

2022 Camp Cards

Unit Leader's Guide



Northwest Georgia
Council

2022 Camp Card Chair Play Book

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2022 CAMP CARD CAMPAIGN DETAILS

OCTOBER

Camp Card vendor forms are passed out to volunteers and businesses identified. Vendor forms are passed out.

DECEMBER

Council Camp Card Chair – A volunteer Council Camp Card Chair is identified and recruited.

Camp Card – Vendors to use for the camp card continued to be identified and solicited for offers

JANUARY

Council Camp Card Kick-off Meeting – The Council Camp Card Chair hosts a meeting with all the District Camp Card Chairs and other volunteers who will be involved in the event.

Camp Card – Local offers for the Camp Card are finalized.

FEBRUARY

District Camp Card Kick-off at Roundtables – At Roundtable a presentation about the Camp Card and Camp Card program is given to inform leaders about the detail of the event and sale.

Units Schedule Locations to Sell Camp Cards – Camp Cards sell best where there are a lot of people. Unlike popcorn sales where you make the most of your time going door to door, Camp Cards sell best at Show-N-Sell locations or at business that have a lot of employees.

Camp Cards are Received – Cards arrive at the Scout Office and are counted and sorted by unit.

MARCH

Camp Card Distribution at Roundtable – Camp Cards are distributed to units at Roundtable.

Unit Kick-Off Meetings - This is where the Pack or Troop reviews the sale with their parents and Scouts. Goals are reviewed and dates and locations for Camp Card sales. A review of the Camp Cards and commission is key.

Units Start Selling Camp Cards – Units start selling Camp Cards at locations and events throughout the council. Consider selling to those who purchased popcorn from your Scouts.

APRIL

Roundtable – Exchanges between units must be approved by both units and recorded by the Northwest Georgia Council.

MAY

Payment Due – May 6th Payment for all Camp Cards ordered are due to the Northwest Georgia Council. Units that want to continue to sell camp cards beyond the May 6th turn in date will need to settle their account, turn in \$350 club forms, and turn in the names of those Scouts that earned scholarships by the May 6th Deadline. After this has been completed the unit will be issued a second group of cards to continue to sell.

The Value of Selling Camp Cards:

Camp Cards have proven to be a great way for units to earn money for summer events, activities and in fact pay for an entire year of Scouting events. Top selling units plan to have sales in high traffic areas and focus on support for Scouting. They train their Scouts on sales techniques and set individual and unit goals.

Fund the whole year of Scouting with Camp cards!

Unit Participation allows each Scout to directly fund their way to various Camp programs some examples are below.

Activity	Cost	Card Sales per Youth
8 weekend campouts at \$25 each	\$200	= 80 Cards
3-4 Misc. weekend events	\$85	= 34 Cards
1 Week of Boy Scout Summer Camp	\$280	= 112 Cards
Total	\$565	= 226 Cards

National High Adventure Bases	\$700 - \$2000	= 280 - 800 Cards
New Derby Track or Troop Trailer	\$500 - \$3000	= 200 - 1200 Cards
Cub Scout Adventure Camp	\$100	= 40 Cards
Family Camp	\$20-35	= 8- 14 Cards
Den Meeting Supplies	\$75-200	= 30 - 80 Cards

Make a plan for each Scout, set goals and track progress.

Commission for camp cards will be 50% commission.

It pays to sell camp cards

500 cards X \$5.00= \$2,500.00

50% commission is \$1,250.00



Northwest Georgia Council

Unit Camp Card Chair Position Description

POSITION SUMMARY: The job of the Unit Camp Card Chair is to organize, manage and lead your unit's participation in the Camp Card and the annual camp card campaign and to coach each parent and family. Be enthusiastic about helping your unit achieve their financial goals. Be a strong communicator and ensure a successful campaign and your units' participation.

