

2024 Camp Card Leader's Guide



***** EARLY BIRD SALE: March 19 – April 26, 2024
\$1 EXTRA commission (\$6 per card)
if payments made to Council by 4/26/24. *****

*The Camp Card Sale runs March 19 – May 31.
Final Camp Cards & Final Payments due to Council June 7th
(commission of \$5.00 per card) if paid by 6/7/24.*

Heart of Virginia Council

Boy Scouts of America

www.hovc.org/campcards

Camp Card Sale - Big News for 2024!

Your Scouts will be excited to earn MORE funds for Summer Camp this year! After a great deal of research and consultation with many who sell camp cards, the Product Sale Committee of the Heart of Virginia Council is moving to a \$10 Camp Card for 2024. There are 4 big reasons we're making this move...

Reason #1 - Easier for Scouts to Reach their Fundraising Goal! One challenge we sometimes hear is that it takes a lot of sales for Scouts to hit their fundraising goals when they are earning \$2.50 per sale. Now Scouts can DOUBLE their funds earning \$5.00 per sale, which makes every sale twice as valuable.

Reason #2 - Our Card is That Valuable! Our card offers so much value to customers that it is easily worth \$10. One of our breakoffs alone enables the purchaser to instantly get the full \$10 purchase price back with one transaction! Our card offers over \$90 of discount value, especially when using the digital savings coupons.

Reason #3 - Costs to Make the Camp Card are Increasing. Every year, the costs to layout, produce, and print the Camp Card have increased to the point where a \$5 card is no longer economically viable. If we continued with a \$5 card in 2024, we would have had to reduce unit commission to \$2.25 a card. By going to a \$10 card, we can maintain 50% commission to units.

Reason #4 - We're Offering an Early Bird Sale with Higher Commission! Our Camp Card fundraiser will run through May 31 (final payments and cards due to Council by June 7), but during the first month of the sale (March 19 - April 26, 2024), the split won't be 50/50, it will be 60/40. That's right, units will be able to keep \$6.00 of the sale price of the Camp Card on sales made during the first month, the "Early Bird Sale." Yes, units will need to settle up with Council by April 26, 2024 to qualify, but can then keep selling during the regular sale at the normal 50% commission rate after the Early Bird Sale ends.

IMPORTANT PAYMENT & END OF SALE TERMS: The EARLY BIRD SALE is March 19 - April 26, 2024. Units receive \$1 EXTRA commission (\$6 per card) for Camp Cards paid to Council by 4/26/24. Council payments received after 4/26/24 will be \$5 per card. The Camp Card sale runs March 18 - May 31. ALL Camp Cards & final payments are due June 7th (with commission of \$5 per card). Units who settle their accounts AFTER June 7th, 2024, will incur a \$.50 penalty per Camp Card (\$4.50 commission on each Camp Card sold instead of \$5.00).

What is a Camp Card?



The Camp Card is a way to help Scouts and units fund their adventures to Summer and Fall Camping programs.

This is a **risk-free** fundraising project where all Scouts can earn their way to Camp and other activities or simply support unit programs or supply needs. There is no upfront cost to sell Camp Cards and units can return any unused cards by the end of the sale.

A Camp Card costs \$10.00 to the public and has multiple food, service, and entertainment discounts for the customer to use throughout the year. The card also includes the BSA Digital Savers Guide (www.bsacampcard.com) which has 100's of local 2-for-1 and 50% off coupons, plus over 500,000 coupons nationwide, and new coupons added weekly.

Participating Scout units keep 50% commission of the sales for each Camp Card sold (\$5.00 per card). Commissions from sales are encouraged to be applied toward directly sending youth to Summer Camp programs, but they may be used as the unit committee sees fit.

Be sure your families understand they are selling character. They are selling a better community, and they are selling the benefits of Scout Summer Camp and not just selling discount cards. Emphasize that each card sold helps a Scout go to camp (or other unit need). The reason your sale will be successful is that people want to support Scouting.

