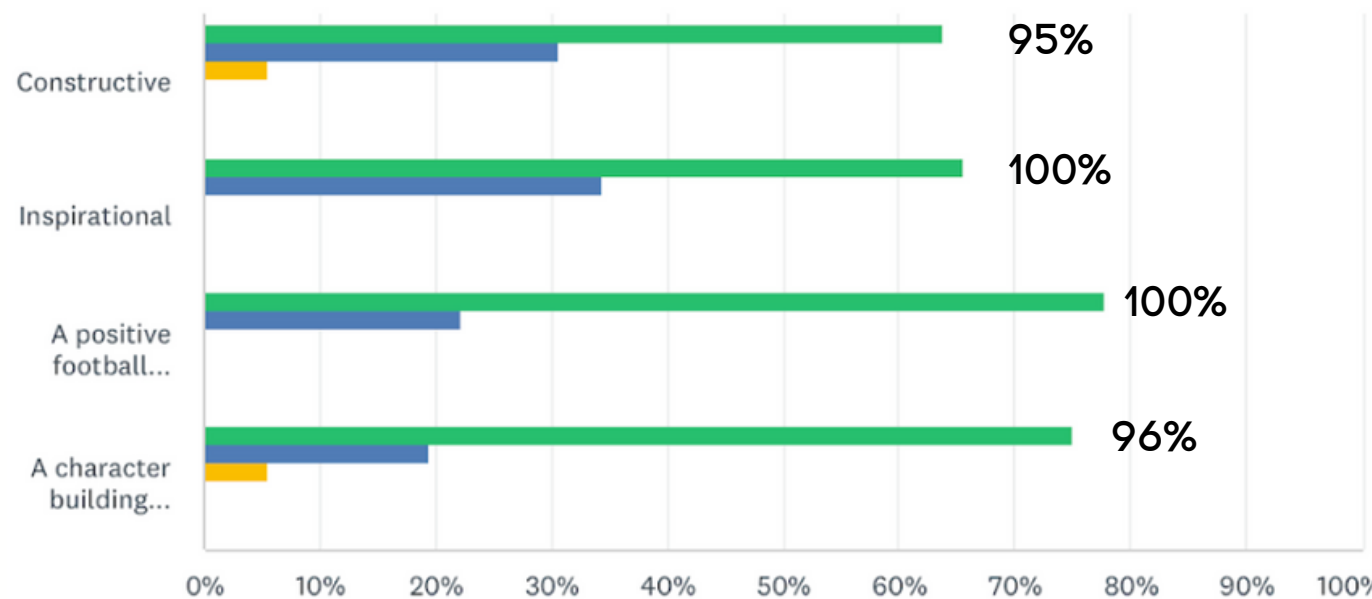


## Key Takeaways

- Implemented, SignUp Genius, a new system for volunteer registration
- Created and utilized a Pinterest account
- Boosted our scholarship program by adding Boys & Girls Clubs and Crossfire Ministries
- Added 5 new partners; built upon our pre-established relationship with existing 16 partners

## Next Year's Outlook

- Maintain a 5:1 camper to volunteer ratio
- Add a dedicated volunteer coordinator to the team
- Build on this year's success and continue to give back to Colorado Springs Community



After attending camp, parents completed a survey asking if they agree that the camp was constructive, inspirational, positive, and a character building experience. The graph above shows the percentage of parents that agree with each camp description.