

# the CAMP CARD

Suwannee River Area Council, Boy Scouts of America

## 2020 Camp Card Leader's Guide

Sample images of the 2020 card layout

		<p>TRUSTWORTHY LOYAL HELPFUL FRIENDLY COURTEOUS KIND</p> <p>BOY SCOUTS OF AMERICA <b>Prepared. For Life.™</b></p> <p>2019 Camp Card <b>ONLY \$5</b></p> <p>By purchasing this card, you are helping Scouts earn their way to camp. Card offered for fundraising purposes only. Suggests assisting Scout, Troop or Crew Members at Scout Camp. The traditional selling this card will receive no direct financial benefit. Offer valid in Council Councils, areas and at purchase. Some restrictions apply. Card is not valid for cash. Card line offers expires 12/31/2019 unless noted. This card is not valid for purchase of any other merchandise or services. This card is not valid for purchase of any other merchandise or services. This card is not valid for purchase of any other merchandise or services. This card is not valid for purchase of any other merchandise or services.</p> <p>OBEDIENT CHEERFUL THRIFTY BRAVE CLEAN REVERENT</p>														
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**What's inside this Guide.....**

- Camp Card Introduction • Unit Chair Responsibilities
- Key Dates • Policies and Procedures • Camp Scholarships
- The Unit Kickoff • Sales Methods • Sales Techniques • Forms



# A Scout is thrifty...

## CAMP CARD FUNDRAISER....

The Suwannee River Area Council (SRAC) is pleased to announce the return of our Council-wide fundraiser...the 2020 Camp Card.

The intent of the Camp Card sale is to allow Units to raise funds to pay for their Scouting Programs. This includes purchasing camping equipment such as tents, backpacks, and sleeping bags, and to send Scouts to Cub Family Weekend, Cub Scout Day Camp, Scouts BSA Summer Camp, Scouts BSA Winter Camp, Venturing Fun Day and other Council programs. **The Camp Card's ultimate goal is to raise \$ for Scouts to help them earn their own way in Scouting!**

Units participating in this program will earn up to 50% commission (\$2.50) for each \$5.00 Camp Card they sell. The sale will begin Feb 13 and ends May 1, 2020.

*This program is **completely RISK FREE**; simply return any unsold cards at settlement on or before May 1, 2020.*

### The Value of Scouts selling Camp Cards:

Uniform Shirt w/ Patches:	\$ 30= 12 cards
Full Uniform:	\$100= 40 cards
Cub Scout Day Camp:	\$130= 52 cards
Cub Family Weekend (4 people)	\$180= 72 cards
Winter Camp:	\$130= 52 cards
NYLT:	\$250= 100 cards
Scouts BSA Summer Camp:	\$250= 100 cards

And more: Unit dues, Membership fees, Space Camp, Yorktown, Philmont, or even buy a new Troop Trailer!

**Scouts EARN their own way!**

### Camp Scholarships

New this year, every time a scout sells 25 cards, they will be entered into a drawing for a chance to win a camp experience! Drawings to include one FREE scholarship to each of the following: Cub Family Weekend (up to four people),

Cub Scout Day Camp, Scouts BSA Summer Camp, and Scouts BSA Winter Camp.

Scholarships are not transferable, have no cash value, and cannot be combined with other individuals. They may only be redeemed at one of the SRAC events listed above during the 2020 calendar year.

### **Community Partners**

Local Businesses have offered generous discounts that are redeemable all year long that make the sale of this card a no brainer. Several more community partners have offered one-time discounts. Take advantage of this partnership to help your Scouts earn their own way.

### **Unit Orders**

While supplies last, cards may be secured through the Council Office. Camp cards are limited in number. Before receiving additional allotment of cards, units must pay for cards previously received. All Units must settle their account at the Council Service Center on or before May 1, 2020.

### **Unit Commission**

The 2020 Camp Card commission is 50%, if your unit is paid in full and all Camp Cards are accounted for by May 1, 2020. Only turn in the 50% due to the Council at the Council Service Center, along with any unsold Camp Cards.

We encourage units to track Scouts' sales so Scouts can pay for scout related expenses with Camp Card proceeds; however, it is up to the unit to elect to do this. We understand the unit may have other goals.

May 08	Commission reduced to 40%
May 15	Commission reduced to 30%
May 22	Commission reduced to 20%
May 29	Commission reduced to 10%
June 5	No Commission after June 5

### **Return Policy**

Camp Cards can be returned to the Council Service Center without penalty on or before May 1, 2020. The cards **MUST** be in **new** condition (including snap off discounts). We reserve the right to refuse product that has been damaged or rendered unsaleable. **The UNIT is RESPONSIBLE for ANY** unreturned cards (lost, damaged, misplaced, etc.) Be sure Scouts and parents treat each card as if it were a \$5.00 bill.

