



# 2019

## Cub Camps

# Promotion Schedule

- Month by month registration dates and deadlines
- Overview of camping options for Cub Scouts
- Pack Camp Coordinator
- Summer Camp interest survey
- Pack Coordinator's estimated summary

## 2019 Cub Camp Promotion Schedule

Your Cub Scouts want to go to camp. It has all the things that excited them about Cub Scouting when they first joined – BB guns, bows and arrows, slingshots, swimming, games, crafts, camping, and being outdoors. The parents are the people you have to convince about the value of Cub Camping. The keys to successfully promoting Cub Camping in your pack are providing parents with the information they need in a fun way that excites the boys, repetition, repetition, and repetition. Skits, games, crafts, and snacks can all be used to promote Cub Camping effectively to your pack over the next three months.

### January/February

- **Recruit pack camp coordinator(s)**, (Cubmasters – if you don't recruit coordinator(s), this will probably end up being **your** job).
- **Pack Meeting:** Give main information sheet on all the camps to parents. (“Mark your calendars, save the date”). Pass the interest survey out to find out what camps your Scouts and their families are interested in. Can use a skit to introduce it. This is also the time to let parents know what your pack's adult leadership requirements are for the camp.
- **At the Blue and Gold Banquet:**
  - Use the Cub Camp placemats available from the Council
  - During the Friends of Scouting part of the night, after the District representative has spoken, mention the importance of FOS in supporting the facilities at Camp Drake and other Cub Camps.
  - Use a skit or song to lead into the Cub Camp announcement.
  - Have the main information sheet on all the camps available again and mention it during announcements.
  - Promote the Council Candy Bar sale (Feb. 20 – April 5) as a way to help pay for camp.

### March

- **DEADLINE MARCH 29:** Have your list of pack camp coordinator(s).
- **March is the time to do your big promotional push on Cub Camping. Parents should already be aware of the dates, and now is when you work to get the boys really excited about going to the camps.**
- **At the Den Meeting:**
  - Use one of the camp-themed games during the meeting.
  - Have the edible campfire for a snack. Hand out the camp flyers while the boys are eating it and talk about everything that goes on in each camp.
  - For Bear dens, stress that Adventure Camp will give them a great start on being Webelos by giving them the opportunity to earn several activity pins.
- **At the Pack Meeting:**
  - Have all the flyers, registration forms, and health forms for all the camps available either in one big packet (best) or individually on a table by the entrance to the meeting. Have an information sheet with each camp's pack coordinator information on it. If not doing a packet, be sure to have cards indicating which forms go with which camps.
  - Pitch a tent by the entrance to the meeting. Have a fake campfire going if you have one. Instructions for making a fake campfire can be found at: <http://my.dmci.net/~dmanchester/Props/Props12.htm> and elsewhere on the web.
  - Use one of the camp-themed skits to introduce the camp promotion event.
  - Plan on taking about 10 minutes at the pack meeting to cover everything about the camps. Use some of the camp-themed sparklers between topics to keep the boys having fun and not getting wiggly in their seats. Stress the importance of registering through the pack camp coordinator and not going to the scout office on their own.

## April

- **DEADLINE APRIL 1:** Campership applications due at the Scout office.
- **DEADLINE APRIL 29:** Day Camp registration due \$50.00 per Scout. Late fee \$10.00 after April 30<sup>th</sup>.
- At the Den Meeting:
  - Have the den leaders remind parents to get registration forms, payment, and health forms in to the pack camp coordinator(s).
  - Continue to use some of the camp-themed crafts or games in the den meeting.
- At the Pack Meeting:
  - Remind parents of upcoming deadlines.
  - Have all the forms and information available to parents.
- Promote Cub Camps, especially Day Camp, during your **spring recruiting**. **By joining now, they can do the outdoor activities they're excited about right away.**

## May

- **ULTIMATE LAST DAY TO REGISTER FOR ANY LATE SCOUT(S) AND SCOUTERS DEADLINE MAY 24:** Registration forms due at the Raymond Lee Scout Service Center for Day Camp (except new recruits). Health forms (parts A and B) for Overnight Day Camp **MUST** be turned in with registration forms.