***To thank those working to keep us safe and help local businesses, the Greater St. Louis Area Council is pleased to kick off the 2020 Camp Cards for Frontline Heroes Campaign!***

***PLEASE NOTE****:* ***This campaign is an extension to the original Camp Card program. This guide serves to update members on the purpose of the Frontline Heroes Campaign, how to implement it, and give details of the campaign.***

**Purpose of the Frontline Heroes Campaign**

This campaign is designed so that the Greater St. Louis Area Council will deliver 60,000 Camp Cards (community discount cards) to our Frontline Heroes after the quarantine period ends. This is our way to thank our **Heroes** for putting themselves on the frontline to keep us safe!

We will deliver the cards to the employees of local hospitals, fire stations, police stations, pharmacies, grocery stores, restaurants, public works, local government, news stations, media outlets, nursing facilities, postal and mail delivery services, and as many other essential frontline heroes that we can honor.

We are asking the community (our friends, family, and other network contacts) to help us help local heroes by purchasing a $5.00 Camp Card that we will donate to a local hero to say thank you. This card will help support our heroes all while supporting local businesses and local Scouting at the same time!

**Details of the Frontline Heroes Campaign**

This video helps explain all the details and is meant to be shared with your network.

Scouts, parents, Scout leaders, and volunteers are asked to send their network of friends, family, and business associates (anywhere in the world) an email or text to watch the video and help our Scouts help our Frontline Heroes.

Unit type and number along with the Scout family’s last name should be included in each Scout’s message. This is important for when the donation is made, the unit and the Scout can receive credit and commission can be earned by that unit.

Please be mindful of our Youth Protection Guidelines. Scouts who send information to an adult must copy another adult on the message.

**How do you purchase the cards?**

Cards can be ordered through Greater St. Louis Area Council, BSA website at: [www.campcard.stlbsa.org](http://www.campcard.stlbsa.org),

Our Direct Link at: [igfn.us/form/DQS1RQ](http://igfn.us/form/DQS1RQ)

Or cards can be ordered by texting **“BSAHeroes”** on your mobile device to **41444** to purchase through your mobile device as well!

**How will Units get Credit for the Purchased Cards?**

The GSLAC Staff will track all orders and provide weekly reports to District Executives, District Camp Card Chairs, and Unit Leaders of each unit's sales.

**Commission Structure and Camp Incentive**

Same as the original campaign: Units participating in this program will earn 50% commission ($2.50), for each donation made that references the unit. GSLAC will send commission checks out to the unit when the sale is over.

It is important to remind those that go to purchase cards to list the unit number and the name of the Scout’s Family Name so that we can give credit where credit is due. These sales will be tracked by the Council and we will update units on cards sold.

**How will Scouts deliver the cards to our Local Heroes?**

Council and Unit leaders will determine the date to deliver the Camp Cards. Units will work with the Council’s Field Development Director to determine which locations to deliver the cards so long as CDC guidelines permit. The Council’s number one goal to ensure the safe delivery of all cards to as many frontline heroes as possible even if this means that Scouts will not be able to physically deliver the cards and the Council staff takes on the responsibility of safely delivering these cards.

**Why should all Scouts participate in the Campaign?**

This campaign is a Council-wide initiative to thank our Frontline Heroes. Other benefits of this campaign include acquiring community service hours, earning merit badges, positive PR for Scouting, opportunity to build relationships with your local first responders, hospitals, and medical facilities, schools, city officials, news stations and many more. Better relationships can lead to increased memberships, unit volunteers, and supporters of Scouting!

**Frontline Heroes Scout Incentives:**

**Council Top Seller!** The Scout who sells the most cards through online sales will receive their choice of an **XBOX One or Playstation 4.** (Minimum of 50 cards sold online)

Each scout selling 10 or more cards online receive a patch.

**Link to Video**

<https://youtu.be/PUAE4Uv8y78>

**Timeline**

• June 8th: Frontline Heroes Campaign Begins

• Bi-weekly updates begin the week of June 22nd and go out each week of the campaign

• Campaign ends July 15th

• Council will determine date to distribute cards after July 24th.

**Below is a sample message:**

**(Use this message on social media, in an email, a text or even record your scout in uniform and send it as a video! Sample video provided)**

Hi (first name)!

The Scouts from the Greater St. Louis Area Council want to thank our Frontline Heroes by delivering a Camp Card (community discount card) to a local hero. Would you like to purchase a card to say thank you to a local hero, and help (son or daughter’s name) reach his/her goal?

Our Council plans to deliver over 40,000 cards to our frontline heroes so your donation today truly does help those fighting to keep us safe!

Each purchased card will be given to a local hero to show our appreciation of their efforts. This card will help thank our local heroes all while supporting local businesses and local Scouting at the same time!

You can donate by going to this link,  [igfn.us/form/DQS1RQ](http://igfn.us/form/DQS1RQ) or by texting **BSAHeroes** to **41444** and completing the form! Be sure to reference our (Unit type & Number, and my first name and last initial) when you do so our unit can benefit as well!

Lastly, would you please forward this to 6 people whom you believe will help the Scouts reach their goal? We appreciate your help!

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