2024 Council Camp Card



One-time use coupons on the Council Camp Card:

- **Q Barbeque** – \$25 Family Meal Deal (1 Pint of Pork BBQ or Chicken BBQ, 2 Pints of Sides, 4 Sandwich Buns and BBQ Sauce). Take-out only. No substitutions.
- **Buffalo Wild Wings** – \$5 OFF the purchase of \$25 or more.
- **Dave & Buster's** – FREE Appetizer with the purchase of a regular priced entrée.
- **Green Top** – Save \$10 on your next purchase of \$100 or more.

Multiple use coupons on the Council Camp Card:

- **El Caporal Mexican Restaurant** – 10% off bill; Chesterfield, Petersburg, Richmond & River's Bend.
- **Hardee's** – \$1 off Angus Burger Combo (#480). Valid at all Virginia locations.
- **SportClips** – FREE MVP Upgrade.
- **Papa John's Pizza** – 25% off regular menu price order (online only).
- **Sonic** – Buy a Single Sonic Cheeseburger, Get One FREE!
- **Cesare's Ristorante & Pizza** – 10% off all entrees.
- **Midas** – \$20 off any service. Valid at Short Pump, Willow Lawn, Scott's Addition, Midlothian, and Colonial Heights locations only.

See the printed Camp Card for details, restrictions, and more information.

2024 Crater District Camp Card

One-time use coupons on the Crater District Camp Card:

- **Q Barbeque** – \$25 Family Meal Deal (1 Pint of Pork BBQ or Chicken BBQ, 2 Pints of Sides, 4 Sandwich Buns and BBQ Sauce). Take-out only. No substitutions.
- **Buffalo Wild Wings** – \$5 OFF the purchase of \$25 or more.
- **Dave & Buster's** – FREE Appetizer with the purchase of a regular priced entrée.
- **Green Top** – Save \$10 on your next purchase of \$100 or more.

Multiple use coupons on the Crater District Camp Card:

- **Jimmy's Grill & Pizzeria** – 10% off any purchase of \$10 or more.
- **El Caporal Mexican Restaurant** – 10% off bill; Chesterfield, Petersburg, Richmond & River's Bend.
- **City Point Ice Cream & Burgers** – 10% off.
- **Hardee's** – \$1 off Angus Burger Combo (#480). Valid at all Virginia locations.
- **Luca Italian Restaurant** – 10% off all entrees.
- **Morelia Mexican Restaurant** – 10% off all entrees.
- **Cesare's Ristorante & Pizza** – 10% off all entrees.
- **Midas** – \$20 off any service. Valid at Short Pump, Willow Lawn, Scott's Addition, Midlothian, and Colonial Heights locations only.
- **Sonic** – Buy a Single Sonic Cheeseburger get one FREE.

See the printed Camp Card for details, restrictions, and more information.

