

# 2022 Camp Card Leader's Guide



## HOW THE CAMP CARD SALE WORKS:

- Camp Cards are designed to help Scouts **fund** their own way for Camp programs!
- Camp Cards provide a **Low Risk Unit Sales** project where all Scouts **can earn** their way to Cub Day Camps, Summer camp at Black Creek Scout Reservation, Council and District Camps at BCSR and Tolochee, BSA High Adventure Camps (*Philmont/Sea Base/ Northern Tier/Summit Bechtel Reserve*), other unit activities, or simply to support your overall unit program and camping needs.
- Camp Cards are sold for only **\$10 to the general public** and have multiple food, service, and entertainment discounts for the customer to use throughout the year.
- The participating unit can keep **50% commission (\$5.00)** for each Camp Card sold!
- With the various break-off discounts and more great offers, the Camp Card literally .....**PAYS FOR ITSELF** and is **very easy to sell** to your neighbors, friends, and family!
- Camp Card commissions are **encouraged** to be applied toward directly sending youth to Summer Camp programs, but they may be used as the unit committee sees fit.
- **A Win-Win opportunity** to help other people save money, build Scout confidence, support many local businesses, and help **“Keep the Campfires Burning”** financially in the Coastal Georgia Council!

# The Value of Selling Camp Cards:

**Unit Participation allows each Scout to directly fund their way to various Camp programs:**

<b>Program Examples</b>	<b>Approx. Cost</b>	<b>Card Sales per Youth</b>
1 Week of Cub Scout Day Camp	\$60	= 12 Cards
Family Scout Freeze Out for 2	\$40	= 8 Cards
Haunted Trail	\$25	= 5 Cards
Camp out on the Yorktown	\$100	= 20 Cards
Webelos Weekend	\$30	= 6 Cards
1 Week of Scouts BSA Summer Camp	\$275	= 55 Cards
National Jamboree	\$1,600- \$1800	= 320- 360 Cards
National High Adventure Bases	\$650 - \$1500	= 130 – 300 Cards
A New Troop Trailer	\$3,000	= 600 Cards
New 3-5 lane Pinewood Derby Track w digital timer.	\$1500-\$2500 Based on options	= 300 --500 Cards

\*Note—Program costs and sales per youth are not necessarily actual numbers; they are close approximations.

# Camp Card Sale Timeline:

December - February	Camp Cards Designed & Units Commit to Sell
February	Camp Card Promotions at District Roundtable Meetings
<u>March 15th</u>	<u>Camp Card <i>Leader's Guide</i> posted online</u>
Weekly	Collect funds from Scouts & deposit into unit bank accounts <i>Units collect final sales money and any unsold Cards from Scouts</i>
<b>June 8th</b>	Camp Card Sale Officially Ends <i>(*Note—Units keep 50% commissions and need only submit unsold cards &amp; a check due council for the remaining 50%)</i>
<u><i>June 8th is Last day to turn-in money &amp; unsold Cards at the Council Office or to your District Executive for 50% commission!</i></u>	
June 9	LATE settlement - Commission drops to 40%
June 10	LATE settlement - Commission drops to 25%
June 13	Council Prize Incentive Drawings Held



# How to have a Successful Card Sale:

1. Determine **active youth** in your program and set **individual youth sales goals** (# of Camp Cards each Scout should sell).
2. Set an overall **unit sales goal** (Individual Youth goal x # active youth = Unit Goal).
4. **Clearly Communicate needs with each youth and parent.**
  - a. **Explain** how the sale of Camp Cards teaches youth the value of earning their own way in life and reinforces Scout values
  - b. **Explain** exactly how your unit plans to allocate the revenue generated from the sales (i.e. Youth Camper fees, Uniforms, Pinewood Derby Track, etc.)
5. **Clearly Communicate the Camp Card sales deadlines with all youth and parents.**
  - a. Have a **Sales Kickoff** and **Summer Camp Promotion** night.
  - b. **Promote** any council incentives & maybe offer a **low-cost** unit-level prize contest.
  - c. **Frequently** collect funds, **deposit** the funds, and submit **contest** entries.
  - d. Have a **FINAL** Turn-In date for funds and any unsold Camp Cards **before June 8th**. Remember – **To get 50% commission, you MUST close out with the Council by Wednesday, June 8<sup>th</sup>, 2022.**

