

PLAYBOOK

V2

CAMP PROMOTION PLAN LAUREL HIGHLANDS SCOUTS



LAUREL HIGHLANDS COUNCIL

Camp Promotion Playbook

As part of the Laurel Highlands Council (LHC) Five-year Game Plan (2023-2027), we will reboot the relationship with each and every unit in our care to unapologetically introduce or re-introduce the many summer camping activities they enjoy at our Laurel Highlands Council.

In re-establishing the relationship, we will have a competitive advantage over those Councils near us as they will be un-prepared to handle the “air bubble” in our pipeline of Scouts. In 2020 & 2021 because of many factors including COVID and the National Council bankruptcy, recruitment of Cub Scouts was abysmal, as a result in 2025 and for the next five years following, our summer camp attendance will be aggressively sought and monitored frequently.

Our multi-faceted/multi-layered approach will pivot from a zoo-fed posture of our staff and volunteers to one that is unapologetically of a jungle hunter. Our strategies will be thorough and well crafted, our tactics executed with precision and froth with personal accountability.

It will begin with an exhaustive inventory of each unit by district and their three-year camping history. This will become our rolling three-year journal as we understand which of our units camp with LHC and why. Which of our units camp elsewhere and why and which of our units don't camp and why.

This Journal will be the purpose and the talisman of our work. Specifically:

- Understand why our Units camp with LHC and KEEP THEM.
- Understand why our Units do not camp with LHC and OVERCOME THE BARRIERS.
- Understand why our Units are not camping and HELP THEM.

It is the **BIG HAIRY AUDACIOUS GOAL** to have EVERY UNIT in LHC camp in one of their council camps.

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Subject: Unit Visits

Strategy: With and through District Operations, engage in unit visits promoting LHC camp opportunities.

Goal: To have the District Committee, through the efforts of our District Executive structure, plan and execute unit visits by November 15th of each year.

Tactics:

- Triage units based on ability to engage in a resident camp experience, focus on them first.
- Understand their barriers to camping with LHC and begin the journey to overcome the barriers.
- A personal visit with an ask to camp LHC
- Highly disciplined approach to tell the LHC Camping story



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CAMP AMBASSADO'ER

[**kamp**] [**am-bas-uh-DO-ER**]

noun

1. A scouting diplomat of the highest rank is proposed to our local scouting units for the sole purpose of promoting and influencing that unit's summer camp program to include a Laurel Highlands Council experience.
2. A highly valued authorized messenger and representative sourced to our local units to deliver the message of our LHC Camping opportunities. Working with the units to ensure that they attend and are well prepared for their camping experience.

Subject: Volunteer Engagement – Camp AmbassaDOER Program

Strategy: Create a volunteer engagement team highly focused on 5 units within their sphere of influence that is willing to engage in such a relationship that will have a possibility of influencing unit behaviors to camp with LHC.

Goal: To have 50 of our units to have a relationship with 10 LHC Camp AmbassaDOER.

POSITION DESCRIPTION

This is a volunteer position specifically designed to increase our Summer Camp attendance by influencing LHC Packs and LHC Troops to engage in their camping properties and programs. These programs include Scout long-term resident camp, Cub Scout long-term resident camp and Cub Scout Day camp.

AmbassaDOER agree to:

1. Have no less than 3 conversations with 5 different units in their sphere of influence. Ultimately, walking with them down the trail to an LHC Camp.
2. Attend and report on progress of each unit to the total AmbassaDOER team.
3. Visit units personally influenced at Camp the following camp season.

AmbassaDOER's will be recognizable by providing them a **xxxxxxx** AmbassaDOER's will be evaluated annually and will be formally asked to return, or they will not be asked to return because of inability to meet the position description.

We commit to providing leadership to this group that will keep them focused on the effort and avoid the natural tendency to become a governance committee of our Camp programs or properties.



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Subject: **VIP Program**

Strategy: A program of retention of our better units and those recently influenced to camp with LHC.

Goal: Retain 100% those units pre-identified as VIP units next camping season.

Tactics:

- By April 15, each year identify those Cub Packs and Scout Troops as VIP
- Through on-site, coordinated effort, provide regular and frequent high-level opportunities to visit with Scouts and Volunteers.
- Could include small nuances of appreciation
 - Watermelon
 - S'mores
 - Etc.



