Pay it Forward

Frontline Heroes Camp Card Campaign

Donate $5.00 and Scouts will deliver a Camp Card to a local hero in their community.
This campaign is a compliment to the original Camp Card program. This training guide serves to update members on the purpose of the **Frontline Heroes Camp Card Campaign**, how to implement it, and give details of the campaign.

**Purpose**
The campaign’s purpose is to deliver 10,000 Camp Cards (discount coupon cards) to our frontline heroes after the quarantine period ends. This is our way to “Pay it Forward” and thank our frontline heroes for putting themselves on the frontline to keep us safe.

Our Scouts and Scouting families will share the social media link to promote the $5.00 Frontline Hero Camp Card Campaign. Those who select to “Pay it Forward” will be able to choose a the unit in which they have an association. Scouts and leaders will deliver the cards to the employees of local hospitals, fire stations, police stations, pharmacies, grocery stores, and restaurants at the end of the campaign and after the quarantine period is complete.

We are asking the community (our friends, family, and other network contacts) to “pay it forward” to local heroes by donating $5.00 to the Frontline Heroes Camp Card Campaign (discount coupon card).
Details
Scouts, parents, leaders, and volunteers are asked to send their network of friends, family, and business associates, anywhere in the world, an email, text, or by reaching out on social media to help our Scouts pay it forward to the frontline heroes.

Unit information, along with the Scout family’s last name, should be included in each Scout’s message.

Please be mindful of our Youth Protection Guidelines. Scouts who send information to an adult must copy another adult on the message.

Sample message:
Hi (first name)!

The Scouts from the Laurel Highlands Council want to thank our frontline heroes by delivering a Camp Card (discount coupon card) to a local hero. Pay it forward and donate $5 to our Frontline Heroes Camp Card Campaign.

If you want to help pay it forward, go to www.scoutingevent.com/527FLHeroesCC and reference our unit (enter your unit name and number) and my last name.

Lastly, would you please forward this to five people you believe will help the Scouts with our goal? We appreciate your help!

How do people buy the cards?
People can order cards through the Laurel Highlands Council website at www.scoutingevent.com/527-FLHeroesCC.

Please make sure you reference your unit information and last name in your messages.

How will units get credit for the donated camp cards?
The council staff advisor will track all orders and provide weekly reports to District Executives of each unit’s sales.

At the end of the campaign, units will know how many camp cards to deliver after the quarantine period ends. This will be based on the number of $5.00 contributions made through the unit.
Commission Structure
Same as the original campaign: Scout units participating in this program will be earning 50% commission ($2.50). Units are encouraged to track their Scouts’ sales so that Scouts can use the proceeds to pay for their Scouting adventure. However, it is the responsibility of the unit committee to decide how their unit’s funds are to be used.

How will the Scouts deliver the cards to our local, frontline heroes?
Units will work with their District Executive to determine which locations to deliver the cards. Scouts and leaders will deliver the cards as a Day of Service. A date for the Day of Service will be determined when it is safe, responsible, and also coincide with CDC regulations.

*Scouts and leaders who are unable to deliver on the determined Day of Service are able to deliver on another selected date.

When will the Scouts deliver the cards?
The Scouts will deliver the cards after the quarantine period ends. Leaders will know in advance when to deliver the cards so they can plan accordingly.

Why should Scouts participate in the campaign?
This campaign is a council-wide initiative to thank our Frontline Heroes. Other benefits of this campaign include: acquiring community service hours, earning merit badges, positive PR for Scouting, and an opportunity to build relationships with your police officers, hospitals, medical facilities, schools, and fire departments within your district. Better relationships can lead to increased memberships, volunteers, and supporters of Scouting.

Timeline
May 22nd: Frontline Heroes Camp Card Campaign Begins
June Roundtable: Virtual Update from District Executive
August 1st: Last Day to Reconcile. All funds due to LHC.