# 3 Best Methods to Sell Camp Cards

## Always use Covid Safety rules (wear your mask)

1. **Door-to-Door** – take your Scouts and Camp Cards for a trip around the neighborhood. Don't forget your friends and local businesses.
2. **Show and Sell** – schedule a group sale at a local business and sell Camp Cards on the spot (Keep in mind that many vendors on the card may have a policy against any store front sales).
3. **Mom and Dad** – Keep cards to sell at work and to give as gifts to teachers, friends, relatives, or any community hero. Don't forget to keep cards in your car to take advantage of savings at many great businesses!

## Sale Tips!

Don't miss the opportunity to use the Camp Card Sale to train your Scouts in *public speaking and salesmanship*. Scouts and their parents will appreciate the effort and your sales will improve. Have Scouts role play and practice during your Camp Card Sale Kick-off.

### **For a Successful Sale:**

- Always wear your Scout uniform.
- Smile and tell customers who you are – FIRST NAME ONLY.
- Explain why you are selling Camp Cards.
- Explain how they can help you by buying Camp Cards.
- Close the sale and always say "Thank You!"

### **Safety and Courtesy:**

- Sell with another Scout or with your parents.
- Never enter anyone's home.
- Never sell after dark, unless with an adult.
- Don't carry large amounts of cash. Patrons can make checks out to your unit for deposit.
- Always say "Thank You", even when a person chooses not to buy a Camp Card.



## Unit Sales Incentives:

- **50% COMMISSION!!!** - Settle your account by June 8<sup>th</sup> and you keep \$5.00 per card sold!
- **GRAND PRIZES – Gift Cards, Pizza Parties, etc.**

## Scout Sales Incentives:

- **GREAT CAMP EXPERIENCE GIVEAWAY! – For every 10 cards sold, a Scout will receive one entry into 4 special drawings.** Fax or E-Mail the Camp Card Contest Verification Form. A Scout can win this drawing only one time! Winning Scouts can attend their choice of: *Cub Scout Day or Resident Camp, Webelos Camp, BCSR Summer Camp, BSA Camporee or Family Scout Freeze Out, or a family registration for Haunted Trail.*
- **GRAND PRIZE – \$250 SCOUT GEAR SHOPPING SPREE - For every 20 cards sold,** a Scout will be entered into our grand prize drawing for any [www.Scoutstuff.org](http://www.Scoutstuff.org) merchandise (*must be ordered through our Scout Service Center in Savannah*). This drawing will be held on June 13<sup>th</sup>, 2022.



# Coastal Georgia Council, BSA

## 2022 Camp Card Participation Form

YES! Our unit will participate in the 2022 Camp Card Sale!

(Circle Unit Type): Pack Troop Crew Ship Post Unit #: \_\_\_\_\_

(Circle District Area): Altamaha/Atlantic/Coastal/Satilla/Twin Rivers

City: \_\_\_\_\_ County: \_\_\_\_\_

YES! Our unit will set a \$sales goal and Do Our Best! We will communicate with our parents and Scouts the importance of Scouts earning their own way. We will promote and encourage camp attendance!

