BOY SCOUTS OF AMERICA®
LONGS PEAK COUNCIL

2020 Camp Card
Frontline Heroes Campaign

Longs Peak Council,
Boy Scouts of America
Welcome to the 8th Annual Longs Peak Council Spring into Camp Fundraising Sale.

website: www.longspeakbsa.org

You Tube Facebook Twitter
PLEASE NOTE: 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 Campaign**, how to implement it, and give details of the campaign.

**Purpose of the Frontline Heroes Campaign**

The campaign’s purpose is to deliver 2,500 Camp Cards (discount coupon cards) to our **Frontline Heroes** after the quarantine period ends. This is our way to thank our **Frontline Heroes** for putting themselves on the frontline to keep us safe.

Our Scouts will deliver the cards to the employees of local hospitals, fire stations, police stations, pharmacies, grocery stores, and restaurants after the quarantine period is over.

If your unit is only doing the nuts, we can take donations for this and just give nuts that would total the amount given. This works with either product.

We are asking the community (our friends, family, and other network contacts) to help us help local heroes by purchasing a $5.00 Camp Card (a discount coupon card) that we will donate to a local hero after the quarantine period is over. (Or nuts depending on the final amount donated and the units wishes.)

**Details of the Frontline Heroes Campaign**

Scouts, parents, Scout leaders, and volunteers are asked to send their network of friends, family, and business associates (anywhere in the world) an email or text to help our Scouts help our **Frontline Heroes**.

Unit information, along with the Scout 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.**
Details of the Frontline Heroes Campaign Continued

Below is a sample message to either email or text, you can substitute NUTS in if you are only selling nuts:

Hi (first name)!

The Scouts from the Longs Peak Council want to thank our Frontline Heroes by delivering a Camp Card (discount coupon card) to a local hero. Would you purchase a camp card, and help (son or daughter’s name) reach his/her goal?

If you want to help, text 4144 and enter LPCCampCard. Please fill out the form with district (list name) reference our unit (enter your unit name and number). Or go to bit.ly/LPCCampCard to make your donation.

Lastly, would you forward this to 5 people you believe will help the Scouts with their goal? We appreciate your help!

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

How do People Buy the Cards?

People can order cards through the Longs Peak Council, BSA website at bit.ly/LPCCampCard or simply text 41444 and enter LPCCampCard to give.

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

How will Units get Credit for the Purchased Cards?

The Council Staff Advisor will track all orders and provide weekly reports to District Executives, District Camp Card Chairs, and Unit Leaders of each unit’s sales. Units will know how many Camp Cards to deliver after the quarantine period ends. Units will also know how many cards they sold.
Commission Structure

**Same as the original campaign:** Units participating in this program will earn 50% commission ($2.50), or 35% for nut products ordered. Sales can still go towards the Scout rewards for the Spring Into Camp sale.

**How will the Scouts Deliver the Cards to our Local, Frontline Heroes?**

Once you are given the total of cards and or nuts ordered we will coordinate with you for delivery of the product. (so not every unit is going to the same locations). Our goal is to reach as many Frontline Heroes as possible.

**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, opportunity to build relationships with your District police, hospitals, and medical facilities, schools, and fire department. Better relationships can lead to increased memberships, volunteers, and supporters of Scouting.

**Share your success stories**

We want to share your stories when you deliver your camp cards or nuts. Be sure to wear your uniform and take photos. Share those photos with us on facebook.