2024 Northern Neck Camp Card

<p>SAVE \$10 on your next purchase of \$100 or more see back for details</p> <p>GREEN TOP EST. 1987</p> <p>start your season here!</p> <p>10150 Lakeridge Parkway / Ashland</p>	<p>Bella Pizza</p> <p>\$5 OFF any purchase of \$25 or more</p> <p>Not valid with any other discounts or coupons. Expires 12/31/24 1673 Tappahannock Blvd</p>	<p>2024 CAMP CARD \$10</p> <p>Heart of Virginia Council, Boy Scouts of America® www.hovc.org</p> <p>2024 BONUS Card also includes 500k+ savings opportunities with Camp Card. see back for details</p> <p>maineater 1800 flowers SHERWIN WILLIAMS</p>	<p>NN BURGER</p> <p>\$5.00 OFF ANY PURCHASE OF \$25 OR MORE!</p> <p>Not valid with any other discounts or coupons. Expires 12/31/24, 303 Queen Street, Tappahannock</p>	<p>LIQUID METAL TATTOO</p> <p>\$20 OFF ANY TATTOO OVER \$100</p> <p>ONE-TIME USE EXPIRES 12/31/24</p> <p>WEST POINT VA (804)785-1041</p>
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<p>LIQUID METAL TATTOO</p> <p>\$20 OFF ANY TATTOO OVER \$100</p> <p>ONE-TIME USE EXPIRES 12/31/24</p> <p>WEST POINT VA (804)785-1041</p>	<p>NN BURGER</p> <p>\$5.00 OFF ANY PURCHASE OF \$25 OR MORE!</p> <p>Not valid with any other discounts or coupons. Expires 12/31/24, 303 Queen Street, Tappahannock</p>	<p>HOBBS HOLE</p> <p>FREE SMALL BUCKET OF RANGE BALLS WITH PURCHASE OF ROUND OF GOLF</p> <p>ROMA RISTORANTE ITALIANO</p> <p>10% OFF YOUR BILL KING WILLIAM LOCATION ONLY.</p>	<p>Acme ICE CREAM</p> <p>\$1 OFF ANY ITEM One coupon per visit.</p> <p>360 HARDWARE & RENTAL</p> <p>10% OFF ANY ONE ITEM \$50 OR LESS</p>	<p>CHINA INN RESTAURANT</p> <p>10% OFF PURCHASE TO GO ORDERS ONLY.</p> <p>Queenfield GOLF CLUB</p> <p>BUY 2 RANGE TOKENS GET 1 FREE VALID 1X PER DAY</p>	<p>powered by entertainment</p> <p>Get 100s of local 2-for-1 and up to 50% off coupons! Includes over 500,000 savings opportunities! Coupons available on your phone and online.</p> <p>Big savings on travel and at online stores!</p> <p>1. Visit beacampcard.com 2. To sign up, use access code: 00000000 3. Start Saving! Expires: 12/31/24</p> <p>Merchants subject to change and participating locations and expiration may vary.</p>	<p>Bella Pizza</p> <p>\$5 OFF any purchase of \$25 or more</p> <p>Not valid with any other discounts or coupons. Expires 12/31/24 1673 Tappahannock Blvd</p>	<p>GREEN TOP EST. 1987</p> <p>SAVE \$10 on your next purchase of \$100 or more</p> <p>www.GreenTopHuntFish.com</p> <p>Limit one per customer. Minimum purchase of \$100 before tax. Cannot be combined with other sale offers. Coupon valid in-store only. Not redeemable for cash or store credit. Excludes all licenses. Additional exclusions may apply. See store for details. Expires: 12/31/24</p>
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One-time use coupons on the Northern Neck Camp Card:

- **Green Top** – Save \$10 on your next purchase of \$100 or more.
- **Bella Pizza** – \$5 off any purchase of \$25 or more.
- **NN Burger** – \$5 off any purchase of \$25 or more.
- **Liquid Metal Tattoo** – \$20 off any tattoo over \$100; one-time use.

Multiple use coupons on the Northern Neck Card:

- **Hobb's Hole Golf Course** – FREE small bucket of range balls with purchase of round of golf.
- **ACME Ice Cream** – \$1 off any item (one coupon per visit).
- **China Inn** – 10% off purchase (to go orders only).
- **ROMA Ristorante Italiano** – 10% off your bill (King William location only).
- **360 Hardware & Rental** – 10% off any one item \$50 or less.
- **Queenfield Golf Club** – Buy 2 Range Tokens Get 1 Free (valid 1X per day).
- **Bella Pizza** – 15% off ticket (excluding alcohol; not valid with any other coupon or specials).
- **Subway** – \$1 off footlong sub OR 50 cents off 6" sub (excludes any specials. King William location only).
- **Hardee's** – \$1 off Angus Burger Combo (#480). Valid at all Virginia locations.
- **Los Cazadores Mexican Restaurant** – 10% off lunch food only.

See the printed Camp Card for details, restrictions, and more information.