- Suggested goal: \$ \_\_\_\_\_ = # of Scouts \_\_\_\_\_ X 10 cards X \$10 per card
- Goal Commission: \$ \_\_\_\_\_ = Goal X 50%, if settled fully by June 8<sup>th</sup>, 2022

YES! We are committed to hit our Unit Goal of: \$ \_\_\_\_\_

Unit Kickoff/Camp Promotion date: \_\_\_\_\_ Time: \_\_\_\_\_

Location: \_\_\_\_\_

### Unit Camp Card Key Contact Leader:

Name: \_\_\_\_\_ Position in Unit: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Best Contact Number: \_\_\_\_\_ Work Number: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

Please return to: Coastal Georgia Council, 11900 Abercorn St., Savannah, GA 31419 Fax entry form to 912-920-4030, or scan and e-mail to: [Beverly.hill@scouting.org](mailto:Beverly.hill@scouting.org), or your District Executive.

### **NOTE: Most Scout families can EASILY sell 20+ cards with just minimal effort!**

- **10 cards** – just keep some cards in your car and shop – your breakoffs pay for themselves. The \$10 card price is refunded!
- **4 cards** – Thank You Gifts for Friends! Examples include: a teacher/principal, a church member, a community volunteer, a brave person (police, fire, EMS, military, etc.), a co-worker, etc.
- **6 relatives or neighbors** – you don't want people to be upset because your Scout did not offer them a card! People generally like to meet and learn about a youth's Scouting experiences and support them!

# YOUTH CAMP CARD RECEIPT

(Scout Parent to turn-in to Unit Camp Card Leader)

PACK     TROOP     CREW     SHIP     POST

DATE \_\_\_\_\_ DISTRICT \_\_\_\_\_ UNIT# \_\_\_\_\_

SCOUT NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_ BEST PHONE \_\_\_\_\_

PARENT E-MAIL (PLEASE PRINT) \_\_\_\_\_

Camp Cards Issued	To be completed upon card turn-in						
Total number of Cards Issued this receipt:  _____	<table style="width: 100%;"> <tr> <td style="width: 60%;">Checks</td> <td style="text-align: right;">\$ _____</td> </tr> <tr> <td>Cash</td> <td style="text-align: right;">\$ _____</td> </tr> <tr> <td style="text-align: center;"><b>TOTAL</b></td> <td style="text-align: right;"><b>\$ _____</b></td> </tr> </table> _____ Cards Sold _____ Cards Returned _____ Total Cards this receipt	Checks	\$ _____	Cash	\$ _____	<b>TOTAL</b>	<b>\$ _____</b>
Checks	\$ _____						
Cash	\$ _____						
<b>TOTAL</b>	<b>\$ _____</b>						

I recognize that each card has a cash value of \$10. I understand there is no risk to our unit as long as all unsold cards and funds are returned to our unit by \_\_\_\_\_. By signing below, I recognize that our unit will be charged \$5.00 for every card not returned by the end of the sale.

I will return any unsold cards and \$ \_\_\_\_\_ per card by \_\_\_\_\_.

I agree to these terms: \_\_\_\_\_ Date: \_\_\_\_\_

*Parent Signature*

Name of Youth: \_\_\_\_\_

**\*NOTICE**

Per the request of the vendors participating in the 2022 Camp Card and because each Camp Card has a cash value above and beyond the unit selling price, 100% of unsold Camp Cards must be returned to our unit. This will allow our unit to reconcile our account with the Coastal Georgia Council by June 8<sup>th</sup>, 2022.

**THANK YOU FOR PARTICIPATING IN THE CAMP CARD SALE!**

*For many Scouts, the difference between an average program and a great program is simply the money earned from their Camp Card participation. Of course, money alone does not make a Scouting program good, but it CAN help provide resources to supplement a quality planned program. The Camp Card is offered for a \$10 donation, and most offers can be redeemed until February 28, 2023.*

**2022 EXPLANATION FORM FOR  
ANY LOST OR DESTROYED CAMP CARDS**

**TO: Coastal Georgia Council**

**FROM:**     PACK     TROOP     CREW     SHIP     POST

DATE \_\_\_\_\_ DISTRICT \_\_\_\_\_ UNIT# \_\_\_\_\_

NAME \_\_\_\_\_ POSITION \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_ BEST PHONE \_\_\_\_\_

