



Northwest Georgia Council

2022 Camp Card Sale Parent and Scout Guide



MAKE 2022 A CHAMPIONSHIP YEAR!

The Camp Card sale gives your Scout the chance to earn great prizes and pay their own way for their Scouting program.

The focus of the Camp Card sale is for Packs and Troops to have a well-funded program and to teach Scouts how to pay their own way. In addition, the Camp Card sale does generate revenue for our local Northwest Georgia Council. The funds generated by the Camp Card sale help offset the cost to operate our camps.

You and your Scouts participation in this year's campaign helps keep a strong, financially sustainable Scout program with exceptional camps and outdoor experiences.

Let this playbook serve as your guide to develop your Scouts ability to learn how to pay their own way in Scouting, to develop salesmanship, and get rewarded for setting goals and achieving them.

George Henington

2022 Council Camp Card Staff

Sell The Scouting Program

It takes money to run a quality Scouting program, where parents are not nickel and dimed to death and they focus is on delivering the promise to Scouts. We choose the Trail's-End Popcorn sale and Camp Card sale as a way to support Packs, Troops, Crews and Post to earn money for their program and as a way to support camp operations at Camp Sidney Dew.

When selling Camp Cards, you must keep in mind that people are not interested in purchasing Camp Cards as much as they are

“When selling Trail’s-End Camp Card you must keep in mind that people are not interested in purchasing Camp Card. They are willing to support a Scout or young man who is working hard to pay his own way.”

willing to support a Scout or young man or woman who is working hard to pay their own way. Imagine a first grade Tiger Cub Scout in a uniform knocks on a door and asks their neighbor to support their Cub Scout Pack. They are young and they may stumble, they may get some information wrong, and they may not look everyone in the eye. That neighbor, however, is glad to see such a young Scout *Doing Their Best* and is happy to make a purchase. Take that same Scout six years later in a Scout uniform and the expectation of that neighbor is different. They are expecting to see a young man or woman. They are expecting strong eye contact, a neat uniform, a clean appearance, and someone who is confident. Scouts

BSA can and do sell Camp Card just as well as Cub Scouts do. The difference is Scouts who are successful look successful and meet or exceed the expectations someone has of a Scout.

SHOW-N-SELL

Typically, a unit 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.

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.
- 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 just watching potential customers walk by.
- Train your Scouts. Make sure that they have a sales pitch. Stay away from Scouts asking; "Do you want to buy some Camp Card that have discounts to local businesses?"
- Have a well communicated plan on how credit for Show-N-Sell is given to the Scouts.
- Leave your Show-N-Sell 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.

*Show-N-Sell
Scouts and leaders reported
6 out of 10 consumers made a
purchase*

NEIGHBORHOOD SALES

This is where Scouts instead of setting up a booth at a store to sell Camp Card, the Scouts go door to door in their neighborhood or go to neighboring business and ask owners or managers to purchase cards for their employees.

HOW TO CONDUCT A SUCCESSFUL SHOW AND DELIVER

- If you sold popcorn or camp cards last year the best place to start is to look at what your neighbors and friends that purchased something before.
- Think about the best time to go door to door in your neighborhood. Every neighborhood is different but going door to door at 10 a.m. on a weekday is only going to create frustration, not sales. Generally speaking, Sunday afternoon might be a good time to catch people at home.
- Be Prepared to accept different types of payment. Unlike popcorn where you have time to collect, you need to be ready to accept cash, checks, credit cards or other types of e-payments. We recommend you use a mobile device like a smart phone or iPad which will give you the ability to accept credit cards but also to email receipts.
- Scouting is fun when more people are involved. Instead of relying on parents taking their Scout around the neighborhood, schedule a date and time to go around a specific neighborhood. That way the Scouts can be together, and parents can socialize.
- Take Camp Cards to work. Some workplaces have no solicitation policies, however, a discussion with your supervisor at work may lead to a way to give your co-workers a chance to buy that doesn't break company policy.

- Social media is a great way for some to make sales. If you use social media a lot, it is likely so do your friends, which may lead to some sales.
- Your chartered partner is a great place to make some sales. It may be a church or a civic club, but both will more than likely allow your Scouts to ask members to support the unit they charter by buying Camp Card.
- 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.

ON-LINE SALES

As stated above, a great way to reach family and friends is through social media. Sales on-line do count towards the prize program.

For online sales to count towards prizes provide:

85% of consumers, who had the opportunity to purchase, did so.