The BSA Digital Camp Card

In addition to the one-time and multiple-use coupons on the Camp Card, the **BSA Digital Camp Card includes a ton of savings!**

Each card has an online code that the card purchaser can use to access hundreds of local offers online! The user will simply set-up their account at www.bsacampcard.com, enter the code on the Camp Card they purchased and start saving! The customer's BSA Digital Camp Card account is activated through the end of the year.

Great Savings Await in the BSA Digital Camp Card:

- Get 100's of local 2-for-1 and 50% off coupons plus, over 500,000 coupons nationwide.
- Coupons are available on your phone and online.
- Big savings on travel and at online stores.
- New coupons are added weekly.

Redeem offers online from your desktop computer, print your coupons, or present your offer from your iPhone or iPad through hundreds of merchants! Below are **just a few of the merchants** with offers (subject to change at any time):

BANANA REPUBLIC
FACTORY

PERSONALIZATION®
MALL

claire's  1-800
flowers.com

F Y E

AÉROPOSTALE
JOANN

 Budget®
Truck Rental

The Value of the Camp Card



How many Camp Cards need to be sold to earn your way? *

Camp	Cost	Cards to Sell*
Cub Family Camporee	\$20	4 Cards
Cub Scout Day Camp	\$125	25 Cards
Cub Adventure Camp	\$185	37 Cards
Camp T. Brady Saunders	\$435	87 Cards
Council Philmont Contingent	Est \$3,150	630 Cards

**Numbers based on known cost of camps at time of print and are subject to change. Participating Scout Units keep 50% commission of sales for each \$10 Camp Card with which Scouts can pay their way to camp and other activities; or Units can support unit programs or supply needs with funds raised.*

Youth Sales Incentives

FIVE Weeks of Scout Prize Drawings!

There will be **bi-weekly prize drawings** for Scouts who **sell 10 Camp Cards or more!** Scouts will report to their Camp Card Leader every other week how many Camp Cards were sold during that 2-week period. Scouts' names will be placed in the bi-weekly Council drawing for a chance to win a prize (one entry per 10 cards sold). The sooner Scouts sell their cards and the more cards they sell, the better chance they'll have to win!

Leaders should **submit Scouts' names and number of cards sold** through an online survey by **12:00 midnight on Thursdays** (the day before the drawing dates). **Drawings will be held on Fridays** LIVE on Facebook at **4:30 PM -**

- **March 29th**
- **April 12th & 26th**
- **May 10th & 24th**



Prizes include an assortment of awesome camping gear and equipment! Leaders can visit www.hovc.org/campcards for the link to enter Scouts for the prize drawings beginning March 25th.

Check-In With Your Scouts Weekly!

The prize drawings are designed so that you can keep up to date on your Scouts' progress. It's a good idea to collect funds from Scouts weekly. This allows you to distribute more cards to Scouts who are selling and collect cards from Scouts who are done. **Extra cards not being sold should be returned to Council so they can be redistributed to other Units.** There is a Youth Camp Card Receipt, a Camp Card Tracking Worksheet, and a Camp Card Return Slip available on our website at www.hovc.org/campcards under "Resources" to help with your tracking.

Important Dates

EARLY BIRD SALE: March 19 - April 26

The **EARLY BIRD SALE** is **March 19 - April 26, 2024**. Units receive \$1 EXTRA commission (\$6 per card) for Camp Cards paid to Council by 4/26/24. **Council payments received after 4/26/24 will be \$5 per card.**

March 29, April 12 & 26, May 10 & 24

Bi-Weekly Prize Drawings

Leaders should submit Scouts' names and number of cards sold through an online survey by 12:00 midnight on Thursdays the day before the drawing dates. Visit www.hovc.org/campcards and see page 9 for details on the Youth Sales Incentives.

Scout Camp Card Return Date to Unit Camp Card Chair - Set Your Unit Return Date: _____

End of the Camp Card Sale - The Camp Card Sale is March 19 - May 31

All Scouts should return Camp Cards and payments to their Unit Camp Card Chair so cards and funds can be settled with Council by June 7. Please set your Unit Scout Camp Card return date so you can meet the Council deadline.