## Camp Card Chair - Job Description

Each unit should have a Camp Card Chair. The Camp Card Chair is responsible for managing all aspects of the sale and clearly communicating sale information to your leaders, parents, and Scouts.

**The Camp Card Chair's ultimate goal.....** Help Scouts raise \$ to help earn their own way.

### Camp Card Chair Responsibilities:

#### **Camp**

- ✓ Be aware of Suwannee River Area Council camp opportunities – use this information to excite your Scouts!
- ✓ Explain to all parents the importance of these outings in Scouting.

#### **Card**

- ✓ Communicate the purpose of the Camp Card sale and time line to your Scouts and parents.
- ✓ Kick-off the Camp Card sale with a BANG providing all members with camp cards.
- ✓ Set a goal for each Scout and help them achieve it!
- ✓ Inspect, coach, and praise your Scouts.
- ✓ Collect all money (work with your unit Treasurer) and turn in the amount due to the Council in a timely manner.

### **CAMP CARD KEY DATES**

Feb 13	<b>SALE BEGINS</b> /Camp Card Distribution @ Roundtable
March 12	Camp Card Re-distribution @ Roundtable
April 9	Camp Card Settlement Opportunity @ Roundtable
May 1	<b>SALE ENDS!</b> ALL unsold cards and money <b>due!</b>



## Your Unit Camp Card Kickoff

The objectives of your Camp Card kick-off are simple:

- ✓ Get Scouts excited about camping!
- ✓ Get parents informed about why their child should have a camp experience, thus participate in the Camp Card Sales.

**Earn Your Own  
Way to Camp**

### How can you ensure a successful kick-off?

- ✓ Make sure the Kick-off is properly promoted through e-mails, email groups and phone calls.
- ✓ Be prepared to talk about camp opportunities.
- ✓ Have snacks, drinks, and music.
- ✓ Make sure **EVERY** Scout gets a bundle of cards to sell.
- ✓ Keep it short.

### Sample Kick-off Agenda

1. Grand Opening with music, cheers, and excitement.
2. Check out a bundle of cards to each Scout.
3. Review Camp opportunities.
4. Review sales goal, Camp Goal and explain key dates.
5. Scout Training: Role play sales Do's and Don'ts.
6. Big Finish: Issue a challenge to your Scouts and send everyone home motivated to sell.

***You're asking folks to support a Scout, not buy a Coupon Card.***

## How to sell Camp Cards

Your job as Camp Card Chair is to teach your Scouts how to sell. To get there, your team needs to employ all three of the following sales methods. Create a plan, and train your Scouts in all three methods; this will give you the best results!

1. **Door to Door:** Take your Camp Cards for a trip around the neighborhood!
2. **Show and Sell:** Set up a 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.
3. **Sell at Work:** A great way for parents/guardians to help their Scout is to have them take Camp Cards to work! Don't forget to ask grandparents or other family members who will want to help support their Scouts, too!



### Safety and Courtesy

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

- ✓ Always wear your Field (class A) Uniform.
- ✓ Sell with another Scout or with an adult.
- ✓ Never enter anyone's home.
- ✓ Never sell after dark, unless with an adult.
- ✓ Don't carry large amounts of cash.
- ✓ Always walk on the sidewalk and driveway.
- ✓ Be careful of dogs while selling.
- ✓ Say "thank you" whether or not the prospect buys a Camp Card.

## Sales Techniques for Scouts

Don't miss the opportunity to use the Camp Card sale to train your Scouts in public speaking, sales and service. Your Scouts and parents will appreciate the effort, and your sales will improve.

- ✓ Have Scouts role play and practice during your Kick-Off.
- ✓ Find a way to make training fun and reward Scouts who do a good job.

### Have your Scouts practice these simple steps:

1. Wear your field (class A) uniform.
2. Smile and tell them who you are- first name only!
3. Tell them where you are from (Unit within Scouting).
4. Tell them what you are doing (earning money towards Scout Camp).
5. Tell them what they can do to help (save money with the Camp Card).
6. Close the sale, and thank them!

### Remember, we are not JUST selling discount cards, we are selling Scouting!

Ensure your families understand that they are selling character, they are selling a better community, and they are selling the benefits of Scouting camps not just selling discount cards. Emphasize that each card sold helps a Scout earn their own way in Scouting. The reason our sale will be successful is that people WANT to support Scouting!



## HAVE QUESTIONS???

If you have questions that this guide does not answer, please send an email to [terry.whitaker@scouting.org](mailto:terry.whitaker@scouting.org) or call Terry Whitaker at 850-576-4146.

**Thank you for support of Scouting and Camping in the  
Suwannee River Area Council!!**



## Sample Kick-Off Meeting Agenda

Use this agenda to help parents understand why their Scout should sell Camp Cards, and to give them good tools that will help them be successful.

