# **2025 Camp Card** Leader's Guide



EARLY BIRD SALE: Through April 11, 2025 <u>\$1 EXTRA commission (\$6 per card)</u> <u>if payments made to Council by 4/11/25</u>.

The Camp Card Sale runs through May 31. Final Camp Cards & Final Payments due to Council June 6<sup>th</sup> (commission of \$5.00 per card) if paid by 6/6/25.

### Heart of Virginia Council

Scouting America

www.hovc.org/camp-cards

## Camp Card Sale - Big News for 2025!

Your Scouts will be excited to earn MORE funds for Summer Camp this year! After a successful 2024 Camp Card fundraiser, the Product Sale Committee of the Heart of Virginia Council will continue the \$10 Camp Card for 2025. There are 4 big reasons the Camp Card was successful...

**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 more than \$10. One of our breakoffs alone enables the purchaser to instantly get the full \$10 purchase price back with one transaction! AND NEW THIS YEAR - Flagstop Car Wash is offering a FREE Ultimate Wash valued at \$21.99! 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 went back to a \$5 card, we would have had to reduce unit commission to \$2.25 a card. By continuing the \$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 6), but during the first month of the sale (through April 11, 2025), 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 11, 2025 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

**6 - April 11, 2025.** Units receive <u>\$1 EXTRA commission (\$6 per card) for Camp</u> <u>Cards paid to Council by 4/11/25.</u> Council payments received after 4/11/25 will be \$5 per card. The Camp Card sale runs March 6 - May 31. ALL Camp Cards & final payments are due June 6<sup>th</sup> (with commission of \$5 per card). <u>Units who settle their</u> <u>accounts AFTER June 6<sup>th</sup>, 2025, will incur a \$.50 penalty per Camp Card (\$4.50</u> <u>commission on each Camp Card sold instead of \$5.00).</u>

# 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.

## **2025 Council Camp Card**



#### One-time use coupons on the Council Camp Card:

- Flagstop Car Wash FREE Ultimate Wash (\$21.99 value!)
- Chicken Salad Chick \$5.00 OFF purchase of \$25 or more.
- **Q Barbeque** \$29 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.
- Green Top Save \$10 on your next purchase of \$100 or more.

#### Multiple use coupons on the Council Camp Card:

- Hardee's \$2.69 Bacon Egg & Cheese Biscuit (#3575). Valid at all Virginia locations.
- Papa John's Pizza \$10 OFF on orders of \$40 or more.
- **SportClips** FREE MVP Upgrade.
- Sonic Buy a Single Sonic Cheeseburger, Get One FREE!
- **Midas** \$20 off any service. Valid at Short Pump, Willow Lawn, Scott's Addition, Midlothian, and Colonial Heights locations only.
- Cesare's Ristorante & Pizza 10% off all entrees.
- Sky Zone 10% OFF 60-minute, 90-minute or 120-minute open jump tickets. Valid at Richmond location only (1345 Carmia Way).
- Chuck E. Cheese 20% OFF (1) pizza of any size.

## **2025 Crater District Camp Card**



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

- Flagstop Car Wash FREE Ultimate Wash (\$21.99 value!)
- Jimmy's Grill & Pizzeria Buy 1 Pizza, Get One FREE
- **Q Barbeque** \$29 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.
- Green Top Save \$10 on your next purchase of \$100 or more.

#### Multiple use coupons on the Crater District Camp Card:

- Sonic Buy a Single Sonic Cheeseburger, get one FREE.
- Hardee's \$2.69 Bacon Egg & Cheese Biscuit (#3575). Valid at all Virginia locations.
- Morelia Mexican Restaurant 10% off all entrees.
- Cesare's Ristorante & Pizza 10% off all entrees.
- **Don Pepe** 10% off all entrees.
- Luca Italian Restaurant 10% off all entrees.
- City Point Ice Cream & Burgers 10% off.
- **Midas** \$20 off any service. Valid at Short Pump, Willow Lawn, Scott's Addition, Midlothian, and Colonial Heights locations only.
- **SportClips** FREE MVP Upgrade. Valid at 11914 Iron Bridge Plaza in Chester.