June 7

Deadline for Camp Card Returns to Council & Final Payments Due

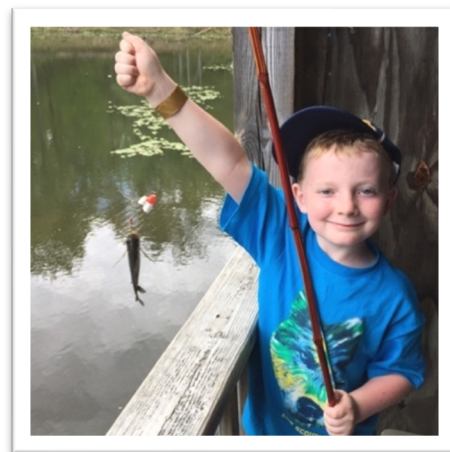
All payments and unsold Camp Cards should be returned to Council by **Friday, June 7**. Payment is preferred by Unit check or cash. Credit Card payments will require a 3.5% processing fee. Units who settle their accounts AFTER June 7th, 2024, will incur a \$.50 penalty per Camp Card (\$4.50 commission on each Camp Card sold instead of \$5.00).

Unit Camp Card Chair

Volunteer Description

Serve as the Unit Camp Card Chair, responsible for all aspects of the Camp Card Sale. Clearly communicate the sale information to your leaders, parents, and Scouts.

- Responsible to Unit Committee.
- Ensure your unit has signed up for the fundraiser and submitted a unit commitment form online.
- Be knowledgeable in all Heart of Virginia Council camping opportunities.
- Set a challenging sales goal for your unit and youth that pays for the unit's camp and program needs.
- Understand and communicate the impact your unit's participation in summer activities has on retention and advancement for your youth.
- Understand the sale deadlines, youth incentives, and how to fill out paper- work/tracking forms.
- Set up your Unit's "Sale Calendar & Schedule."
- Enthusiastically promote the sale to both Scouts and parents.
- Plan and conduct your unit's Camp Card Kickoff.
- Reconcile your unit's Camp Card account. This includes collecting all money for sold cards and any unsold cards that are not returned or accounted for.
- **Ensure payment & unsold cards are turned in on-time to the Council. All Camp Cards and payments are due to Council on Friday, June 7th, 2024. Unit will forfeit \$.50 commission per card if unit fails to reconcile account by the deadline (\$4.50 commission on each Camp Card vs. \$5.00).**
- Remember, units keep their commission on the front end; 100% of unsold cards must be collected and turned-in with payment. Units are responsible for payment of sold cards and any unsold/lost cards not returned.



Unit Kickoff Success

- Make sure the kick-off is properly promoted through e-mail and social media. Review the presentation with your Cubmaster/Scoutmaster or Committee Chair/Treasurer prior to the Kickoff.
- Be prepared to talk about the Unit's Summer and Fall Camping opportunities.
- **In the case of an in-person kick-off**, have snacks, drinks, and music. MAKE IT FUN!
- Make sure EVERY Scout fills out a Youth Camp Card Receipt and receives at least 10 CARDS to sell.
- Keep it short.

Camp Card Kick-Off Agenda

- Check out 10 cards to every Scout who wishes to participate.
- Review Summer & Fall Camping opportunities.
- Review sales goal and explain key dates.
- Scout Training: Role play "do's and don'ts."
- Prizes: Review Council prize incentive drawings with Scouts. Discuss any incentives the unit is using to motivate sales.
- Big Finish: Issue challenge to your Scouts and send everyone home motivated!



Follow up after the kick-off with important reminders like dates, sales goals, and prizes Scouts can win. Be sure to share any success stories you hear so everyone can be reminded of just how easy it is to sell the Camp Card!