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Camp Promotion Playbook

Subject: **Handle with Care**

Strategy: An “on-site” program aimed at paying special attention to those that we have convinced to come to camp (Call2Camp) (Camp-A-Palooza) that provides for that extra personal touch to solidify the relationship.

Goal: Retain 100% those units from year to year.

Tactics:

- By April 15, have a working knowledge of who will be attending camp
- Have a plan in place that has at least 3 points of in-camp-site contact
- Using the fantastic folks we have engaged, resource them to execute the “magic”
- Through on-site, coordinated effort, provide regular and frequent high-level opportunities to visit with Scouts and Volunteers.
- Could include small nuances of appreciation
 - Watermellon
 - S’mores
 - Etc.



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Camp Promotion Playbook

Subject: **Call2Camp**

Strategy: Provide an incentive to those highly filtered units to attend an LHC Summer Camp Resident program.

Goal: Each year for the next three years, commit to the 4-year camping plan 3 Units and an average of 50 Scouts. Increasing LHC Scouts camping in an LHC property.

Tactics:

- Develop and maintain a highly refined prospect list that by August 15 of each year
 - Identifies Units that otherwise have not camped with LHC for past 3 Years.
 - Units must have a high probability of a 5 year survival rate
 - Unit should have leadership that is pragmatic and trustworthy
- Through a personal visit to unit leadership (minimum Unit Key 3), the unit will be incentivized to attend an LHC Camp (Most likely HR) as follows:
 - Year 1 – 75% discount from prevailing cost
 - Year 2 - 50% discount from prevailing cost
 - Year 3 - 25% discount from prevailing cost
 - Year 4 – Unit Pays prevailing cost
- Have all Unit visits completed by October 31, of each year.



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Subject: **Camp-A-Palooza**

Strategy: Have a selected, rehearsed SWAT team prepared to attend any Resident Camp Promotion Conferences offered by councils that otherwise do not provide a resident camp experience to their local scout units.

Goal Be overly prepared to dispatch to any conference within a 48 hour invite to these conferences in a 150-mile radius.

Tactics:

- Data Collection for future presentation.
 - Unit specifics – Number, Leader, Location, Charter Partner, etc.
 - Leader specifics – Name, Position, cell phone, home phone, email
- A master registry will be kept and synthesized into our Out-of-Council Registry
- Follow Up: Follow Up: Follow Up:
 - Email
 - Phone Call
 - Text
 - Addition to camping e-blasts.
 - Zoom follow-up meetings
- Identifying staff members to coordinate participation with.



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Subject: **Out of Council Units**

Strategy: Have one single point of accountability and contact to keep camping relationships outside of council boundaries alive and well. Manifesting in driving the emotion of camping with LHC.

Goals: Always maintain a 3-5 year out of council camping history complete with leader name/contact information. Design and develop a re-occurring communications plan that reaches out to these units no less than 6 times a year eventually requesting their commitment to a Laurel Highlands Council Camp.

Tactics:

- Email threads
- Camp e-blasts
- Special Out of Council e-blasts
- Messaging to the troops to encourage sister packs.
- Sending personal notes to attendees
- Asking them @ Camp to come camp again.



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Subject: **Thank-A-Thon**

Strategy: Ensure that EVERY unit that found a way to an LHC Camp Experience (Scout Camp, Cub Camp, Day Camp – Council and non-Council Units) receives a thank you call for trusting us with their summer scouting adventure.

Goal: A heavily trained/scripted staff to have another touch point with the unit, and carefully crafted conversation to gain preliminary information on their next year camp plans. 100% of our units will be thanked by September 15.

Tactics:

- The touch point of a personal conversation will be a competitive advantage showing the unit leadership that we are Scouts and Scouters serving Scouts and Scouters.
- Data gathering of the conversation will be driven by a uniform collection process – preferably on-line.
- Engage/Hire talented Seasonal Staff to execute the strategy



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Subject: OACA – Order of the Arrow Camp Adventure

Strategy: Re-engage and re-enroll our Order of the Arrow into one of its founding missions, simply; get Scout Camping from a very focused perspective.

Goal: Each Chapter actively engaged with OA members that are willing and able to provide unit visits in the autumn. To have a personal OA touch with a minimum of 15 Packs and/or Troops across our Scout Council.

