



# 2020 Camp Card Guide



## HOW THE CAMP CARD SALE WORKS:

- **AWESOME DEALS, INSTANT CASH, E-Z MONEY!!!**
- 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, Camp Sidney Dew, BSA High Adventure Camps (*Philmont/SeaBase/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 **\$5.00 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 (\$2.50)** for each Camp Card sold!
- With the Rome Braves, Tractor Supply Co., Lake Point Station, restaurants and more great offers, the 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 others save money, build Scout confidence, support local businesses, and help **“Keep the Campfires Burning”** financially in Northwest Georgia!

## The Value of Selling Camp Cards:

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

Activity	Cost	Card Sales per Youth
1 Week of Twilight Camp	\$65	= 26 Cards
Fall Family Camping Weekend	\$75	= 30 Cards
1 Week of Boy Scout Summer Camp	\$280	= 112 Cards
National High Adventure Bases	\$700 - \$2000	= 280 - 800 Cards
New Derby Track or Troop Trailer	\$500 - \$3000	= 200 - 1200 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 & March

Camp Card Promotions Begin at District Roundtable Meetings

March 02

Camp Card Distribution

Weekly

Collect funds, deposit, get some more cards!

Week of April 20

Scouts return all sales money and any unsold Cards to Unit

(\*Note—Units need submit unsold cards, Youth Sales sheet & a check due to council)

April 30

Camp Card Sale Officially Ends

April 30

Sale Settlement with Council Office – Keep 50% commission

(\*Note—Units need to submit unsold cards, Youth Sales sheet & a check due to council)

By May 4

Last day to turn-in money & unsold cards to keep 50% commission

May 8

Council Grand Prize Winners Determined

After May 4 @ 5pm

All unsold cards returned, pay 100% on sold cards, receive commission check around May 30th

After May 15

All unsold cards returned, pay 100% on sold cards, receive commission check around June 30th



## How to have a Successful Card Sale:

1. Complete a unit participation form and get your cards! (Included in this Guide)
2. Determine **active youth** in your program and set **individual youth sales goals** (# of Camp Cards each youth should sell).
3. 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 Camp fees, Uniforms, new 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 make payments to Council on your account
  - d. Have a **FINAL** Turn-In date for funds and any unsold Camp Cards

## 3 Best Methods to Sell Camp Cards

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 (Keep in mind that many vendors on the card and other locations may have guidelines for sales in front of their business). Get a Debit/Credit card reader and you will triple your sales!!!
3. **Mom and Dad** – Keep cards to sell at work and give as “thank you” gifts to teachers, friends, relatives, or any community hero. Don't forget to keep cards in your car to take advantage of savings at Ingles and other 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:***

- Wear your Scout uniform!
- Smile and tell customers who you are – **FIRST NAME ONLY**.
- Sell Scouting... We Race cars, Go camping, Help others
- Ask if they will help a Scout vs. buying a discount card
- Would you like 1 or 2?
- 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 **ON-TIME** and you keep \$2.50 per card sold! **Settling your account after May 4th will result in paying \$5.00 per card sold and a commission check mailed to you from Council.**
- **GRAND PRIZES – Rome Braves Baseball Game Trip** – The top-selling Unit will get to attend a special recognition ballgame for all their Scouts and up to 5 adult volunteers!

## Scout Sales Incentives:

- **2020 CAMPERSHIPS!** – *Cards are not cumulative.*
  - **Cub Scouts:** Sell 65 cards for a Campership to Twilight Camp. Sell 50 cards for a Campership to Fall Family Event for Scout +1. Sell 40 cards for a Campership to Lock-In for Scout +1. *To receive all the above Camperships, scout must sell a total of 155 camp cards.*
  - **Scouts BSA/ Venturers:** Sell 160 cards for a Campership to CSD Summer Camp. Sell 40 cards for a Campership to Zombie-O 2020. Sell 30 cards for a Campership to Merit Badge College 2021. *To receive all the above Camperships, scout must sell a total of 230 camp cards.*
- **GRAND PRIZES** – Top Selling Cub Scout gets a \$25 Amazon Gift Card, Top Selling Scout BSA gets a \$25 Amazon Gift Card, and Top Selling Unit gets a Rome Braves Game for their Scouts and up to 5 Registered Adult volunteers.

Grand prize winners will be determined on May 8<sup>th</sup> and contacted during that week. Details on how to claim their prize will be provided at that time.

2020 Camperships will be awarded after units settle their accounts with Council and submit the Youth Sales sheet. **The Scout must register for the camp/event for the campership to be applied. Council does NOT sign the Scout up for the event.** Camperships have NO cash value and are non-transferable to another Scout or Camp Event. Units are responsible for making sure Scouts know they have earned camperships.

# Northwest Georgia Council, BSA Camp Card Participation Form

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

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

(Circle District Area): Conasauga / Coosa / Sequoyah

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

## Unit Camp Card Key Contact Leader:

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

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

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

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

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

## WHO HAS PERMISSION TO CHECK OUT CARDS ON BEHALF OF THE UNIT:

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Please return to: Northwest Georgia Council, 1013 N 5<sup>th</sup> Ave, Rome, GA 30165  
FAX. 706.290.1765, or scan and email to [Margaret.Chappell@scouting.org](mailto:Margaret.Chappell@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 at Ingles or another vendor 10 times!
- **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** – People want to help Scouts! You don't want to upset anyone because your Scout did not ask them! People generally like to meet and learn about a youth's Scouting experiences and support them!