- 1. Photographs of Scouts presenting the cards to the organization.**
- 2. The name of the organization receiving the cards**
- 3. The amount of the cards being donated.**
- 4. The Scouts names, pack, troop or crew number and amount each Scout is credited.**

Email this information to Margaret.Chappell@Scouting.org

2022 COMMISSION

The goal of your unit's Camp Card sale is to give every Scout the chance to earn their own way. There are basic costs to providing a quality Scouting program: weekly program supplies, advancements, award ceremonies, volunteer leader recognition, service projects, and more. Every Scout should take part in raising money to make the program exceptional. Scouts earn 50% Commission for each card that they sell.

2022 Camp Card Prizes

Scouts can earn prizes by selling camp cards.

- 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.
- **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!

The \$350 Club!

Every \$350 form submitted will be entered into the Grand Prize Drawing. (70cards)

Please note you can submit as many \$350 forms to the council office to increase your chances of the Grand Prize. Example: A scout sells 150 cards, turns in the money to the unit can now fill out and submit two separate entries for the drawing.

Grand Prize Drawing

The Grand Prize Drawing will be for a \$150 Visa or Amazon Gift Card.

Second Place Drawing \$50.00 Gift Card.

Third Place Drawing \$25.00 Gift Card

One drawing will be held for Cub Scouts.

A second drawing will be for Scouts BSA, Venture Crews and Exploring Post combined.

Submit your form to

Margaret.Chappell@Scouting.org Once your unit has turned in all remaining cards at the end of the sale and has their account settled the forms will be officially entered into the drawing. Unit accounts must be settled on time (May 6th) for scouts to be eligible for the Grand Prize Drawing. Forms that were submitted, but the unit did not settle their account on time will not be eligible for the Grand Prize Drawing.

AOL's that are crossing over in 2022 will be part of the Cub Scout Drawing.

Submit forms as soon as the scout has sold the appropriate number of cards, don't wait until the very end of the sale.

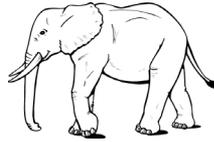


TRACKING MY CAMP CARD SALES

SCOUT'S NAME: _____

MY SALES GOAL IS: \$ _____

How do you eat an elephant?

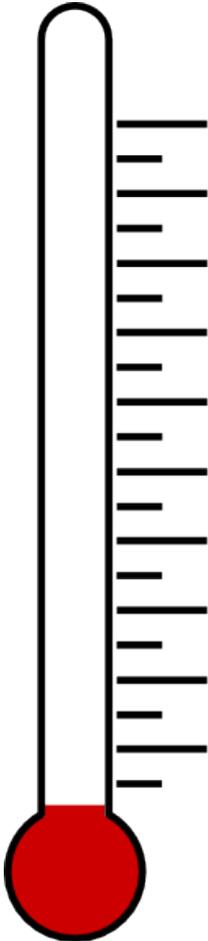


One bite at a time.

When a Scout has a big project or goal they want to accomplish they break it up into smaller pieces or smaller goals.

TIPS FOR SUCCESS

1. A Scout is Clean. Make sure to wear a full uniform that is clean and pressed.
2. Never sell alone.
3. Do not go inside, even if you are invited.
4. Practice what you are going to say. A good opening is:
"Hi, my name is _____, would you support my Scouting program by purchasing a Camp Card that offers discounts to many local businesses?"
5. Be Prepared! Know the discounts on the card you are selling and how much they are. Know what type of payment you can accept.



CAMP CARD INFORMATION

Our unit Camp Card chair is:

Phone Number: _____

Email: _____

My Scouts Camp Card Goal is: \$ _____

I received: _____ Cards on _____ 2022
Date

Show-N-Sell

Date: _____ Time: _____ Location: _____

Camp Cards and Money Are Due: _____

My Scout Sold: _____ Cards

I am turning in: \$ _____ and _____ Cards

My Scout qualified for _____ Camp for free.
Ex. Adventure Camp, Summer Camp

\$350 CLUB SUBMISSION FORM

(Submit one form for each set of 70 cards sold)

Scouts Name:

Unit:

Parents Name:

Parents Email:

Parents Phone number:

Unit Leaders signature:

Ex. Cubmaster, Scoutmaster, Committee Chair

By submitting this form, you are certifying that your son or daughter sold the correct amount of Camp cards (70) to be entered into this drawing. You also understand and acknowledge that for your son or daughters' entry to be valid your units over all account must be settled in full with the Northwest Georgia Council and they must also certify that your son or daughter sold the correct amount to be entered into the drawing. Any false submissions will be disqualified. Settled accounts are those that have met all financial obligations by May 6th, 2022. The drawing will take place May 12th, 2022, and winners will be announced to the public via the Northwest Georgia Council newsletter on May 13th, 2022. Emails submitted on this form will be added to the NWGA Newsletter database. Submit this form to Margaret.Chappell@Scouting.org