



Section C-7

Order of the Arrow

Boy Scouts of America
415 North Second St.
St. Charles, IL 60174
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DATE: October 12, 2011

TO: Scout Executives, Lodge Executive Leadership, Area 7 Outdoor Adventure Committee

FROM: Section C-7 Leadership

SUBJECT: Area 7 Camp Promotions Initiative

One of the four purposes of the Order of the Arrow is to "*promote camping, responsible outdoor adventure, and environmental stewardship as essential components of every Scout's experience, in the unit, year-round, and in summer camp.*" In order to achieve this the section officers have decided to produce a Where to Go Camping Guide of all the local council camps and well known National and State Parks.

PURPOSE: Section C-7 has been asked to engage as a leading, active partner in developing solutions to the challenges facing Scouting in the Chicagoland area. To this end the Section Officers have developed an ambitious plan to support the Camp Promotion efforts of all the local councils through a fully formed Where to Go Camping Guide, Value of Camping supporting documents and a pitch to engage scouts in a summer camping experience at all levels of the program. Clearly this project lines up with the mission, vision, and values of the Order of the Arrow, Area 7 BSA, and the lodges of Section C-7.

DISTRIBUTION PLAN: This material will come in the form of a DVD, to be distributed to every unit in Area 7. At the Fall Council of Chiefs Meeting on November 6, 2011, the section will provide each lodge with DVD's for every unit in there council. We are asking for lodge's help in distributing them at camp promotions, cub scout cross-overs ceremonies, unit elections, roundtables and council activities.

BENEFIT TO LODGE: On the back side of the DVD packaging it will say "Provided courtesy of the Order of the Arrow" and have space for you to stick a label with your camp promotes team contact information. This will serve as a good will calling card for your lodge to the units. The Where to go Camping Guide portion will include all Area 7 Council Camps and other frequently used properties by Area 7 Units. If we can be part of helping camping in Area 7 increase by 5 percent over the next year that would have such a tremendous impact in finances, retaining members, recruiting new members, spurring new camp programs but most importantly the experiences of many new scouts will have at our camps.

Contact Information: Section Chief, Pat Wilson – prwilson92@gmail.com
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This is not intended to replace your camp promotions program, but rather serve as another resource that can be distributed to help promote camping opportunities. This DVD is being produced at no cost to any Area 7 Council or Lodge.