Reproduce for Unit as Needed.

# YOUTH CAMP CARD RECEIPT

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

PACK     TROOP     CREW     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:  _____	Checks	\$ _____
	Cash	\$ _____
	<b>TOTAL</b>	<b>\$ _____</b>
	_____ Cards Sold	
	_____ Cards Returned	
	_____ Total Cards this receipt	

I recognize that each card has a cash value of \$5. 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 understand that our unit will be charged \$5 for every card not returned on-time.

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

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

*Parent Signature*

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

**\*NOTICE**

Per the request of the vendors participating in the 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 Northwest Georgia Council on-time.

**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 \$5 donation, and all offers can be redeemed until February 28, 2021 unless otherwise specified.*

## 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 - 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 last a lifetime!
3. Help to earn their way to camp(s) or help the unit purchase camping gear.
4. Help provide for more local Scouting programs! Funds from the sale directly impact your 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 (Ability to go to camp for free and/or be the Top Seller in Council for a prize).
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 wear their uniform to increase sales.



## SHARE THIS INFORMATION WITH YOUR SCOUTS

1. Selling Scout Show 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 10 cards 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 DO IT !

(Sample Sales Script)

1. Hello, my name is \_\_\_\_\_. I'm a Scout with Troop or Pack # \_\_\_\_\_ sponsored by \_\_\_\_\_.
2. I am earning money so we can do \_\_\_\_\_ or go to \_\_\_\_\_. This Camp Card is full of valuable discount coupons. Would you consider purchasing one today?
4. Our card includes \_\_\_\_\_ local discount.  
(give an example from back of the card, show the card, use the helpful sales sheets available at [www.wtacbsa.org](http://www.wtacbsa.org) )
4. Your support helps our local Scouting program. Each card is only \$5, or you can get 2 for \$10! How many would you like? *(Be sure to collect \$5 for each card.)*
5. **Thank you for your support!**



# Frequently Asked Questions!

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

A: A unit registers to sell and can request a specific number of cards. The unit leadership distributes their cards to the Scouts to sell. Districts have Volunteers and Staff they can decide to get cards from throughout the sale.

## **Q: Can I sell Camp Cards 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 Meg Chappell, (678) 719-1502.

## **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 is the sale?**

A: The sale is from March to end of April. All sales and unsold cards are expected to be returned at the end of April, or by published deadlines to the council service center. Units and Parents can purchase cards at the end of the sale and keep selling if they wish.

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

A: There are a limited number of cards per district. Based on prior years of sales tracking on each Unit, Units will get a portion of cards upfront. So, you should encourage youth to sell and return funds ASAP so you can get more cards!

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

A: Treat the Camp Cards like money! Camp cards can also 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 can submit a check or make payment with a debit card to NWGA at the Rome Service Center. Arrangements can also be made to meet and make a payment.

## **Q: Can we accept debit or credit cards?**

A: What's in your wallet? In today's world, many people do not carry any cash. You will sell more cards if you get a card reader for a smart phone. The fees are inexpensive compared to the potential sales lost by not having a card reader. Plus, patrons are likely to purchase more cards with a debit card vs. cash. **This is a Unit Committee decision.**

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

A: The money due to the Council Service Center should be remitted with a unit check, debit card 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*). **Unsold cards must be returned. NO BROKEN OR DAMAGED CARDS WILL BE ACCEPTED.**

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

Units are encouraged to submit their funds and unsold cards at the Rome Service Center, OR the settlement may be done by an appointment with Meg Chappell or your District Executive NO later than May 4.

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

A: Units should set a goal based on the number of active Scouts and the Scouts who want to attend camp or buy camping gear. 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: What are the rules for returning any unsold cards?**

A: Units can return unsold, **INTACT** cards. Account **MUST** be settled by **MAY 4**. However, it is important that parents and volunteers recognize that the design and production of these plastic discount cards require a significant investment of both time and money! Please make every effort to sell all of your cards because every card sale helps all Scouts across your 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 district camp card chairman, your local district executive, or the Scout Service Center. **In order to get more cards, you need to submit money for cards you have sold.**

**Q: Every district has different cards. Can we sell the other district cards too?**

A: Yes! Each of the 3 districts has a card designed for their counties. Most districts have a very different and localized Card A and Card B. Different card offerings can increase your sales. You may check-out or simply purchase the different district cards at the Scout Service Center. However, the number of cards is **LIMITED**.

**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: Door to door, Church gatherings, neighborhoods, parent’s workplace, local businesses, community / sponsoring organization, festivals, ballgames, etc. **TIP: Ask your District Executive where there is a town or neighborhood that a local Scout unit is not fully taking advantage of the camp card opportunity.**

**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 campership is for Camp Sidney Dew Summer Camp **ONLY** and cannot be transferred to any other Camp. The unit committee decides how the funds can be used.

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

A: **YES, this is a council approved money earning project.** So, just like the popcorn sale, a Scout is encouraged to wear his uniform while participating. **As a reminder**, other unit fundraisers such as BBQ sales, car washes, bake sales, etc. do require that a “Unit Money-Earning Application” be reviewed and approved by both your sponsoring 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 not a vendor fee to advertise on our card, the businesses simply honor the discount. Contact Meg Chappell or your District Executive if you can help. Thank vendors for supporting local Scouting!



