



2022 Unit Coordinator Guide

Congratulations on joining the Camp4All Team!

You play a vital role in helping your unit's families come together to collectively achieve your unit's goal in support of outdoor experiences in CPC! Thank you for using your time, energy, and resources to support local Scouting adventures. Together, we are getting more Scouts to camp and giving them an unparalleled experience at our nationally recognized camp properties.

The key to helping more Scouts go to camp by achieving your unit's goal is engaging all your families in the process!

Step 1-Have a conversation with your District Team about Camp4All '

Work with your District Executive or designated Camp4All District leadership to set a goal and map out your unit's campaign. Your District Executive will have information regarding your unit's giving history as well as resources and tips to ensure your unit's success.

Step 2- Promote Camp4all 4 weeks out from your presentation date:

Parents in your unit may not be familiar with the purpose of the Camp4All campaign. In your digital resource webpage (www.cpcbsa.org/donate/camp4all), you'll find a PDF outlining information about Camp4All. Share this PDF and other useful information and tools with your Scouting families.

Step 3- Ask the previous unit donors to support your unit's goals

Your District Executive will provide you with a list of donors that have given to your unit in the past. Use the templated email samples in your digital resource webpage (www.cpcbsa.org/donate/camp4all) to invite previous supporters to donate again to local Scouting. Please note that some donors may have only provided a phone number.

Step 4- Engage your Scouting families

Scouting families can help further the campaign to achieve a unit's goal. Recruit families from your unit to tap into their social networks to help achieve the goal.

Our Camp4All digital platform allows you to streamline and simplify your efforts to fundraise via email, Facebook, LinkedIn, and other social networking sites - by simply sharing your unit-specific giving link & a personal story. Your unit fundraising page through mobile can push pre-templated communication to contacts of your choice as well!



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Step 5- Remind your unit about Camp4all through social media:

Many units have their own social media pages. Post infographics found in your digital resource packet to continue to educate your Scouting families and followers about the benefits of the Camp4All Campaign throughout the 4 weeks of promo leading up to your unit's presentation. Be sure to include your unit's unique donation link to facilitate the giving process for potential donors. Families in your unit can also share their personal social media pages. Your District Team can help chart a timeline for this process.

Step 6-Get Ready for your digital presentation:

Your digital resource packet includes a Camp4All video and PowerPoint to help facilitate your presentation efforts. The PowerPoint will help guide your presentation content and includes a section where you can customize select slides with photos that highlight your unit's Scouting activities.

Tips and Tricks:

- Engaging families in your campaign by asking them to invite at least five (5) friends or family members not associated with the unit to share your unit's Scouting story and inviting them to support those efforts is critical to your unit's fundraising success.
- Spend some time pushing emails from your address book. The digital resource book has a variety of pre-written emails that you can send as is or customize yourself. Don't do it alone! Ask families in your unit to promote to their social circles through social media, email, and phone. Imagine if everyone in your unit committed 30 minutes to help collectively achieve the unit's Camp4All goal.
- Use social media and communication often and regularly during the 4 weeks leading up to the presentation to remind, educate, and present the option to give to local Scouting.
- As always, make sure to thank your donors publicly with a thank-you email or shout out on social media.