Start the Meeting- Show excitement; let them know this will be a great sale!  
(Ask to hold all questions until the end)

### **PART ONE: The Easy Fundraiser- Help Scouts quickly earn their way in Scouting!**

- A fundraiser through which Scouts can easily earn their own way!
- Easy, Simple, Fun, Profitable! This sale has a great commission!
- Localized for our area with coupons from local vendors!
- Immediate Sale- no taking orders and waiting for delivery.
- Camp Card (Show the card sample image)
- Cards sell for ONLY \$5.00 each!
- Coupons listed on front and back of card (name them with enthusiasm!)
- Coupons are reusable and good for the remaining of the year!

### **PART TWO: Set Goals to Sell Cards**

- Have each Scout set a goal that allows him to pay for their own Scouting experience- encourage each Scout to work with their parent to set this goal, OR Announce your unit's per Scout goal.
- Goal for our unit is \_\_\_\_\_ cards per Scout.
- Begin selling as soon as you have cards
- Having each Scout sell cards:
  - Develops the Scout
  - Gives them salesmanship skills
  - Allows them to pay their own way
  - Supports the Unit and the Council financially



### **PART THREE: Selling Tips**

- Sell in uniform! The uniform is VERY POWERFUL and will increase sales!
- Be familiar with the Sales Story
- Always say “THANK YOU”, even if they don’t buy any cards.
- Cover your neighborhood
- Contact friends and family
- Cards are great gifts for friends and others you know
- Parents take them to work!
- BE SAFE!
  - never sell after dark
  - do not carry large sums of money with you
  - never enter houses you visit
  - always use the Buddy System and be accompanied by adults
  - don’t use your last name or give phone numbers, email, or other contact information

### **PART FOUR: Distribution and Turn-In Plans**

- Announce when and where you will distribute cards:
  - Date \_\_\_\_\_
  - Time \_\_\_\_\_
  - Location \_\_\_\_\_
- Announce the dates of your sale:
  - Sale Starts \_\_\_\_\_
  - Sale Ends \_\_\_\_\_
- Announce when and where you will collect money for sold cards
  - Date \_\_\_\_\_
  - Time \_\_\_\_\_
  - Location \_\_\_\_\_
- No Lost cards! All cards must be returned or paid for (\$5.00 each)
- Let Scouts and Parents know how to get more cards

***Ask if there are any questions from the group, then close by reminding everyone of your unit goal and your goal to help every Scout earn their own way!!***

***Emphasize that we are selling “Scouting,” not a coupon Card!***

# 2020 Camp Card Sales Receipt

## For Issued, Returned, or Sold Cards and Payment

Unit Type & #: \_\_\_\_\_

Name (Please Print): \_\_\_\_\_

Only write a # into the line affected by this transaction  
Write N/A on lines not used

Total Cards Issued/RECEIVED: \_\_\_\_\_  
(This transaction only)

Total Cards RETURNED: \_\_\_\_\_  
(This transaction only)

Total Cards SOLD: \_\_\_\_\_  
(This transaction only)

AMOUNT ENCLOSED (Total Cards SOLD x \$2.50) \_\_\_\_\_

*(Please make one check payable to Suwannee River Area Council)*

## Unit Camp Card Receipt (for Unit Leaders)

I recognize that each of the cards I am taking today have a cash value of \$5.00. I understand that I must return any unsold (and undamaged) cards or our unit must pay \$2.50 for each card. By signing below, I agree to pay for any lost, damaged, or unreturned cards.

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

# 2020 Camp Card Unit Sign Up/ Commitment Form

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

## Unit Information:

Unit Type (Please circle one): Pack Troop Crew Post Other

Unit #: \_\_\_\_\_

Name: \_\_\_\_\_ # Of Scouts selling: \_\_\_\_\_

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

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

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

(By providing your email address, you give permission to add it to our camp card email list so that you remain updated with important camp card information.)

Best Phone Contact Number: \_\_\_\_\_

Requesting \_\_\_\_\_ # of cards

*As Camp Card Chair for my Unit, I understand that I am responsible for obtaining a copy of the 2020 Camp Card Guidebook and sharing its contents with the members of my Unit. I also understand that the Council reserves the right to adjust my order based on Unit history.*

*Signature:* \_\_\_\_\_ *Date:* \_\_\_\_\_

*Please return to: Suwannee River Area Council, BSA,  
2032 Thomasville Road, Tallahassee, FL 32308 or  
FAX (850) 575-6991 or*

*E-mail: [terry.whitaker@scotuing.org](mailto:terry.whitaker@scotuing.org)*

*If you have any questions, please contact the Council Service Center at (850) 576-4146*

