

Step 1: Set the Stage

Choose a high-attendance event for your presentation, such as a Blue and Gold Banquet for Packs or a Court of Honor for Troops. Let families know in advance that you'll be sharing an important message about supporting Scouting, so they're prepared to participate.

Step 2: Gather Materials

Access the Camp4All resources from your dashboard or through the council website. Download the Camp4All PowerPoint, flyers, and other promotional materials to support your presentation. Make sure you have your unit's donation link and pledge cards ready to share.

Step 3: Make It Personal

Kick off the presentation with a story or example of how Summer Camp has made a difference for your Scouts. A personal story can help families connect emotionally with the cause and see how Camp4All directly benefits their Scouts. Ask families to share their own stories.

Step 4: Use the PowerPoint as a Guide

Walk through the PowerPoint to explain what Camp4All does and why their support is needed. Highlight the impact on your local camps, the scholarships that allow more Scouts to attend, and the program elements their contributions will fund. Tailor the slides to include any photos or stories specific to your unit's experience at camp.

Step 5: Highlight Unit Incentives and Broader Impact

Explain any unit incentives for hitting your goal, such as camp credits or recognition. Emphasize that this campaign benefits not only individual units but also the entire council by ensuring quality facilities, trained staff, and emergency funding when needed.

Step 6: Present Your Unit's Goal and Call to Action

Clearly state your unit's fundraising goal and explain how every family's participation matters. Emphasize that contributions are easy to make through the donation link, physical pledge cards, or the text-to-give shortcode.

PAUSE AND ALLOW INDIVIDUALS TO FILL OUT PLEDGE CARDS OR MAKE A DONATION ONLINE

Step 7: Invite Questions and Make It Easy to Give

Open the floor for questions, so families feel comfortable and clear about their impact and the ways to contribute. Encourage everyone to fill out the pledge cards or visit the donation link after the presentation.

Step 8: Follow Up with Thanks

After the presentation, thank everyone for their time and consideration. Send a follow-up message or email with the donation link and a quick reminder of the unit goal. Keep families updated on your progress, and express gratitude for every gift as you work together toward your goal.