RESPONSIBILITIES:

1. Attend the District Camp Card Kick-off at the February Roundtable.
2. Review the Unit Camp Card Chair Guidebook and keep it handy for reference.
3. Set a date / time / location for your Unit Camp Card Kick-off
4. Work with your unit leadership to establish a unit goal and a minimum goal for each Scouts that will cover your summertime activities.
5. Work with your unit leadership to develop a fun and interactive booth for Camp Card sales.
6. Secure date / time / location for Show-N-Sell for Camp Card sales
7. Place your Camp Card order for your unit
8. Attend March Roundtable to pick up Camp Cards for your unit
9. Work with your unit leadership Den Leaders or Patrol Leaders to track how much each Scout has sold every week.
10. Collect money from Scouts throughout the sale and make final payment to the Northwest Georgia Council before the deadline of May 6th. Ensure that all forms are turned in on time for Scouts to receive prizes.
11. Meet with unit leadership after the sale to evaluate the sale and to make recommendations for next year.

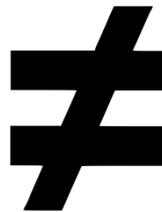
Sell The Scouting Program

It takes money to run a quality Scouting program, where parents are not nickel and dimed to death and the focus is on delivering the promise to Scouts.

Clearly Communicate needs with each youth and parent.

- Explain** how the sale of Camp Cards teaches youth the value of earning their own way in life and reinforces Scout values
- 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.)

The Camp Card program is designed to give Scouts the opportunity to earn their own way for Unit Camping, Cub Scout Adventure Camp, Summer Camp, and other outdoor activities. Packs and Troops should have an annual summer time adventure using their commission from Camp Card sales to fund the experience. Packs and Troops that stay connected during the summer keep their leadership, Scouts, and have an easier time with fall recruitment.



How The Camp Card Sales Compares to Other Fundraisers

As a council we developed the program from scratch, securing our own discounts, and finding a vendor who could produce the cards.

As mentioned above the concept is to provide Packs and Troops with money to fund their summer experiences and for Scouts to earn their summer camps. The commission back to units is 50%.

Camp Card sales are not like Popcorn Sales. Unlike Popcorn Sales where you make the most money by going door to door and selling to people you have a relationship with, Camp Card sales is just the opposite. The key to successful Camp Card sales is to sell in high traffic areas. Since the offers on the Camp Card are exceptional and people can get their \$5 back the first time, they use the card it makes it easy to sell them to the general public. Consider retail locations, community events, and other locations where people naturally gather. **Make sure to ask your Chartered Organization if you can conduct a sale there.**

Sale Tips!

“WOULD YOU LIKE TO SAVE SOME MONEY?”

Discount cards sell themselves. The savings from just one or two coupons pays for the card. Keep this in mind when selling the cards. Instead of asking someone if they want to buy a camp card as them if they would like to save money. Most everyone likes to save money and will give a positive response. Simply asking someone if they want to buy a camp card will not get the best results.

“HOW MANY WOULD YOU LIKE?”

The cards are good for several months and so remember that one person may want to buy multiple cards. They may use them or they may give them away to friends and family. If someone agrees to purchase a discount card remember to ask; “How many would you like?” Upsell to purchase multiple cards instead of giving change.

Remember to thank them for helping you “Earn your way to camp this Summer”.

SHOW-N-SELL

Now is the time to start scheduling places where you can sell discount cards. Choose places where there is a large gathering of people. Door to door in your neighborhood may result in some sales but we have found that the most successful units sold about \$100 an hour by setting up in locations that had a lot of foot traffic. Make sure Scouts are in clean and neat uniforms and are presenting themselves properly.

SAFETY AND COURTESY

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

- 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 the prospect purchases a Camp Card or not.

BE PREPARED

Whether you are selling at a store front or door-to-door be prepared with cash change and electronic payments such as a square reader, Venmo, PayPal or other form to receive payment and reduce the chances of not making the sale.

SHOW –N-SELL FOR CAMP CARDS

Show-N-Sell is the best method to sell Camp Cards. Units will set up a date and time to sell in front of a store where there are a lot of people or there might be a local community event where a lot of people will be. The key to a successful Show-N-Sell is to be where the people are.

