Position Description

Unit Camp Promotion Presenter

To offer the summer camp experience to every Scout and family in the Laurel Highlands Council we have created a Camping Presentation to be shared with each unit in the council. This will be done in parallel with direct marketing to each household.

Presenter Responsibilities:

- Attend a Summer Camp Promotion Training Session.
- Carry out camp promotion presentations for at least five units within the district.
- Become familiar and comfortable with the presentation through practice.
- Know important camp dates, camp fees, camp payment schedule, and other important information about summer camp so you can answer questions and serve as a resource to assigned units.
  - Thoroughly understand all summer camp programs including:
    - Camp Independence Cub/Webelos Resident Camp
    - Camp Liberty and Camp Freedom Scouts BSA Resident Camps
    - Eagle Base High Adventure
    - Day and Family Camp
  - Use the current camp guidebooks as a reference so you have current, accurate camp information.
- Schedule promotion presentations for assigned units by December 15.
  - Presentations should be conducted at events such as unit meetings, courts of honor, blue and gold banquets, or pinewood derbies where Scouts, leaders, and parents are present.
  - Although it may be easy, presentations conducted at large district events such as Klondike derbies, camporees, or mall shows will not count toward presentation completion. These events do not allow units and parents to ask questions and presenters to focus on individual unit camping needs.
- Prior to the presentation, confirm time, date, location, and estimated attendance with unit leader.
- Obtain materials and reserve projector and computer through your local service center or District Executive
- Complete all assigned camp presentations by March 31.
- Following the presentation, personally follow back up with units to share important camp updates and remind them about important deadlines such as early bird payment deadlines, course sign-ups, etc.
- Take personal responsibility for ensuring that all assigned units and as many Scouts from those units have a summer camp experience.
Resources:

- **Promotion Scripts** – Cub Scout and Boy Scout scripts to share the excitement and value of camp
- **Promotion Videos** – Quick exciting videos about Cub Scout Camp, Scouts BSA Camp, and Eagle Base High Adventure. Available on discs or the Laurel Highlands Council YouTube page [https://www.youtube.com/channel/UCoM0u35BiSgneXvXvVeGg4Kw](https://www.youtube.com/channel/UCoM0u35BiSgneXvXvVeGg4Kw)
- **FAQ Sheets** – common questions asked at promotion nights with their answers
- **[http://lhcscouting.org/camping](http://lhcscouting.org/camping)** – website including brochures, online registration, videos, guidebook, forms and more
- **Cub Scout Specific Resources**
  - Cub Scout Day Camp Rack Card
  - Cub Scout Resident Camp Rack Card
  - Blue and Gold Placemat samples (if leaders want to see it ahead of their banquet)
    - Resident Camp version
    - Day Camp version
  - Space theme temporary tattoos
- **Other Promotion Kit Resources**
  - 2020 Camp Brochure
    - Mailed in January to all families
  - Scouts BSA Resident Camp Rack Card
  - Camp Dates and Fee Information
  - ‘Where Do Your Camp Fees Go’ sheet
  - Beaver Weekend Save the Date flyers
  - Campership Forms
  - Why Attend Summer Camp resources
Presentation Tips

• The scripts following in this packet are samples for your use. Please feel free to make them your own.

• Before a presentation, think about a few things related to your audience:
  
  o Why should they go to camp?
     What are the benefits of camp for a Scout/Why do Scouts like attending camp?
     What are the benefits of camp for a Parent/Why should parents send their Scouts to camp/Why should a parent accompany a Scout to Cub camp?
     What are the benefits of camp for a Scout leader/Why should leaders encourage attendance?
  
  o Why do you attend summer camp?
     Has camp impacted your child in Scouting?
     Has camp improved your unit?
     Have you gotten to do things as a family at camp that you would not have done otherwise?
  
  o All of these things are points to share with your audience.