Email (please print) \_\_\_\_\_

I AM SORRY THAT THE FOLLOWING CAMP CARDS WERE LOST OR DESTROYED:

NUMBER OF CARDS LOST: \_\_\_\_\_

NUMBER OF CARDS DESTROYED: \_\_\_\_\_

PLEASE STATE HOW THESE CARDS WERE LOST OR DESTROYED:

---

---

---

---

---

---

---

---

SIGNED: \_\_\_\_\_ SIGNED: \_\_\_\_\_

PARENT

UNIT LEADER



# Advancement Opportunities

Scouts can earn much more than just money by selling camp cards. They learn the value of planning, organization and commitment. Scouts develop and practice new skills and learn about sales and marketing. Camp Card sales can help reinforce Scouting values like Trustworthy, Helpful, Friendly, Courteous, Cheerful, Thrifty, and Brave.

## Scout Merit Badges

**ART:** For requirements 4 and 5; produce a Camp Card Sale poster for display using pen and ink, watercolor, pencil, pastel, oil, tempera, acrylic paint or marker.

**MOVIEMAKING:** For requirement 2; create a storyboard for a video, designed to show how to sell Camp Cards.

**COMMUNICATION:** For requirement 6, show your counselor how you would teach others to sell Camp Cards. For requirement 7, make a Camp Card sales flyer.

**DIGITAL TECHNOLOGY:** For requirement 6, design a personal sales spreadsheet to keep track of the Camp Card Sale and money made for your troop.

**JOURNALISM:** For requirement 3, create a newspaper story or radio announcement reporting on your troop's Camp Card sale.

**PHOTOGRAPHY:** For requirements 4, 5, and 7, take photographs of Camp Cards, Scouts selling Camp Cards, and other activities related to the sale. Arrange the prints with captions to tell a story of the sale.

**PUBLIC SPEAKING:** For requirement 2, prepare and give a speech to your troop describing the benefits of the Camp Card sale to the troop. For requirement 4, prepare and give a speech to your troop describing the steps to a successful Camp Card sale.

**SALESMANSHIP:** All requirements for this merit badge can be completed through the Camp Card Sale.

## Cub Scouts:

**TIGER:** Earning your Stripes – Being polite, introducing yourself, shaking hands.

**WOLF:** Code of the Wolf – Using your math skills to count those cards and money.

**BEAR:** Bear Picnic Basket – Snacks help keep that selling energy high.

**Webelos/AoL:** Art Explosion – Make advertisements. Build a Better World – Selling cards helps save the family money.

If you find other advancements that this fundraiser helps complete, let us know!!

## A Sample Letter to Parents

Dear Parent,

The popular “Camp Card” sale provides the most exciting, easy, no-risk fund-raising opportunity that the Coastal Georgia Council - Boy Scouts of America offers for Scout units and families. By participating, your child can help our unit earn the money we need to have a quality program.

### When your child participates, they:

1. Build confidence and communication skills while having the opportunity to talk to others about their Scouting experience.
2. Learn effective salesmanship skills – valuable skills that can last a lifetime!
3. May complete some Scouting achievements or merit badge requirements (Salesmanship merit badge, etc.).
4. Help earn their way to camp or help our unit purchase camping gear.
5. Help fund local Scouting programs for more youth! Funds from the sale directly impact the local council’s ability to provide more support to leaders, recruit more youth, effectively train leaders, maintain camps, and provide more quality programming for every youth.

### AS A PARENT YOU CAN HELP YOUR CHILD BE SUCCESSFUL BY:

1. Helping them set a sales goal and encourage them to reach it (every 10 cards sold earns them a chance in council drawings).
2. Taking them door-to-door in your neighborhood to sell.
3. Keeping some cards with you at work for co-workers.
4. Encouraging them to do their best!
5. Making sure they wear their uniform to increase their sales.