IDEAL LOCATIONS FOR SHOW-N-SELL

- High traffic area where there are a lot of people
- A store or place where people with disposable income frequently go
- Visible location where people can see you and have space to interact with you
- Is willing to promote your show-n-sell booth

HOW TO CONDUCT A SUCCESSFUL SHOW-N-SELL

- Identify and confirm your location early. It may take some time to get in touch with the right person who can give you approval. Have a specific date and time in mind but be prepared with alternate dates and times.
- Think about your Camp Card Order. Review any notes from last year to make sure you order appropriately.
- Train your Scouts. Make sure that they have a sales pitch. Conduct a meeting where you teach them about how to sell the Camp Card by being familiar with some of the offers on the card. A good opening line for a Scout is "Would you like to save some money today?". Who doesn't want to save money?
- No sitting. Have Scouts take turns approaching customers. You may consider a simple method where you only ask those who are leaving the store so that you don't ask people more than once. The last thing you want are Scouts sitting in chairs behind a table full of popcorn just watching potential customers walk by.
- Have a well communicated plan what the unit goal is and what each Scout's goal is. Is he working toward earning Day Camp or a new uniform? Sharing with those who might purchase a camp card like to see a Scouts earning his own way.
- Leave your site better than you found it. You want to leave a good impression so that location will be happy to have you back again next year or next weekend.
- Send a thank you note to the location after the sale. Let them know how you did.

*Nothing works better
for selling Camp Cards
then a well-dressed Scout
in a clean uniform who
is confident.*

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, do service projects.
- Ask if they will help a Scout vs. buying a discount card
- Would you like 1 or 2?
- Always say "Thank You!"



Online Sales

Online Sales to out of area friends and family. Just because relatives live in a different state does not mean that they cannot buy a Camp Card. While they may not be able to use the card for the discounts, **the card may be donated to a local group such as police officers, firefighters, nurses, or schoolteachers as a way of your unit saying "Thank you" to them for the service that they provide our communities.**

As a unit decide on which community individuals will benefit from a camp card donation. Contact the organization and let them know your plan so that they may help advertise the sale on their social media accounts. Advertise at show and sells that a second card may be purchased and donated to "Our local firefighters".

Sales on-line do count towards the prize program. **For online sales to count towards prizes provide:**

- 1. Photographs of Scouts presenting the cards to the organization.**
- 2. The name of the organization receiving the cards**
- 3. The total amount of the cards being donated.**
- 4. The Names of all Scouts, unit number and number of cards each Scout is credited.**

Email this information to Margaret.Chappell@Scouting.org

2022 UNIT KICK-OFFS

The Unit Kick-off is where Scouts and parents get together to discuss the Camp Card program. Everyone gets all the details about the sale and the enthusiasm for Scouting is on display. A quality Unit Kick-off is well planned and can easily serve as half or all of your Packs Meeting for that month or Troop Meeting for that week. If a unit is using Camp Cards correctly this will fund their summer activities and their Scouts won't have to pay for summer camp!

BEFORE THE UNIT KICK-OFF

- The program calendar for the summer is reviewed and summer activities are identified that Camp Card sales will fund.
- Unit leadership sets a goal for Camp Card sales.
- Ideas for Scouts BSA membership recruitment are discussed with key leadership.
- Ideas for local community members to benefit from donated cards.
- Unit leadership is familiar with the Unit Leader Guidebook.
- Confirm dates, times, and locations for Camp Card sales. Communicate all dates with parents clearly.
- Review agenda with unit leadership and decide who in the unit will do what part of the presentation. It works best when two or three people share the agenda instead of one person talking the whole time.
- If using Power Point make sure you have presentation, laptop, and projector.



2022 UNIT KICK-OFF AGENDA FOR PACK/TROOP: _____

35-40 MINUTES – Fill in the time column with the time you will start each agenda item using the length column as a guide to how long that agenda item should take.

