



ROAR
Camper Ambassador
Program

ROAR

Camper Ambassador Program

ROAR is a Camper Ambassador Leadership Program designed specifically for CCK campers! Members of ROAR raise awareness and funding by sharing their story and love of camp with their local communities.

ROAR is not only a wonderful way to stay involved with CCK throughout the year, but is also a great leadership opportunity for CCK campers who want to support getting other children to camp.

There are many different ways that a camper can be involved with the ROAR Camper Ambassador Program.

"My child loves CCK. It has increased his confidence and knowledge that he's not alone. It's a huge part of his heart. Representing CCK brings out a different side of him. He's not afraid to ask others to support camp because he sees the impact it has."

Mother of a CCK Ambassador



ROAR Ambassadors help CCK throughout the year in different ways. You can assist CCK by making public appearances at local events, sharing your story for social media postings, or creating a "FUN"-raising event!

Participating in CCK events is an important part of the ROAR Camper Ambassador Program and a major way to help send other children to CCK so they can have the same amazing experiences that you enjoyed! Examples of being an Ambassador include:

Participate in an Event

As a ROAR Ambassador, you are the main reason people want to support CCK. By appearing or speaking at a CCK event, you help others understand the importance of CCK, and how they can help send others to camp. You would work with CCK staff to learn when and where these events are, and how you can help.

Host a "Fun"-raising Event

There are many great ideas that ROAR Ambassadors have used in the past. Here are just a few examples:

Creating a letter writing campaign

Working with your school to lead a fundraising drive for CCK

Hosting a lemonade stand

Ask for donations to CCK for your birthday

Host a bake sale

Seek neighbors and local businesses to sponsor you in a local 5K or mile walk

Your ideas are the best ideas! Get creative in how you want to support children coming to CCK!



As ROAR Ambassadors decide how they want to be involved, there will be a CCK staff member to help answer any questions, assist with promoting your event, and provide CCK materials you may need.

Being a ROAR Ambassador is a huge responsibility, and CCK wants you to know how appreciated your efforts are. All Ambassadors are celebrated at CCK with various methods of recognition.

Ambassadors can earn a ROAR T-shirt and certificate, letters of recommendation, and their story appearing on CCK's social media pages!

"The confidence that CCK instilled in me allowed me to go into my community and raise donations, allowing me to give back to the place that has given me so much over the past 12 years!"

Former CCK camper and Ambassador



CCK CENTER FOR
COURAGEOUS
KIDS

ROAR

Camper Ambassador Program Application

Name _____ Age _____

Address _____

Phone Number _____

Email Address _____

Shirt Size (adult sizes) _____

1. Why are you interested in being a ROAR Ambassador?
 2. ROAR Ambassadors are able to share what they love about going to CCK. Why do you enjoy coming to camp?
 3. Do you get nervous speaking or appearing in front of other people?
 4. Are you interested in planning a "FUN"-raiser?
 5. If you planned a "FUN"-raiser, what sort of event would it be?



ROAR
Ambassador Program
Guardian Information



Program Overview and Purpose:

The ROAR Camper Ambassador Program is a camper centered initiative that will allow for intentional and strategic avenues of camper involvement with CCK throughout the year. By being a part of ROAR, campers can serve as a pivotal component in assisting CCK in helping to raise support, awareness, and resources to send other children to camp.

Examples of how a CCK camper can assist with ROAR include:

1. "Fun"-raisers such as walks, lemonade stands, birthday parties, letter writing campaigns, and community presentations focused on sending other children to camp.
2. Awareness drives for summer sponsorships, annual appeals, and Giving Tuesday.
3. Guest speakers and appearances for regional CCK events.
4. Testimonials that offer a ROAR Ambassador the opportunity to share their story on CCK's web site, social media pages, and printed marketing material.



Why Participate in ROAR?

- All of our campers have a story that is unique to them, but can resonate with others. A CCK camper can express their story more powerfully than any staff member or advocate. Sharing one's story can also be empowering to your child. This program allows that opportunity.
- ROAR is an excellent opportunity for members to practice leadership and critical thinking skills. These traits will benefit them as they develop into adulthood.
- Campers who join ROAR have the opportunity to help other children experience CCK! This opportunity will increase a child's ability to advocate for others, while also increasing an awareness of servitude.

How Does CCK Prepare a Camper for This Program?

To ensure a ROAR Ambassador is empowered to be successful as possible, CCK will provide a staff member that will be able to work with your child to determine how he/she would like to be involved with ROAR, as well as serve as a resource for questions or needs.

- Based on the event, CCK can provide mentoring for the camper, as well as marketing materials, stickers and templates for event ideas.
- The best ideas are camper ideas. Campers in the past have created unique events in an effort to send other children to camp. Examples were: dog shows, field days, selling art, and themed parties.