## **SHARE THIS INFORMATION WITH YOUR SCOUTS**

1. Selling Camp Cards is easy!
2. Most Scouts will be given 4-5 cards to start. If you sell those cards, get more from your leader. Every 10 cards earns a chance to win a prize and \$50 towards their Scouting program. Wow! Units can also conduct group sales efforts in front of local stores.
3. Practice your sales presentation with your parents. Use these tips:
  - Stand still and proud.
  - Speak slowly and clearly.
  - Tell them the prize or camp you are trying to earn. Tell them you are earning your way in Scouting.
  - Wear your uniform!
  - Ask if they have any friends who might like some cards.
  - Say Thank You and have a nice day! Even if they say, "No".
4. Remember - the more you sell, the more you can earn!

### **HERE IS HOW TO DO IT!**

(Sample Sales Script)

1. Hello, my name is\_\_\_\_\_. I'm a Scout with Troop or Pack # \_\_\_\_\_ sponsored by \_\_\_\_\_.
2. I am selling these Camp Cards to help my unit earn money and to earn my way to camp this summer. This Camp Card is full of valuable coupons and only costs \$10. Our card includes\_\_\_\_\_ (give examples from popular coupons on the card).
3. (Show your prospective buyer your cards!)
4. Your support will help our local Scouting program. Each card is only \$10. You can get 2 for \$20! How many would you like? *(Be sure to collect \$10.00 for each card.)*
5. **Thank you for your support!**

# Frequently Asked Questions!

## **Q: How do I get my cards?**

A: Your District Executive will arrange a time to deliver to you or for a pickup. A unit registers to sell and can receive a specific number of cards. The unit leadership distributes their cards to the Scouts to sell.

## **Q: Can I sell Camp Cards even if my unit does not?**

A: Yes. In the rare occurrence that a unit does not sell cards, a parent/family can complete the same forms and follow the same rules as a unit. You are a Single Seller. Speak with your District Executive.

## **Q: Do we have to spend the money on camp attendance?**

A: No. The unit committee leadership (and the Scouts) can decide how best to use the funds in support of their Scouting program. The card sale can help fund any Scouting expense such as uniforms, weekend camping trips, new camping gear, Boys' Life magazines, etc. Additionally, this sale helps your local council subsidize the real costs of operating a scout camping facility and unit field service.

## **Q: When does the sale take place?**

A: The sale is meant to take place from the 2<sup>nd</sup> – 3<sup>rd</sup> week of March through the first week of June. All sales and unsold cards are expected to be returned or by June 8<sup>th</sup> to the Scout Service Center, in order for the Unit to receive the full 50% commission on each card sold. Commission goes down each day after June 9<sup>th</sup>.

## **Q: How should my unit set a sales goal?**

A: Units should set a goal based on the number of active Scouts. Units may want to set individual goals for their Scouts to help pay a certain portion of their trip to camp by selling the Camp Cards.

## **Q: How many cards should I order?**

A: Each unit should be able to receive 10 cards per active youth to begin. There are a limited number of cards per district, so you should encourage Scouts to sell and return funds ASAP, so they can get more cards!

## **Q: How should I handle the money?**

A: Camp cards produce a lot of **CASH**. Please collect money from your Scouts regularly to avoid potential issues such as loss and mishandling of funds. **ALL** cash and checks should be properly deposited into the unit's checking account. The unit will submit a check to Coastal Georgia Council, BSA. **\*\*Do not hold on to checks! Deposit them into your Unit's account regularly\*\***

## **Q: How do I settle my account?**

A: The money due to the Council Service Center should be remitted with a single unit check, or a money order. Please be sure that your check is identified with your unit type and unit number (*ex. Pack 123, Camp Card Sales*). Money and Unsold cards are returned by June 8<sup>th</sup>.