• Cub Scout Specific Presentations:
  
  o Emphasize the fun of camp and the Space theme!
     Go in costume. Get into it. Have fun. Enthusiasm is contagious.
  
  o Emphasize the time parent and child can spend together at camp making memories. While it may seem a long way off, quicker than a parent may like, their Scout will not want to spend time with mom or dad, and will be off on their own. Take advantage of it.
  
  o Emphasize that Cubs can attend camp as Packs, as dens, as groups of families, or as individual families.

• Scouts BSA Specific Presentations:
  
  o Emphasize the fun of camp and all the extra, non- “merit badge class” activities that they can participate in.
  
  o Emphasize the older Scout opportunities – Eagle Base/Day Trek at Heritage Reservation and new older Scout evening programs.
INTRODUCTION AND PURPOSE

(Find out when the Pack is signed up for camp and which camp they plan to attend. If they are not signed up for camp, make a note to follow up with leaders two weeks after promotion night and have the District Executive follow-up as well. Have the Unit Leader introduce you and set the stage.)

Unit Leader: Scouts and parents, we have a special guest tonight. __________ is here to share with us an exciting opportunity coming up this summer at Camp Independence, the Laurel Highlands Council’s summer resident camp for Cub Scouts.

Presenter: Greetings, Cadets! I am __________. I have been sent from the Camp Independence Spaceport to invite you to astronaut training this coming summer! We are planning on entering the Space Race and we need to prepare as many astral explorers as possible to face the unknown and seek adventure amongst the stars. Scouts make some of the best astronauts! Did you know that 10 of the 12 astronauts who walked on the moon were Scouts and that the very first human to set foot on the moon was an Eagle Scout?

Have any of you ever been to Camp Independence before? If so, I’m sure you got to do all kinds of fun things. Can any of you tell me about what you got to do?

[Solicit answers from Scouts and talk about some of the activities they like. If no one has been, tell them about all the fun opportunities for families to make memories together.]

Excellent! Sounds like some of you are well on your way to becoming Scout astronauts! For those of you who’ve never been to the Camp Independence Spaceport, you’ll get to do all those fun things you just heard about plus learn many other skills. You may have an opportunity to practice your splashdown at Lake Courage, study alien biology at the nature area, or practice the survival skills you may need on a distant planet. On top of that, the galley will provide the best meals to keep your bellies full and your strength up.

Parents and Leaders, Cub Scout summer camp is also about much more than your cadets having fun. Scouts who attend camp get ahead on their advancements, learn new skills, make friends, and learn even more about what it means to be a Scout. For only about $100 per day you and your Scout get to spend time together and make memories that will last a lifetime. It may not seem like it but sooner than you think your Scout will be out the door and those opportunities to be together will be few and far between.

Your pack is going to camp [camp session dates if registered], but if you can’t go then, you can go at a different time. There is also financial aid available to help...
out through the Laurel Highlands Council’s campership program. Again, this year, there will also be a discount for families with multiple Scouts attending camp.

Let’s take a quick look at what summer camp has in store for us!

[If able, play video at meeting location]

As a reminder about camp, I’ve got these temporary tattoos available for all the cadets. [Get a leader or Den Chief to help pass out the temporary tattoos].

I’ll be in the back to answer any questions and to talk with the adults. Thanks for letting me come out this evening to tell you about all the opportunities you have this summer at Camp Independence

Hand out Cub Scout Camp Rack cards to adults.

QUESTIONS
Are there any questions about camp that you have? (Solicit questions and answer from adults based on your knowledge and the FAQ section. If you are stumped let them know you will find the answer and get back to them. Contact the Council Camping Department to get the correct information and follow-up right away).

Remember, if your family is not available to go with the Pack, you can go as an adult/Scout team when you are available at one of the other sessions. I hope to see you at camp and thank you for your time.
INTRODUCTION AND PURPOSE
(Find out when and where the Troop is signed up for camp. Have the Senior Patrol Leader introduce you and set the stage.)

