



USER REVIEW TOOLKIT



Strategies to build many high-quality reviews

This toolkit will help you obtain plenty of high-quality reviews from your campers, alumni, and parents. These reviews will enable you to showcase families’ experiences, create trust in your brand, and craft your story. Inside this toolkit, you’ll find tips for getting lots of valuable reviews as well as content you can use in emails, social media, and other promotional materials.

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Who to ask for reviews

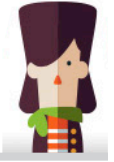
Building a repository of reviews can be challenging. However, families who've had a great experience with you are often more than happy to share their thoughts to help other families decide whether you're the right fit.

Current campers/students provide authentic, honest, and evocative accounts of their experiences that paint a vivid picture for the reader.

Parents provide reviews that are less about the day-to-day experience and more about top-of-mind issues like cost, programs, getting started, and leadership.

Alumni often reflect on how their time at your camp or program prepared them for their current successes.

How to ask for reviews



Leverage your existing networks and connections when looking for reviewers. Then use a tactful and friendly approach when asking for reviews.

Reach out directly: Those who have taken an active volunteering role, are active and long-time participants, or have won awards or distinctions at your camp or program are usually happy to share their experiences and achievements. The same goes for those who you've assisted financially or supported in some other way.

Involve your team: Have counsellors, instructors, staff, and administrators request reviews from those they think might be interested. Create a mini-campaign asking your team to be on the lookout for potential reviewers and share with them the link to this toolkit.

Use your marketing resources: Emails and social media blurbs asking for reviews are a gentle way to let your families know you'd like to be reviewed without directly asking them.

Offer incentives: Families might be more likely to review you if there's a reward. Offer an honorarium for completing a review and mention that Our Kids also offers an honorarium to the first five reviewers.

When to ask for reviews



The best time to ask for a review is when families are feeling good and are in a charitable mood.

Beginning or end of a season: This is typically when families are most excited about their experiences.

During events: Families tend to be charitable during events.

All year long: Provide gentle nudges on your social media or in newsletters throughout the year.



Sample user review topics

Having a library of reviews on a trusted platform like OurKids.net and Camps.ca will bolster your credibility and influence. Since the reviews are comprehensive, they'll provide families with an in-depth picture of your organization.

Here are some sample topics your reviewers will be asked to reflect on:

- Overall experience
- Leadership and staff
- Unique value
- Program quality and activities
- Skills and growth
- Social dynamics



10 tips for review success

1. Create opportunities with everyday conversations: if you see a happy camper/student or parent, ask them to write about it.
2. Don't force it and be genuine.
3. Show appreciation for what they do outside of writing the review.
4. Share examples of your Our Kids reviews in your emails and social media to show prospective reviewers what their peers are saying and what the reviews look like.
5. Personalize your ask. For example, if you're asking a camper/student who does well at one of your activities, ask them if they'd like to recount this experience (rather than asking directly for a review).
6. Let them know the value of the review and how it helps not just your camp or program but potential families who are going through what they also went through during the decision-making process.
7. Be clear on the directions for leaving a review: share the link and show examples.
8. Show your appreciation to them after they've completed the review and ask them to share it with their peers.
9. Let them know they can be honest about their experiences.
10. The reviews should not be generated by AI writing tools, because AI tools tend to produce very generic text, the use of which can hurt the review's credibility and, consequently, your organization's brand.

APPENDIX 1:

Reviews vs. testimonials



Why testimonials on your website aren't enough

Testimonials on your website are a great way to show your prospects how happy families have been with you. They're almost always glowing accounts of what you offer. Reviews, on the other hand, are more objective, often hosted on a third-party platform, and they're much more impactful on the reader. When it comes to building trust in your brand, **testimonials just aren't enough.**

A recent [study by Wyzowl.com](#) found that 90% of people say they trust what a customer says about a business more than what a business says about itself. This is especially true when the customer's comments are not on your website. **That's where reviews come in.**

Reviews complement testimonials

Online reviews are [trusted by 90% of people](#), and most people read multiple reviews before making a decision. The more reviews you have, [the more the audience trusts](#) what is being said. So it's best to have as many reviews as possible.

But not all reviews are created equal: content and context are pivotal.

Almost everyone (97%) [seeks out longer and more detailed reviews](#). In-depth reviews explore your program intensively, addressing key questions and providing vital information. That's the content piece.

Building a library of reviews on **a trusted platform like Our Kids** bolsters review credibility and influence. This enables families to obtain important objective information about you—information they don't want to hear from you. That's the context piece.

APPENDIX 2:

Templates for asking for reviews



You can use the following templates when asking your families for reviews. Tweak them as you see necessary.

Dedicated email to families



Sample email header. Download from www.ourkidsmedia.com/pdf/user-review-banner.jpg

Subject: What do you love about [Your Organization name here]?

Could you do us a favour and share your experience at [Your Organization name here]?

Your perspective is invaluable to families considering registering. They want to know what you love about us and even what you don't.

Could you submit a review for us? The first five to do so will receive a \$25 honorarium.

Submit your review here: <https://www.ourkids.net/camp/camp-review.php>

Appendix (continued)

Dedicated social media post

We love our community and we hope you do too. Submit a review and share your experience with other families considering [your organization name here]. Your perspective is extremely valuable.

Submit your review here: <https://www.ourkids.net/camp/camp-review.php>

Newsletter blurb

We love our community and we hope you do too. Share your experience with other families who are considering [Your Organization name here]. Your perspective is extremely valuable. You could earn an honorarium.

Submit your review here: <https://www.ourkids.net/camp/camp-review.php>

Asking in person

We appreciate the time you've spent here. I can tell you enjoy [sample activity] and I'm wondering if you could help us. We want to help families like yours, who are considering our programs, in their decision process. We want to show them what's unique about [Your Organization name here] and how it might be a great fit for them. Would you be interested in writing a review for us?