## **Q: When and where do I settle my account?**

The settlement may be done by appointment with your District Executive or anytime at the Scout Service Center. Units are urged to submit their funds and close out their accounts at the Scout Service Center by the June 8<sup>th</sup> deadline to receive their 50% commission.

**Q: What are the rules for returning any unsold cards?**

A: Units can return unsold, *intact* cards. Returns are due along with payment by June 8<sup>th</sup>, 2022. However, it is important that parents and volunteers understand that the vendor sales calls and the plastic discount cards require a significant investment of both time and money! Please make every effort to sell the cards and help other Scouts across your 22-county service area.

**Q: Can I get more cards once the sale is underway?**

A: Yes, a unit can usually receive additional cards if they run out. More cards can be obtained from your local district executive.

**Q: Can we sell the other district cards too?**

A: Yes! Each of the 5 districts has one or more cards designed for their counties. If available, you may check-out or simply purchase the different district cards at the direction of your District Executive.

**Q: How do I start my sale?**

A: Begin with your immediate local family members: parents, cousins, grandparents, aunts and uncles, etc. Consider purchasing some cards as a great **“Thank You Gift”** for teachers, pastors, co-workers, community heroes, etc. Keep some in your car for shopping at local vendors!

**Q: Where should Scouts sell these cards?**

A: Church gatherings, neighborhoods, parent’s workplace, local businesses, community / sponsoring organization, festivals, ballgames, etc. SELL on-line too. If your parents have a Facebook, Instagram or Twitter account, they can take a picture of the card and let their friends know that their Scout is earning “their” way.

**Q: My unit is going to another summer camp; can we participate in the sale?**

A: Yes, a unit can use its share of the proceeds of this sale toward any Scouting adventure it chooses. The funds can be used as the unit committee decides.

**Q: Can a Scout wear his uniform while selling Camp Cards?**

A: **YES. This is a council approved money earning project. WE RECOMMEND YOU WEAR YOUR UNIFORM!** So, just like the popcorn sale, a Scout is encouraged to wear his uniform while participating. As a reminder, any other unit fundraisers require that a “Unit Money- Earning Application” be reviewed and approved by both your charter partner and your district’s finance committee chairman or submitted to the council for review by the council finance committee.

**Q: How can I help get a great local business on the Camp Card for next year?**

A: Many of the discounts on the card are locally owned businesses of Scout Parents, former Scouts, and community-minded individuals that just want to support local youth. Our parents and volunteers often suggest businesses and then help “open the door” for the local District Executive to speak with the owner about becoming a card vendor. Currently, there is no vendor fee to advertise on our card. The businesses simply honors the discount through a vendor contract. Contact your District Executive if you can help. Thank vendors for supporting local Scouting!

# Coastal Georgia Council, BSA

## 2022 Unit Camp Card Record

(District Executive submits to Coastal Georgia Council Finance Department)  
PLEASE USE THIS FORM TO KEEP TRACK OF CARD TRANSACTIONS FOR ONLY ONE UNIT

PACK      TROOP      CREW      SHIP      POST

DATE \_\_\_\_\_ DISTRICT \_\_\_\_\_ UNIT# \_\_\_\_\_

NAME \_\_\_\_\_ POSITION \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_ BEST PHONE \_\_\_\_\_

Email (please print) \_\_\_\_\_

**Agreement: By signing for the Camp Cards below, your Unit is accepting full responsibility of ALL cards issued and will either pay the full amount due for ALL cards issued and/or return ALL cards NOT sold.**

# Cards Issued	Issue Date	Received By (please print)

AUTHORIZED BY: \_\_\_\_\_

----- Office Use Only -----

Date	Cards Sold	Money Submitted	# Cards Returned	Receipt #	Balance Outstanding

**\*NOTE—Per the request of the vendors participating in the 2022 Camp Card and because each Camp Card has a cash value above and beyond the unit selling price, 100% of all unsold Camp Cards must be returned to Coastal Georgia Council by June 8<sup>th</sup>, 2022.**