SPL: Scouts we have a special guest tonight. ______________ is here to discuss with us some of the new adventures we have waiting for us at summer camp this year.

Presenter: Good Evening Scouts! Thank you for allowing me to come to your meeting tonight. I am here to tell you about the opportunities you have available to you if you attend summer camp this coming summer at Camp Liberty/Freedom. Before we do that, I’m sure some of you have been to camp before. What were some of your favorite activities at camp? (Solicit answers from Scouts and let them talk about some of their favorite activities)

There are 55 different merit badges you can earn at camp, many of which are Eagle required, and quite a few that would be hard to complete any place besides camp. (Pass out several of the 2020 Merit Badge flyers so Scouts can see what is being offered. DO NOT guarantee that every Scout will get into every class they want. Sign up, is first come, first served and some classes fill quickly).

For new Scouts, the Trail to First Class program will help you develop the skills you will need throughout your Scouting career and help you meet requirements from Tenderfoot to First Class. In addition, you will have the opportunity to earn up to four good first year merit badges.

For Scouts who will be at least 13 years old, you can participate in the Day Trek program, opening the chance to spend a week whitewater rafting, caving, mountain biking, kayaking and climbing. Scouts participating in this program have the chance to earn the Whitewater merit badge.

Your troop is scheduled to go to camp [insert dates] at Camp [camp name], but if that doesn’t work for you, you can go with another troop, or with an adult, so there’s no reason to miss camp this summer! If you want to attend Camp [camp name] a second time or attend a second week so you can work on merit badges one week and participate in Day Trek another there are discounts available to help make that possible! There is even financial aid available to help Scouts have a summer camp experience.

Let’s take a quick look at what summer camp has in store for us!

[If able, play video at meeting location]

I’ll be in the back to answer any questions and to talk with the adults, but thanks for letting me come out tonight, and I’ll pass your meeting back to your Senior Patrol Leader.

QUESTIONS
Are there any questions about camp that you have? (Solicit questions and answer from adults based on your knowledge and the FAQ section. If you are stumped let them know you will find the answer and get back to them. Contact the Camping Department to get the correct information).
INTRODUCTION AND PURPOSE
(Have the Unit Youth Leader introduce you and set the stage.)

**Leader:** Scouts/Venturers and parents, we have a special guest tonight. _______________ is here to share with us an exciting program coming this summer.

**Presenter:** Good Evening [Scouts/Venturers]! Thank you for allowing me to attend your meeting tonight. I have some great information for you! I am here to tell you about the high adventures for Scouts BSA 13 and older and Venturers at Heritage Reservation this summer.

Has anyone here done any high adventure trips? What about mountain biking or whitewater rafting? Climbing or caving? (Solicit discussion from Scouts about high adventure activities they have participated in). Heritage Reservation’s Eagle Base program offers a full week of adventures:

- Whitewater on the Youghiogheny, hiking at Ohiopyle, downhill mountain biking, caving and climbing at Laurel Caverns, canoeing, shooting sporting clays, and more.

Heritage Reservation’s ATV Adventure program is exclusive to Eagle Base participants, so if you want to fly through our course while learning how to safely handle an ATV, join us!

All the program and camping gear except your sleeping bag, personal items and clothing are provided.

New this year, units interested in our Eagle Base program will camp in Camp Liberty or Freedom, your choice! (if needed explain the difference between Liberty and Freedom). During the day you will head out on your adventures. In the evening, you will have the opportunity to either participate in full camp programs or new, older Scout programs offered several evenings.

Let’s take a quick look at what Eagle Base has in store for you this summer!

[If able, play video at meeting location]

**QUESTIONS**
Are there any questions about camp that you have? (Solicit questions and answer them based on your knowledge and the FAQ section. If you are stumped let them know you will find the answer and get back to them. Contact the Camping Department to get the correct information).

**CLOSING**
Thank you for letting me come out tonight and I hope to see you at Eagle Base this summer! I’ll pass your meeting back to your Senior Patrol Leader/Crew President.