## **2025 Northern Neck Camp Card**



#### One-time use coupons on the Northern Neck Camp Card:

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

#### Multiple use coupons on the Northern Neck Card:

- Rappahannock Bicycle Co. FREE Bicycle Safety Check.
- Hobb's Hole Golf Course FREE small bucket of range balls with purchase of round of golf.
- **Subway** \$1 off footlong sub OR 50 cents off 6" sub (excludes any specials. King William location only).
- China Inn 10% off purchase (to go orders only).
- Hardee's \$2.69 Bacon Egg & Cheese Biscuit (#3575). Valid at all VA locations.
- Los Cazadores Mexican Restaurant 10% off lunch food only all-day Tuesday thru Thursday.
- ROMA Ristorante Italiano 10% off your bill (King William location only).
- Bella Pizza 15% off ticket (excluding alcohol; not valid w/any other coupon or specials).
- **360 Hardware & Rental** 10% off any one item \$50 or less.
- ACME Ice Cream \$1 off any item (one coupon per visit).
- Queenfield Golf Club Buy 2 Range Tokens Get 1 Free (valid 1X per day).
- The Blue Crab 10% off total bill.

## 2025 Farmville/Buckingham Camp Card



#### One-time use coupons on the Northern Neck Camp Card:

- Flagstop Car Wash FREE Ultimate Wash (\$21.99 value!)
- The Fishin' Pig 10% off a pork BBQ or Chicken BBQ Meal #1.
- Macado's Buy One Entrée, Get 2<sup>nd</sup> Entrée of Equal or Lesser Value FREE.
- Merk's Place Buy One Milkshake, Get One Milkshake FREE at time of purchase.

#### Multiple use coupons on the Northern Neck Card:

- Rodeo's 10% off whole ticket.
- **The Market** at Dillwyn FREE Market Water with purchase of a Signature Sandwich, 2 Piece Chicken Tender or 2 Piece Fried Chicken Purchase. App orders only available only at The Market at Dillwyn.
- Hardee's \$2.69 Bacon Egg & Cheese Biscuit (#3575). Valid at all VA locations.
- Teresa's Place \$1 OFF any menu entrée.

# 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):



Offers subject to change at any time, and vary by location.

## 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	\$190	38 Cards
Camp T. Brady Saunders	\$435	87 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 & FREE SLUSHIES!

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 21<sup>st</sup>
- April 11<sup>th</sup> & 25<sup>th</sup>
- May 9<sup>th</sup> & 23<sup>rd</sup>



Prizes include an assortment of awesome camping gear and equipment! Leaders can visit <u>www.hovc.org/campcards</u> for the link to enter Scouts for the prize drawings beginning March 21<sup>st</sup>.

### **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.

# **Youth Sales Incentives**

#### 🗧 COOL CAMP CARD BONUS PRIZES ALERT! 🍩

In addition to our bi-weekly prize drawings, we're turning up the fun with **FREE Slushies at Cub Adventure Camp and Camp T. Brady Saunders**! Let's make this the coolest sale yet! \*\* #CampCards #FreeSlushies

Top Selling Scout in each District (one Pack Scout & one Troop Scout) = FREE Slushies at Summer Camp!

Top Selling Pack & Top Selling Troop = Your whole unit gets FREE Slushies at Summer Camp! Winners are determined by average cards sold per Scout, based on unit membership.