Tactics:

- Each chapter would be given the responsibility to visit with 5 pre-selected units for an on-site promotion of camp.
- Swat Team of no less than 5 OA Members identified and recruited
- 5 Packs and/or Troops heavily juried to be visited by OA SWAT team.
- Properly trained via zoom on the Camp Promotion technique
- Outfitted accordingly with the proper leave behinds and collateral material
- A proper follow-up plan engaged and managed
- We will unapologetically ask our Packs and Troops to camp in THEIR camps.



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Camp Promotion Playbook

Subject: Goodwill Hunting – a relationship with our Scout Troops

Strategy: Using a focused commissioner crew, extend a heartfelt olive branch to those units that otherwise may feel disenfranchised from their council and their camps.

Goals: Begin a journey with 6 of our most difficult relationships ultimately gaining enough trust that the unit finds their way to one of the LHC Resident Camp programs.

Tactics:

- A highly juried and healed Commissioner Volunteer Team.
- Provide them the background and tools necessary to begin the journey of a relationship.
- Assigned units NEED NOT be geographical or territorial
- Monthly touch points with the units required
- Monthly progress way points with the Commissioner Crew to foster forward movement.
- Recognition of the unit and the Commissioner for their success in Camping LHC



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Camp Promotion Playbook

Subject: You've Got a Friend in Me!

Strategy: Sourcing our very talented non-field facing staff to establish a relationship with a Troop or a Pack that otherwise does not go to Heritage.

Goal: Each non-field facing staff member to reach out and "Bestie" with a Troop that otherwise is not a usual and customary HR unit

Tactics:

- Unit meeting visits
- Purchase Pizza
- Invite them to a free weekend of camp
- Make yourself known and available to the unit and unit leadership
- Monthly call
- Monthly visit of some sort.
- Ultimate goal is simply to encourage and gain their commitment to Summer Camp HR. A personal invite – phone call – zoom meeting – etc.



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Camp Promotion Playbook

Subject: Board Affiliated Units

Strategy: Identify within our Board of Directors and Leadership Council those members that are directly or tangentially connected to a Pack or a Troop and have them advocate for a LHC Resident Experience with their Pack/Troop

Goal: 100% of our highest level stakeholders that are affiliated in any meaningful way with a unit are at a LHC Resident Camp.

Tactics:

- Identify those stakeholders and what units they are reasonably affiliated with.
- Have a personal meeting with those that are either not camping or not camping with LHC.
- Impress upon them the modeling behavior, setting the example aims of the BSA and walk them down the path of discovery that perhaps as a board member, their unit should be supporting their Council?



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Camp Promotion Playbook

Subject: Board@Camp

Strategy: An easy, fun-filled way to enroll high level stakeholders in the properties of LHC by enjoying a day of activity and information share – and advocacy for the camping adventure properties of our Council.

Goal: To have 40 or more key stakeholders attend each Board@Camp event. Endeavor to provide an opportunity to visit 2 camps/year.

Tactics:

- Make it easy to attend. (Date/Time/Transportation)
- Focus on least understood properties first.
- Invite Board/Leadership Council and other local stakeholders (Investors, politicians, etc.)
- Provide a program and meal replicating a scouting adventure experience
- Have a recognition program of participation
- Ask for advocacy
- Provide a modest capital needs list for each property.



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Camp Promotion Playbook

Subject: **SPL Weekend**

Strategy: Can we provide a FREE weekend of program to Troops that are high valued targets to come to camp the following year?

Goal: To have 10 high valued Troops bring their youth leadership corpse to gain an HR immersive experience. The weekend would be highly choreographed for fun and opportunity.

Tactics:

- Focus on 10 high valued targets
- A personal invite – phone call – zoom meeting – etc.
- A choregraphed weekend itinerary that shows off the possibilities.
- An ask for them to come to camp next year ... or the next, next year.
- Make a deal with a deadline??



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Camp Promotion Playbook

Subject: **Adult Adventure Weekend**

Strategy: An opportunity to thank our volunteers by providing them with a weekend of pure Scouting fun. This is an opportunity for adults to experience what the Scouts enjoy at Heritage.

Goals: On the shoulder season (?) provide an adult level program to our most loyal of Troops as well as woo the adult leadership from those troops that are otherwise not LHC Campers.

Tactics:

- Beginning Friday evening until Saturday evening or Sunday morning to accommodate oversubscribed personal calendars.
- Fishing, ATV, Skiing, Shooting, etc., all available to our Adult Leaders
- Target audience to include our most loyal constituents as well as those units who have not camped LHC in a long time (if ever).
- Great food, including grill outs, adult moments, including perhaps adult beverages.
- Limit number of attendees (50?)



