



Cub Scout Camp Promotions Chair

Position Description

Prepared especially for

Summary

As a member of the council camping promotions team, the Cub Scout Camp Promotions Chair and their district team is responsible to excite, educate, and engage all Cub Scout Leaders, Cub Scouts and their parents in all Camping opportunities in PTAC - Cub Scout Day Camp, Family Camps, and Cub/Webelos Resident Camp opportunities. This will be achieved by reaching out and presenting to every Cub Scout Pack in the district in the months of January, February and March, and sharing with them promotional materials, excitement, and our new camp prize promotion. In April, each presenter returns to the Pack for a "Base Camp Night" where families commit to attend camp, the Pack may collect camp fees and distribute paperwork, and sign-ups online occur to share this information with the Council.

Schedule Presentations-December

- PTAC will send a letter to each Pack encouraging them to sign up online for a camp promotion.
- District Cub Scout Camping Promotion chair will recruit necessary presenters, train, and assign them to presentations. Presenters may be from the unit receiving the promotion.
- District Cub Scout Camping Promotions chair and their team will follow up with each Pack not signed up for a promotion by early January to schedule a presentation. PTAC will provide Unit Leader contact information; all contact with units needs to be made via the Unit Leader (Cubmaster/Committee Chair)

Make Presentations- January-March

- Presenter attends the Pack function to lead a presentation explaining the fun, benefits, and types of Cub Scout Camping in PTAC, and answer any questions. PTAC will provide a easy to use promotion packet for each Pack.
- Distribute materials - FAQ sheets, promotional placemats, new camp prize promotions, etc on resident and day camp for each youth/family (includes dates, times, locations, fees and web addresses for sign ups)
- Share website/social sites for PTAC/Camping
- Connects with Pack leadership to understand the Pack's plan for sign-ups: are they attending a certain camp as a Pack/Den, registering as a Pack or individuals.
- Confirms "Base Camp Night" for the unit in April, and plans to attend to support it. Shares date, time and location with families at presentation.

Base Camp Night-April

- Confirms the "Base Camp Night" with each Pack at the presentation, and reports info on date/time/location back to the District Cub Scout Camp Promotion Chair for tracking, and to insure coverage/support.
- Attends the Base Camp Night to support the Pack in camp sign ups, money collection per Pack's plan, paperwork distribution, etc.
- Track the number of families committed to each camp and report back to the district Cub Scout Camp Promotion Chair for tracking/follow up.
- Follow up with key leader to make sure deposits for each Scout/family that commits to camp at the Base Camp Night is registered online and a deposit is made within a few days of the Base Camp Night, and remind that each camp attendee must be registered and have a deposit in online by April 30.