2025 CAMP CARDS	2025 CAMP CARDS
GOALS & PRIZES	COALS & CRIZES
District:	District:
Arrohattoc Crater Dogwood	Arrohattoc Crater Dogwood
James River Huguenot Trail	James River Huguenot Trail
Unit #:	Unit #:
Number of Camp Cards sold in 2024:	Number of Camp Cards sold in 2024:
CAN YOU SELL MORE CARDS THAN LAST YEAR?	CAN YOU SELL MORE CARDS THAN LAST YEAR?
Camp Card Suggested Goal for 2025:	Camp Card Suggested Goal for 2025:
YOU CAN DO IT!	YOU CAN DO IT!
WE HAVE SOME COOL TOP-SELLER BONUS PRIZES	WE HAVE SOME COOL TOP-SELLER BONUS PRIZES
The Top Selling Scout in each District (one winner for Pack	The Top Selling Scout in each District (one winner for Pack
Scouts and one winner for Troop Scouts) will enjoy FREE	Scouts and one winner for Troop Scouts) will enjoy FREE
Slushies at Summer Camp*!	Slushies at Summer Camp*!
The Top Selling Pack and Top Selling Troop will celebrate a	The Top Selling Pack and Top Selling Troop will celebrate a
refreshing victory with FREE Slushies at Camp*! Top Selling	refreshing victory with FREE Slushies at Camp*! Top Selling
Units will be determined based on the average number of cards	Units will be determined based on the average number of cards
sold per Scout based on the Unit's membership.	sold per Scout based on the Unit's membership.
Sale Reminders:	Sale Reminders:
EARLY BIRD SALE runs through April 11th.	EARLY BIRD SALE runs through April 11th.
\$1 EXTRA commission (\$6 per card)	\$1 EXTRA commission (\$6 per card)
if payments made to Council by 4/11/25.	if payments made to Council by 4/11/25.
The Camp Card Sale runs through May 31st.	The Camp Card Sale runs through May 31st.
Final Camp Cards & Final Payments are due	Final Camp Cards & Final Payments are due
to Council June 6th (\$5 per card).	to Council June 6th (\$5 per card).
*At Cub Adventure and T. Brady Saunders	*At Cub Adventure and T. Brady Saunders

## **Important Dates**

## EARLY BIRD SALE: March 6 - April 11

The EARLY BIRD SALE is March 6 - April 11, 2025. Units receive \$1 EXTRA commission (\$6 per card) for Camp Cards paid to Council by 4/11/25. Council payments received after 4/11/25 will be \$5 per card.

## March 21, April 11 & 25, May 9 & 23

### **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 <u>www.hovc.org/campcards</u> 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 6 through 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 6. Please set your Unit Scout Camp Card return date so you can meet the Council deadline.

## June 6

### Deadline for Camp Card Returns to Council & Final Payments Due

All payments and unsold Camp Cards should be returned to Council by **Friday, June 6.** Payment is preferred by Unit check or cash. Credit Card payments will require a 3.5% processing fee. <u>Units who settle their accounts AFTER June 6<sup>th</sup></u>, <u>2025, will incur a \$.50 penalty per Camp Card (\$4.50 commission on each Camp</u> <u>Card sold instead of \$5.00)</u>.

## **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 6<sup>th</sup>, 2025. 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 <u>heather.dunton@scouting.org</u> 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	
I	UNIT#		DA	TE			
PARENT'S	NAME						
PHONE NU	IMBER						
EMAIL ADD	DRESS						
ADDRESS_							
CITY			STATE	Z	IP		

Total number of Camp Cards issued	To be completed upon Camp Card turn-in: Checks \$ Cash \$		
this receipt:	Total\$		
	Cards Sold		
	Cards Returned		
	Total Cards this receipt		

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:	
Τ.	ugice	ιU	unobe	cornis.	

Date: \_\_\_\_\_

Parent Signature

Name of Youth:

## We are here to help!

### **Council Support Contacts**

**Program Support Executive** - Heather Dunton: 757-870-3977 <u>Heather.Dunton@scouting.org</u>

Accounting Assistant - Delane Markley: 804-204-2615 Delane.Markley@scouting.org

### **District Contacts**

#### **Arrohattoc District**

Camp Card Chair - Amanda Kirby: 804-512-3234; <u>amandan3kids@gmail.com</u> District Executive - Gene Haynie: 804-938-7329; <u>Gene.Haynie@scouting.org</u>

#### **Crater District**

Field Director - Nick Harman: 804-204-2622; Nick.Harman@scouting.org

#### **Dogwood District**

Camp Card Chair - Stacey Garnett: <u>staceygarnett@verizon.net</u> District Executive - Morgan Harrell: 804-898-8051; <u>Morgan.Harrell@scouting.org</u>

#### **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**

Field Director - Nick Harman: 804-204-2622, Nick.Harman@scouting.org