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Camp Promotion Playbook

Subject: Scouts@Work: Character Under Construction

Strategy: To engage primarily in our WV/MD Scout Family & regain their trust and camping business by having a themed camp at the LHC Camp most convenient to them – Camp Potomac.

Goal: To Camp 125 Scouts & Scouters that otherwise are not LHC Resident Campers with a primary focus on WV/MD Scouts in LHC.

Tactics:

- Strong and Early Promo Plan
- Financially net neutral or better
- Quality program hyper focused on the trades
- A next-year commitment vehicle, this year
- Volunteer driven, professionally guided as a cost mitigation function
-



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Camp Promotion Playbook

Subject: **Squa2ch Camp CSM**

Strategy: To engage primarily in our WV/MD Scout Family & regain their trust and camping business by having a themed camp at the LHC Camp most convenient to them – Camp Potomac.

Goal: To Camp 125 Scouts & Scouters that otherwise are not LHC Resident Campers with a primary focus on WV/MD Scouts in LHC.

Tactics:

- Strong and Early Promo Plan
- Financially net neutral or better
- Quality program hyper focused on the trades
- A next-year commitment vehicle, this year
- Volunteer driven, professionally guided as a cost mitigation function
- Shared olive branch extension
- 220 deposited registrations by 15 October 2025 (\$100.00) – Refundable until October 16th, 2024
- Keep registration & fee schedule simple
- Focus on the mission: Camp our Scouts who otherwise have not been given an opportunity to camp in their Camps.



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Camp Promotion Playbook

Subject: **ZOOMIES**

Strategy: A regular and reoccurring platform to share information, opportunity and program next

Goal: On a regular and consistent basis (monthly) promote and execute an informational Zoom conference available to adult leader and youth leadership espousing the benefits and programs of HR Scout Resident and Cub Resident Camping.

Tactics:

- 30 Minutes
- Thematic (Program, First Year, New Improvements, Staffing, etc.)
- Recorded for future playback
- Rehearsed
- All unit invites – including OOC
- Assertive digital invitations



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Camp Promotion Playbook

Subject: The Scout Shop Swoon

Strategy: Enroll and engage our talented Retail Team to be a part of the Camp Charm Offensive – opening up opportunities for conversations about Camp and the possibilities with each walk-in customer

Goal: Engage in continuous camp messaging through our scout shop with EVERY customer who walks into one of our 3 consistent retail locations.

Tactics:

- Provide talking points and highlights to all council retail employees about our resident camp opportunities.
- Perhaps a particular focus on Cub Scouts as they are probably a majority of our customers.
- Provide for a sack stuffer for take home
- Take notes, relay information to ASE/Program on any nuances learned (i.e. Troop xxxx is planning on coming to heritage, Troop xxxx not camping with LHC).
- Personal notes of follow-up on those conversations that present themselves as value added



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Camp Promotion Playbook

Subject: Weekend Warriors

Strategy: Enroll and engage our talented Ranger & Caretaker Teams to have specific visits regarding LHC Cub Resident and LHC Scout Resident Camp with those units who otherwise find themselves at a LHC Camp for individual unit programming.

Goal: Engage in continuous camp messaging using our Rangers & Caretakers with every unit that finds their way off-resident camp season to any of our properties

Tactics:

- Provide talking points and highlights to all Rangers/Caretakers about our resident camp opportunities.
- Have a training opportunity for consistent messaging and motivation.
- Provide for a sack stuffer for take home
- Take notes, relay information to ASE/Program on any nuances learned (i.e. Troop xxxx is planning on coming to heritage, Troop xxxx not camping with LHC).
- Personal notes of follow-up on those conversations that present themselves as value added
- Empower Rangers/Caretakers to overcome barriers using any of our promotional strategies (with some exceptions).

— WEEKEND —
WARRIOR

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Camp Promotion Playbook

Subject: Friends & Family

Strategy: Explore, design, develop and execute a program that recognizes those units (including out of council units) that attend HR Cub/Scout Resident Camp and frequent any of our other properties.

Goal: To thank our consistent campers with future incentives to use LHC properties in their annual program plan.

