



SCOUTING AMERICA™

ORDER OF THE ARROW

Camp Promotions Best Practices

The below document is a set of additional best practices and suggestions for camp promotions and supporting camp activities. Make sure that these activities are approved by your council's camping committee prior to putting them into effect.

- **Frame camp promotions around the lodge's story.** Where possible, promote the camp in a way that shares the lodge's contributions. For example, instead of sharing a social media post asking scouts to sign up for camp, share a social media post reminding scouts of the ice cream social that the OA runs at camp!
- **Consider creating a local camping guide for units.** Many lodges have used surveys and word of mouth to prepare a list of places where units can go camping within and near their council.
- **Prepare visual aids to assist with camp promotions.** With the approval and collaboration of the council camping committee, visual aids and promotional materials can be created for the council's camping programs. Those aids may include flyers, trifolds, promotional videos, merchandise, and other media that is meant to get units excited about camping at the council camp!
- **Set goals for camp staff recruitment.** A significant number of lodges have seen success with setting a goal for camp staff recruitment. For example, a lodge may promote that their goal is to have OA members make up 30% of camp staff through social media posts, announcements and presentations at events, and on their website. This could be paired with a reward or similar incentive to keep Arrowmen interested and help them consider applying.
- **Treat summer camp as an essential part of the lodge calendar.** In the same handouts and places that lodge members can find a calendar of events, make sure that summer camp opportunities are included too! Seeing the dates multiple times in multiple different places tends to compel Arrowmen to register.
- **Discuss camping and summer camp through different communication methods.** Promoting the camp is not just limited to social media posts and announcements at events. Consider writing newsletters, promoting camp in short-form video content, and keeping dates and big announcements on the lodge website.
- **Share lodge history around the council camp.** Many lodges contribute positively to their council camps, and sharing some of those stories is a great way to keep camp in the minds of scouts while promoting the lodge.

These are just a few of the many best practices that lodges use for their camp promotions. Don't be afraid to innovate and try new things!