Tips for a Great Sale

How to Sell Camp Cards

Create a plan to sell in all FOUR selling methods -

Sell Electronically: Share the Camp Card on social media and with friends & family over the telephone! Take orders for Camp Cards now and deliver later. Use electronic payment options like Square, PayPal, or Venmo. Share the BSA Digital Camp Card info with your paid customers. Mark the customer's name on the card (so you can deliver later) and give them the website address www.bsacampcard.com and their access code off their purchased card. Be sure to mark cards SOLD with the customer's name on it if you give the customer their access code. You could MAIL a card to your customer (you may wish to charge postage to cover the cost of the card and postage).

Door to Door: Take your Cards for a trip around the neighborhood! Sell to family, friends and neighbors by highlighting the great deals. Ask "How many Camp Cards would you like?" Don't assume the customer wants just one card!

Show and Sell: Set up a sales booth and sell Camp Cards on the spot. This can be an effective approach in the right location at the right time, but don't hang your hat on this approach alone. Focus on multiple locations at the same time. Be sure not to over-schedule Scouts. Let your friends on Facebook know when and where your unit will be selling. Tell them your Scouts need their support! Again, highlight the great deals!

Sell at Work: A great way for mom and dad to help your Scout.

Email heather.dunton@scouting.org or speak to your Unit Leader with any questions or concerns. Additional contact information is available on page 16 of this Leader's Guide.

Safety and Courtesy

Be sure to review these safety and courtesy tips with your Scouts and parents:

- Follow Youth Protection guidelines and never sell alone.
- Never enter anyone's home.
- Never sell after dark, unless with an adult.
- Don't carry large amounts of cash.
- Always walk on sidewalks and/or driveways.
- Be careful of dogs while selling door-to-door.
- Say **thank you** whether a Camp Card is purchased or not.

Good luck with your Camp Card fundraiser!



YOUTH CAMP CARD RECEIPT

Scout Parent should complete this form & return it to the Unit Camp Card Chair.

(Circle One): PACK TROOP CREW SHIP POST

UNIT# _____ DATE _____

PARENT'S NAME _____

PHONE NUMBER _____

EMAIL ADDRESS _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

<p>Total number of Camp Cards issued this receipt:</p> <p>_____</p>	<p>To be completed upon Camp Card turn-in:</p> <p>Checks..... \$ _____</p> <p>Cash..... \$ _____</p> <p>Total..... \$ _____</p> <p>_____ Cards Sold</p> <p>_____ Cards Returned</p> <p>_____ Total Cards this receipt</p>
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I recognize that each Camp Card has a cash value of \$10. There is no risk to our unit if all un-sold cards and/or funds are returned to the Heart of Virginia Council by the end of the sale deadline. By signing below, I recognize that our unit will be charged \$5.00 for every card sold, not returned, or lost.

Our Unit will close out our account (money/unsold cards turned in) by _____.

I agree to these terms: _____

Parent Signature

Date: _____

Name of Youth: _____

We are here to help!

Council Support Contacts

Program Support Executive - Heather Dunton: 757-870-3977

Heather.Dunton@scouting.org

Accounting Assistant - Delane Markley: 804-204-2615

Delane.Markley@scouting.org

District Contacts

Arrohattoc District

Camp Card Chair - Amanda Kirby: 804-512-3234; amandan3kids@gmail.com

District Executive - Kenny Jones: 804-937-1520; Kenneth.Jones@scouting.org

Crater District

District Executive Cody Richardson: 804-615-7570; Cody.Richardson@scouting.org

Dogwood District

Camp Card Chair - Stacey Garnett: staceygarnett@verizon.net

District Executive - Morgan Harrell: 804-898-8051; Morgan.Harrell@scouting.org

Huguenot District

Camp Card Chair - Sandy Sanders: 804-502-4290; jelloqn@gmail.com

District Executive - Zachary Hite: 703-409-3925; Zachary.Hite@scouting.org

James River District

Camp Card Chair - Evangelos Ringas: 804-239-9361; Evangelos.Ringas@gmail.com

Field Director - Nick Harman, Nick.Harman@scouting.org