

A Sample Letter to Parents

Dear Parent,

The popular "Camp Card" sale provides the most exciting, easy, no-risk fund-raising opportunity that the *Northwest Georgia Council BSA* offers for Scout units and families. By participating, your child can help our unit earn the money we need to have a quality program and earn a campership.

When your child participates they:

1. Build confidence and communication skills while having the opportunity to talk to others about their Scouting experience.
2. Learns effective salesmanship skills – valuable skills that last a lifetime!
3. May complete some Scouting achievements or merit badge requirements (Salesmanship merit badge, etc.).
4. Helps to earn their way to camps, or helps our unit purchase camping gear.
5. Helps provide for more local Scouting programs! Funds from the sale directly impact our 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. Help them set a sales goal and encourage them to reach it (every 15 cards earns a chance in council drawings and our unit contest).
2. Walk or take them door-to-door in your neighborhood to sell.
3. Keep some cards with you at work for co-workers.
4. Encourage them to do their best!
5. Make sure they wears their uniform to increase sales.

SHARE THIS INFORMATION WITH YOUR SCOUTS

1. Selling CAMP CARDS is easy!
2. Most Scouts will be given 5-10 cards to start. When you sell those cards, get some more from your leader. Every _____ cards sold earns a chance to win a _____ and \$_____ towards our Scouting program. (Units can also conduct group sales efforts in front of local stores.)
3. Practice your sales presentation with your parents. Use these tips:
 - Stand tall, still and proud.
 - Speak slowly and clearly.
 - Ask them if they will help you go to camp or earn a prize.
 - Wear your uniform!
 - Ask if they have any friends who might like some cards.
 - Always say Thank You!
4. Remember - the more you sell, the more you can earn!

HERE IS HOW TO SALE CARDS !

(Sample Sales Script)

1. Hello, my name is _____. I'm a Scout with Troop or Pack # _____ sponsored by _____.
2. I am selling camp cards so we can do _____ or go to _____. This Camp Card is full of valuable discount coupons. Will you help me?

Our card includes _____ (highlight a local offer).
(give an example from back of the card, show the card, make a sales sheet for your scouts that lists all the offers)
4. Your support helps our local Scouting program. Each card is only \$5, or you can get 4 for \$20! How many would you like? *(Be sure to collect \$5 for each card.)*
5. **Thank you for your support!**