



BOY SCOUTS OF AMERICA®

LINCOLN HERITAGE COUNCIL



DISCOUNT CARDS FOR OUR FRONTLINE HEROES

A SCOUT IS HELPFUL

To thank those working to keep us safe and help local businesses, the Lincoln Heritage Council is pleased to kick off the 2020 Discount Cards for Front Line Heroes Campaign!

PLEASE NOTE: This campaign is a compliment to the original Camp Card program. This training 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 Lincoln Heritage Council will deliver 50,000 community discount cards to our Front Line Heroes after the quarantine period ends. This is our way to thank our Heroes for putting themselves on the front line to keep us safe!

We will deliver the cards to the employees of local hospitals, fire stations, police stations, EMS and paramedics, 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 after the quarantine period is over.

We are asking the community (our friends, family, and other network contacts) to help us help local heroes by purchasing a \$5.00 Community Discount Card that we will donate to a local hero after the quarantine period is over. This card will help support our heroes all while supporting local businesses and local Scouting at the same time!

Details of the Front Line Heroes Campaign

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 help our Scouts help our Front Line Heroes. We are asking that the Scout's help craft the message and send them with the help of their parents and leaders.

Unit type and number along with the Scout family's last name should be included in each 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 Lincoln Heritage Council, BSA website at:

<https://lhcbasa.org/frontlineheroes/>

Or

Cards can be ordered by texting “LHCHEROES” on your mobile device to 41444 to purchase online as well!

How will Units get Credit for the Purchased Cards?

The LHC 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

Same as the original campaign: Units participating in this program will earn 50% commission (\$2.50), for each donation made that references the unit. LHC will deposit funds into the unit accounts at the Scout Service Center and upon request will make checks out to the unit from those unit accounts for the commission earned.

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 so updates can be provided.

How will Scouts deliver the cards to our Local Heroes?

District and Unit leaders will determine the date to deliver the Cards. Units will work with their District Camp Card Chair and District Executive to determine which locations to deliver the cards through a day of Service so long as CDC guidelines permit. With guidelines changing rapidly we will commit to flexibility and it will be the Council's number one goal to ensure the safe delivery of all cards to as many front line 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!

Link to Video

<https://youtu.be/wZjkPi3HneM>

Timeline

- May 4th and 5th: Front Line Heroes Training and Campaign Begins
- Bi-weekly updates begin the week of May 11th and go out each week of the campaign
- July Roundtable: Units begin reconciling camp cards sold person to person
- Campaign ends July 24th. All person to person sales must be settled by this date (same as current camp card campaign)
- 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!)

Hi, my name is *(name of Scout)* of *(insert unit type and number)*.

Please help me do a good turn for our community by thanking our front line heroes, supporting local businesses, and local Scouting by purchasing community discount card for our heroes!

[Please watch this short video for more information.](#)

Each year, our Scouts sell discount cards to fund their Scouting adventure. Now we are selling the cards online and donating them to our healthcare, police, fire, EMS, and other local heroes as a **THANK YOU** for their service.

These discount cards have over \$250 in savings at local businesses like restaurants, oil changes, and even Great Clips. By donating these cards to our frontline heroes, you're not only recognizing them for their hard work, you're helping local businesses and Scouting all at the same time. Our goal is to deliver 1,000 of these cards to frontline heroes in (Insert your county name)!

Each card sells for only \$5. Please consider a donation of \$25 (5 cards) or more to thank our frontline heroes, support local business, and support local Scouting.

To purchase discount cards for our frontline heroes, go to <https://lhcsa.org/frontlineheroes>.

You can also text "**LHCHEROES**" to **41444** to support our frontline heroes and Scouting.

Please use my name and *[unit number here]* so that *[he/she]* may get credit.

Donated cards will be delivered to local frontline heroes **with a thank you card from you, the donor**, thanking them for their service during these unprecedented times.

Thank you for helping us recognize those who have been working so hard to keep us safe and please forward this message to all your friends and help us recognize as many heroes as possible!

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