



Unit Coordinator Step-by-Step Handbook

Thank you for serving as a volunteer for this year's Camp4All campaign! You play a vital role in helping your unit families come together to collectively achieve your unit's goal in support of outdoor experiences in CPC.

With your help we can reach out and ask every Scouting family to support our awesome camps!

Step 1- Have a conversation with your district team about Camp4All.

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

Step 2- Find your unit's individual Camp4All giving page.

- Find your unit by using the "Find our Camp4All Page" button at <https://cpcbsa.org/startcamp4all>
- Search for your unit number from the "Units" to your individual page online.
- You can copy, paste, and share your individual unit URL from your page OR you can share the individual text-to-give shortcode found at the top of your unit's page in the dark blue header. It looks like "Text CampforAll ____ to 71777" but will include unique number for your unit.
- Mobile phone users can text your code to 71777 and the platform will respond with a link for your unit's individual page. *Please be aware the number on your code is computer-generated and won't match your unit number.*

Step 3- Promote Camp4All 4 weeks out from your presentation date.

Parents in your unit may not be familiar with the purpose of the Camp4All campaign. On the CPC digital resource webpage [www:cpcbsa.org/tools/unit-fundraising/camp4all-unit-resources/](http://www.cpcbsa.org/tools/unit-fundraising/camp4all-unit-resources/) you'll find a PDF outlining information about Camp4All for families. Share this PDF and let everyone know when the unit presentation will take place. Promote weekly as date approaches.

Step 4- Ask your previous donors to support the campaign.

Your District Executive will supply a list of donors who have given through your unit in the past. Use your regular communication channels to contact everyone on the list to ask them to give again this year. Be sure to use phone, email, text, or your social media pages to reach out. One size does not fit all!

Step 5- Engage your Scouting families to spread the word.

Recruit families to tap into their social networks to help achieve the goal. The Camp4All digital platform allows you to simplify your efforts by incorporating social icons for Facebook, text, and email sharing right from your unit's individual giving page. (Icons visible when using mobile device or tablet. Sorry! Icons not visible when using desktop computer. For desktop cut and paste URL or shortcode info to share.)

Step 6- Remind your unit about Camp4All through social media.

Many units have their own social media pages. Continue to educate 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 URL and shortcode to facilitate the giving process for potential donors. Families in your unit can also share on their personal social media pages.

Step 7-Get ready for your digital presentation

Visit the CPC digital resource webpage [www:cpcbsa.org/tools/unit-fundraising/camp4all-unit-resources/](http://www.cpcbsa.org/tools/unit-fundraising/camp4all-unit-resources/) to download the Camp4All videos and PowerPoint to 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 & Tricks

- ★ **Engage 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 invite their social network to donate.
- ★ Spend time to **push emails** from your address book. Make the message personal but be sure to include the URL and the text-to-give shortcodes to make it easy for people to donate.
- ★ **Don't do it alone!** Ask everyone to promote to their social circles through social media, email, and phone.
- ★ **Communicate often** during the 4 weeks leading up to the presentation to remind, educate, and share how 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 pages.