

**PATRIOTS' PATH COUNCIL BSA**  
**CAMP PROMOTION**

*A suggested guideline to be used towards a promotional effort for our Scout camps. This could be followed by a District Camping person, Order of the Arrow promotional team, Commissioner, Camp Staff, Campmaster Corps, or others interested in promoting our Summer (and year round) camping programs. Whatever guideline you establish, **be sure to train others, preferably at camp when it is in operation, in procedures for following the format.** Untrained presenters will be poorly prepared.*

I. OBTAIN MATERIALS

- A. Cub and Boy Scout Applications
- B. Operating schedules and fees for camp(s)
- C. Promotional Materials
  - 1. Flyers and ads
  - 2. Slides, videos, DVD's, CD's and photographs. Possibly a Power Point presentation.
  - 3. Display Items from previous camp experiences.
- D. Equipment as needed (have available or take with you)
  - 1. Video display equipment (VCR & TV, Computer and monitor)
  - 2. Screen
  - 3. Slide projector
  - 4. Electric extension cord and spare bulbs.

II. ARRANGE MEETING

- A. Schedule promotion during the September to January time frame. A follow-up in the Spring is usually beneficial.
- B. Contact the Unit committee, Scoutmaster, Cubmaster, parent or other responsible person to schedule a date, time, and place for the promotional presentation.
- C. Strongly emphasize the importance of having the parents present. It gives them an opportunity to understand what their son will be doing at camp. It also helps them become better supporters of your camp program.
- D. Be sure that they allow you enough time for your presentation and to answer any questions. (approx. ½ hour).

III. PRIOR TO MEETING (2 to 3 days)

Contact the unit leader to confirm arrangements.

## CAMP PROMOTION (Cont'd)

### IV. CAMP PROMOTION MEETING

- A. Arrive at least ½ hour before meeting to set-up and make sure that all equipment is functional.
- B. Set-up any displays such as items made at camp, patches, pictures and handouts.
- C. During the presentation meeting.
  - 1. Introduce yourself
  - 2. Show any audio visuals
  - 3. Add your enthusiasm and any experiences to the presentation. (keep less than 5 minutes)
  - 4. Don't forget to mention the specialty features of your camp(s).
  - 5. Be sure to comment about our camp's off season camping.
  - 6. Answer any questions and suggest the leader contact the Council camping office for those that you cannot answer.
  - 7. Interest the group to reserve early for those dates suitable to them. Explain that early reservations allow for better staff and program development. It also allows them to plan vacations, budgets, etc. Suggest using popcorn sales to help with the cost of camp.
  - 8. Suggest that leaders and parents schedule a visit to the camp to familiarize them with the facilities.
  - 9. Offer to help leaders complete the reservation forms.
- D. Thirty days after the presentation meeting, contact the leader to verify that reservations were made and to offer help if needed.

### V. DISTRICT ROUNDTABLE AND OTHER EVENTS

- A. Attend roundtables often to update leaders on camp happenings. Present a consolidated promotional presentation to gather interest of all leaders.
- B. Attend all District events such as camporees, Scout and Cub leader training, Fun Days, etc.
  - 1. Request permission to set-up and display camp promotional materials.
  - 2. Talk about the benefits to the boys when they attend camp.
  - 3. Use this opportunity to schedule a promotional meeting with a unit.
  - 4. Be sure to enlist the help of the unit commissioners!

### VI. COUNCIL TRAINING, CAMPOREES, CUB-A-REES, ETC.

Follow above suggestions.