Time	Length	Agenda Item	Presented By
	20 min.	Set up room. Have Camp Cards organized and ready for distribution. Always be ready for early arrivals. Set up should be completed 10 to 5 minutes before your announced start time.	Unit Camp Card Chair Unit Leaders Committee Chair
	5 min.	Opening Pledge of Allegiance Scout Oath / Scout Law Welcome	Unit Leader
	5 min.	Camp Cards What are Camp Cards Commission for unit What unit will do with the money Review Scout rewards Announce sale dates and locations Recognize Scouts who sold last year	Unit Camp Card Chair
	10 min.	How to Sell Camp Cards Sell Scouting NOT Camp Cards <i>Remind everyone that they should ask people if they want to save money, not buy a Camp Card.</i> Wear your full uniform If they don't buy still say Thank You One Scout at a time Checks are made out to the unit Go with a buddy or adult Don't sell after dark Don't go into a stranger's house Have Mom/Dad sell at work Post on Social Media / Facebook How to handle payment and cash Weekly reporting at Scout meetings	Unit Camp Card Chair
	5 min.	Questions and Answers	All
	5 min.	Distribute Camp Cards Make sure parents sign an agreement that they are financially responsible for the cards. Each card is worth \$5 if they are not returned.	Unit Leader or Treasurer

Orders & Re-Distribution

Order 2022 cards at this link <https://forms.gle/fvP6tHDjGDfSqsVf9>

Card orders are based on unit orders as well as the units sale history, no surplus cards will be ordered. A card re-distribution will occur at the April Round Table. Units that have completed their sale and have left over cards should plan to attend Roundtable in April to see if any other units are interested in taking their inventory. If another unit agrees to take your left over cards they will sign for them and will then be responsible for them. All unreturned cards must be paid for at settlement. Units will be charged \$5.00 for all unreturned cards. Units may settle their account at the Council Service Center or Dalton Service Center between May 2 – 6. May 6th is the final day to settle your account, turn in any unsold cards and prize forms. No prize forms or camperships will be accepted after May 6th. *Any units turning in cards and payments of their initial sale after May 13th may be subject to a decrease in commission.*

Units that would like to continue to sell after the May 6th deadline may do so only AFTER they have settled their account on May 6th.

Return Policy

Camp Cards can be returned to the Council Service Center May 6. The cards MUST be in new condition (including snap off discounts). The Camp Card Support Team reserves the right to refuse a product that has been damaged or rendered unsalable. The UNIT is RESPONSIBLE for ANY unreturned cards (lost, misplaced, damaged, etc.) The cost of unreturned cards is \$5.00. Be sure Scouts and parents treat each card as cash.

Camp Scholarship & Prize Policy

Scholarships cannot be sold or transferred to another Scout and have no cash value. Camp Scholarships are only good for camps operated by the Northwest Georgia Council during the 2022 calendar year. Only one camp scholarship may be earned per Scout.

- Cub Scouts can earn free Adventure Camp by selling 75 cards.
- Scouts BSA/ Venturers sell 165 cards to earn a free week at Camp Sidney Dew.
- \$350.00 Club. For every 70 cards a scout sells their name can be entered into a drawing for a gift card worth up to \$150.00 for Grand Prize, Second runner up \$50.00, third runner up \$25.00.
- **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!
- Troops can earn up to 10% rebates for every Scout attending summer camp at Sidney Dew.
- Packs can earn rebates for each family attending Adventure Camp!

WHO TO CONTACT?

There is plenty of support available for your unit to have a successful camp card sale all you need to do is ask. If you are a Unit Camp Card Chair you need to know there are others ready to help you. In addition, you have a local District Executive who can also provide support.