Tactics:

- Provide a discount code for future camp weekend rentals to those Packs/Troops that engage in LHC Heritage Reservation resident camp.
- Non-Scout rate, Scout rate, Super Scout Rate???
- Needs to have an expiry (possibly 12.31)?
- Publicize the list as Super Scouters????



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Camp Promotion Playbook

Subject: **Unit Renewal Program**

Strategy: Provide a LHC Resident Camp Incentive for early Unit Renewal

Goal: Financially motivate Council Units to renew timely & Camp LHC.

Tactics:

- Resident Camp Programs include:
 - HR Cub Resident
 - HR Scout Resident
 - Scouts @ Work
 - Squatch Camp
- Funds can be used to register, hold camp sites and youth/adult registration fees.
- Funds expire 10.31 of the year following renewal. (A unit renews in December of 2024 would earn the incentive with a November 15 unit renewal. Those funds would expire 10.31.2025)



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Camp Promotion Playbook

Subject: **Camper Bundle**

Strategy: Can we provide an individual camper incentive for those that camp at HR Scout Resident Camp and would like to participate in either Scouts@Work Camp or Squatch Camp?

Goal: Provide a path where Scouts can take part of more than one camping experience during the course of the summer and have some of the financial pressures of that alleviated for the family.

Tactics:

- All Scouts who participate in Resident Camp @ HR will be able to participate in:
 - An additional session at HR
 - Squatch Camp
 - Scouts @ Work Camp
- A ___% discount will apply to each additional camp in which they participate
- Camps must be attended in the same calendar year
- Individual Scouts will have leadership provided in a Troop setting by the camp.



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Camp Promotion Playbook

Subject: **Expectation Review**

Strategy: People naturally rise to the occasion and expectation. Therefore, it is incumbent that we continue and routinely communicate expectations to our Camp Promotion Teams (Volunteers & Staff) through reports and data sharing.

Goal: To consistently report to our stakeholders and teammates progress achieved, next steps, and status toward our goals.

Tactics:

- Information kept
 - Unit*Unit including barriers to LHC Camps
 - District*District including current relationship progress
 - By Strategy as appropriate ... i.e.
 - Call2Camp
 - You've Got a Friend in Me
 - OACA
 - Etc.
- Reports weekly during “sign-up” season – progressing to twice monthly during “off-season”
- Camp Promo Staff meetings bi-monthly during “sign-up” season migrating to monthly “off-season”
- Notes taken with accountability and expectations clearly shared



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Camp Promotion Playbook

Subject: **Camper Visits**

Strategy: Each unit LHC Camping (Packs & Troops) should receive a personal/on-campsite visit from their Field Representative

Goal: To continue the personal relationships and foster good-will with the unit about their choice to Camp LHC.

Tactics:

- Recommend a Thursday/Friday visit for most units as both Cub Resident Camp and Scout Resident Camp units can be handled with one visit to HR.
- Field staff should be armed with the ability to register the Troop/Pack for the next summers' camping season.
- Goals to sign up units should be established and clearly communicated ... and reported.
- A field staff executive summary should be provided to Camp Leadership so that they can be made aware of points of pride as well as pauses for concern.



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Camp Promotion Playbook

Motivation & Incentives:

- Early Bird Discounts
- Scholarships
- Incentive Programs to recruit a friend?
- Incentive Programs for Volunteers
 - Tee?
 - Reduced Fee?
- VIP Program

People Involvement:

- Parents
 - Host a zoomie explaining the benefits of camp
 - Parent Testimonials
 - Flexible Payment Plans
 - Camperships
- Volunteers
 - Camp AmbassaDOER
 - Camp Promotion Committee Reconstruction?
- Peer Influence
 - Order of the Arrow – Targeted messaging?
 - Troops recruiting troops incentive?
 - Peer Testimonials
 - Donde' es tu Buddy programa?

Collateral and Comms

- Regular/Consistent updates to units
- Social Media Campaign
- In Unit Meetings

Demonstrations & Previews

- Day Trip for Adults? Adult-O-Ree???
- Skill workshops?
- Merit Badge Finish Day?
- SPL/PL hosted weekend

Keep 'em .. employ strategies to retain campers while they are @ camp

- Sign up next year for this year price?
- Sign up incentives for leaders
- Camp specific program for SPL's
- Camp Commissioner volunteer designed to do this?

Follow-ups

Subject: **Call2Camp**

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Camp Promotion Playbook

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