**Camp Promotion Talking Points**

You may or may not be given time to speak. If you are given time to speak, here’s an outline of talking points, if you want to use it. If they only give you a few minutes to talk, you may have to truncate it. If you do, briefly go over the 6 camps and then highlight what’s new (50th camporee, Provisional Camp at Marriott, new program coming to Gray’s Lodge), where to get more information, and when information will be available on registration.

Step 1: Introduce Yourself

* What do you do in relation to camp (ie, what position)?
* Which camp do you/have you worked at?
* How many years have you been on staff?

Step 2: Survey the group (briefly)

* Who’s been to any Goshen Camp before?
* Who went last summer?
* Who goes somewhere else? Why?
  + Common reasons are: distance (but we have real wilderness and have a really big lake (450 acres)), food (they went before Drac), had a bad experience, like another place better
  + This will be probably be really depressing for you. Try to think of it as a learning experience. This is really important information for us, though.
  + Don’t let this go on for more than a minute. You’ve got stuff to talk about.

Step 3: Basic introduction of Goshen

* We’ve got 6 and a half camps in all (isn’t that neat? So many options!)

(While you’re talking about this, drop in some things to tie back to/address reasons why they would go somewhere else).

* + 2 Webelos Camps (Ross & PMI)
    - Both have stellar programs for both Webelos and Arrow of Lights/Webelos II
    - List some fun activities they do (shooting BBs, archery, water trampoline, those crazy campwide games, etc.)
  + 3 Boy Scout Camps
    - All have similar program, but different feels and different program highlights. Try out all 3 and see which one fits best with your unit!
    - Olmsted - Program focused - They have a Dining Hall, so you don’t have to worry about cooking and can focus more on Merit Badges and activities. Popular program areas include Culture Craft and the Tech Center.
    - Bowman - Troop focused - Well rounded experience that balances Merit Badge and activity program with troop time, including Patrol Cooking and other patrol based skills. Unique program draws are motorboating and action archery.
      * Also home to the Venturing Advancement Camp - 2 weeks in the woods, work on Ranger Award and other advancement instead of Merit Badges
    - Marriott - Specialty camp - Choose from Patrol Cooking, Heater Stack (pick up cooked food and eat it in your site), or something in between. Special weeks - Week 1 is LDS week (schedule catered specifically) and Week 6 is Specialty week with Trail to Eagle (all Eagle required MBs and leadership opportunities, ages 13+). Summer long program offerings - Eagle’s Eyrie with many Eagle required badges; Provisional Camp - for all ages, all weeks (except Week 6, ages 13+). Scouts attend as individuals rather than with their unit.
    - All Boy Scout camps have access to the programs at Camp Post: COPE, Climbing, and ATV. Also, a new, standalone program will be running this year out of our newly renovated Gray’s Lodge. Stay tuned for details.
  + High Adventure
    - Lenhok’sin
      * Backpacking with adventure activities
        + Outposts include Caving, Mountain Sports, Paddle Sports, Rock Climbing, Foxfire, Mountain Man, and Robin Hood
      * Or spend a week on the James River.
* Special Events
  + 50th Camporee on Memorial Day Weekend 2017
  + Family Camp - Labor Day Weekend, every year
* Be staff! Know someone who needs a summer job?
  + 14+ to be a CIT
  + 15+ to be paid staff
  + 16+ to work at Lenhok’sin or Camp Post

Step 4: Call to Action

* Where do they go to get more information? [www.gotogoshen.org](http://www.gotogoshen.org)
* If you got promotional materials to hand out, advertise them and the information in them
* Camp dates and registration information will be available in Early October
* Say something nice and thank them
* Take questions if you have time, but they can also find you afterwards