COUNCIL CAMP CARD SUPPORT STAFF

Margaret Chappell – 706-235-5545 Margaret.Chappell@Scouting.org

DISTRICT

DISTRICT PROFESSIONAL STAFF

Northern District

George Henington
850-491-2381

George.henington@scouting.org

Southern District

Robert Sutton
563-607-4640

Robert.Sutton@Scouting.org

CAMP CARD PARTICIPATION AND MEMBERSHIP FOR SCOUTS BSA AND VENTURING

Camp cards sales are a great opportunity for your unit to be out in the community and to be seen. Capitalizing on this opportunity for our Scouts to not just sell camp cards but an opportunity to sell Scouting is crucial to our membership success. With membership in mind there is an additional incentive for troops that sign up and sell camp cards and are attending Camp Sidney Dew in the summer of 2022.

For troops that are selling camp cards and will be attending Camp Sidney Dew here is a great way for all of your Scouts to save money this summer.

Grow your unit by just a few Scouts and your whole troop will benefit.

The standard cost of summer camp is \$280.00

Any troop that increases their membership with a new* Scouts BSA member will automatically be eligible for a 2% rebate**. The more your troop recruits' new members the night the rebate will go!

Rebate per Scout 2% \$5.60 Camp Cost \$274.40 Recruit 1-3 New Scouts

Rebate per Scout 5% \$14.00 Camp Cost \$266.00 Recruit 4-5 New Scouts

Rebate per Scout 7% \$19.60 Camp Cost \$260.40 Recruit 6-7 New Scouts

Rebate per Scout 10% \$28.00 Camp Cost \$252.00 Recruit 8+ New Scouts

*New Scouts are those that did not have registration with the NWGA Council in 2021. Membership increases will be taken from the Troops re-charter number as the base. June 30th is the deadline to turn any new applications to count towards rebate.

**Rebates are paid directly to the troop and will be processed after the close of summer camp.

CAMP CARD COMMUNITY BOOTH FOR CUBSCOUT PACKS

Earn a \$10.00 per scout rebate for Cub Scout Adventure Camp.

A Camp Card Community booth is an interactive display that demonstrates the Scouting program. This booth should be part of a larger local community event.

This should be something that the Scouts learned throughout the year and can demonstrate to others. We encourage you to explore program features such as NOVA Awards and Adventures for all Cub Scout ranks. Scouts should be the one demonstrating the skill and engaging those who visit the booth as well as selling Camp Cards. Overall, your booth should be interactive and shows off something your unit does well or a new skill that your Scouts have learned and are now sharing that knowledge with others.

1. Secure your packs spot in any community event that the general public can attend.
2. Have a booth theme to demonstrate Scouting
3. Take pictures and provide a short narrative to the Northwest Georgia Council.
4. Share your experience on Facebook and other social media pages, make sure to tag the NWGA Council.

A dozen or so one page information sheets about when and where you meet and how to join as a handout might come in handy. Remember to always remove everything you bring in and clean up your area at the conclusion of the event. **LEAVE NO TRACE.**

Health and Safety: As Scouts, follow and enforce all applicable rules from the current edition of the Guide to Safe Scouting that is found on the National Council Web Site. We ask that all Units review the Guide to Safe Scouting as it pertains to their booth and make sure that your it follows these guidelines. Remember to follow all local event guidelines for Covid. Sanitize equipment between use and wear a mask if necessary.

Participation in a community booth will earn your pack a \$10.00 rebate* for each member of your pack for Cub Scout Adventure Camp.

*Rebates are paid directly to the pack after the close of Adventure Camp.

YOUTH CAMP CARD RECEIPT
(Scout Parent 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
<p>Total number of Cards Issued this receipt:</p> <p>_____</p>	<p>Checks \$ _____</p> <p>Cash \$ _____</p> <p align="center">TOTAL \$ _____</p> <p>_____ Cards Sold</p> <p>_____ Cards Returned</p> <p>_____ Total Cards this receipt</p>
<p>Remember to turn in all prizes scouts have earned before the May 6th deadline. Camperships and \$350 club drawings submitted after May 6th will not count.</p>	

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.

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.

Remember to turn in all prizes scouts have earned before the May 6th deadline. Camperships and \$350 club drawings submitted after May 6th will not count. All prizes earned by scouts must be submitted to the Northwest Georgia Council office before the close of business on May 6th.



Northwest Georgia Council