

C.A.M.P. Framework



FOOTBALL ONTARIO | 2025

The C.A.M.P. Framework

The world of high-performance youth sports can be overwhelming. The C.A.M.P. Framework is a simple guide to help parents and caregivers ask the right questions and evaluate opportunities for their child. Use this framework to make informed decisions and avoid common pitfalls.

C - Credibility

- **Who is the organization?** Investigate the program, camp, or group. Is it well-known in the sport, or a newer name? Check for affiliations with official sports bodies.
- **What is their reputation?** Look for feedback and testimonials from other parents and athletes. Do they have a good track record?
- **How do they scout?** Be skeptical of vague claims of "scouting." A legitimate opportunity can typically provide specific details about how they found your child (e.g., "We saw Brendan play in the provincial championship game on July 15th.").

A - Authenticity

- **Does the offer feel genuine?** Beware of generic, mass-produced emails that lack personal details about your child's skills or performance.
- **Is there pressure to act now?** High-pressure sales tactics like "limited-time offers" are often a red flag. Legitimate opportunities generally don't require an immediate decision.
- **Is the communication professional?** Check for poor grammar, spelling errors, or an unprofessional tone in their communications.

M - Motivation

- **What is the core purpose?** Is the program focused on true athletic development, or is it a for-profit venture selling an "elite" experience?
- **Who are the coaches?** Research the credentials and experience of the coaches and staff. Are they respected experts in the sport?
- **What are the outcomes?** Be wary of programs that guarantee college scholarships or professional opportunities. Focus on what the program can realistically provide, like unique training or exposure.

P - Practicality

- **What is the cost?** Get a clear, all-inclusive breakdown of fees, including registration, travel, and lodging. Does the value of the camp or program justify the cost?
- **What is the return on investment?** What are you really getting for your time and money? Is the opportunity providing something unique, or could you get a similar experience from a more established, local program?
- **Does it fit your family?** Consider the financial and time commitment. Does this opportunity align with your family's overall goals and values?

