

OLD HICKORY COUNCIL, BSA

2023



LEADER & SELLER'S GUIDE

# CAMP CARD

Earn Your Way to Camp!

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## What are Camp Cards?

Camp Cards are a fundraising product sale utilized by local Scouts to raise money to support their Scouting activities like summer camps, trips, outings, and other program related expenses throughout the year. The cards include discount offers from various businesses represented in our local communities. Camp Cards are offered at the low price point of \$10.00. Customers recoup their donation by using the coupons and enjoying multiple food, service, and entertainment discounts throughout the year.

Six regional variants of the cards are produced to allow for local business participation in all regions/counties of our council.

- Highlight features of a Camp Card sale include the following:
  - RISK FREE for the unit. Unused cards can be returned to the council
  - You earn 50% commission on each card sold (\$5), the highest of any council fundraiser
  - Grocery or other major retail discounts make the cards easy to sell
  - Customers receive high value
  - Sale is approved by the council which allows the Scouts to wear their uniform

### Key Campaign Dates:

December 1 <sup>st</sup> – 31 <sup>st</sup> , 2022	Early Bird Unit Sign Up & Card Quantity Reservation, via form (for guaranteed number of reserved cards at time of distribution)
January 1 <sup>st</sup> – February 2 <sup>nd</sup> , 2023	Continued Sign Up & Card Quantity Reservation, via form
January 18 <sup>th</sup> (Wed.)	Council-Wide Camp Card Kickoff [Virtual so that all units (regardless of geographic location) may participate]
Week of February 6 <sup>th</sup> (pending no delays in production/delivery)	Camp Cards distributed at Roundtables, or picked up from the Old Hickory Council Service Center or District Executive
Week of February 13 <sup>th</sup>	Unit Kickoffs & Sales Begin
February 20 <sup>th</sup>	Units submit eligible Scouts for weekly prize drawing via form
February 22 <sup>nd</sup>	Weekly prize drawing #1
February 27 <sup>th</sup>	Units submit eligible Scouts for weekly prize drawing via form
March 1 <sup>st</sup>	Weekly prize drawing #2
March 6 <sup>th</sup>	Units submit eligible Scouts for weekly prize drawing via form
March 8 <sup>th</sup>	Weekly prize drawing #3
March 13 <sup>th</sup>	Units submit eligible Scouts for weekly prize drawing via form
March 15 <sup>th</sup>	Weekly prize drawing #4
March 16 <sup>th</sup>	Council-wide midway campaign check-in meeting -- news, updates, and communication on card availability, card needs, etc. (Virtual)
March 20 <sup>th</sup>	Units submit eligible Scouts for weekly prize drawing via form
March 22 <sup>nd</sup>	Weekly prize drawing #5
March 27 <sup>th</sup>	Units submit eligible Scouts for weekly prize drawing via form
March 29 <sup>th</sup>	Weekly prize drawing #6
April 3 <sup>rd</sup>	Units submit eligible Scouts for weekly prize drawing via form
April 5 <sup>th</sup>	Weekly prize drawing #7
April 10 <sup>th</sup>	Units submit eligible Scouts for weekly prize drawing via form
April 12 <sup>th</sup>	Weekly prize drawing #8
April 19 <sup>th</sup>	Deadline: Payment & Unsold Cards Returned to the Council *All checked out camp cards must be paid for or returned to qualify for standard commission of 50%
April 20 <sup>th</sup>	Unit commission reduces to 40% for accounts not settled

## How the Camp Card Sale Works at the Unit Level (overview):

### Step 1:

- The Unit Camp Card Chair should hold a meeting to inform Scouts (and their parents) how the Camp Card sale directly benefits their unit program.
- A printed calendar and unit budget will help educate parents and Scouts about plans for the upcoming year and how fundraiser participation will help them save money on expenses.
- Make a chart to track Scout sales to display at your meeting location and recognize those who have hit their goals!

### Step 2:

- Help each Scout in your unit set a personal goal using the 2023 Commission Plan Options on page 10. Add their goals to determine the number of cards you will need. Twenty cards will earn \$100 in commission. For your unit's past sales history, email [chris.duggins@scouting.org](mailto:chris.duggins@scouting.org)
- It is recommended that units only check out cards that they have planned for and are ready to sell. Additional cards may be picked up throughout the sale as they are available. If your unit is concerned with not selling all cards that you have claimed, it is advisable to start with fewer cards than your sales goal, then pick up additional cards as your inventory runs low.

### Step 3:

- You will pick up your cards from your District Executive or District Camp Card Chairman at your February Roundtable, or from the Old Hickory Council Service Center, or through other arrangements agreed upon by you and your District Executive.

### Step 4:

- Distribute the cards to the Scouts and encourage them to sell.
- Have parents take cards to work
- Schedule storefronts as a unit. (mirror your successful Popcorn show & sell strategies)
- Ask your friends and neighbors! This card is a great value and will practically sell itself.

### Step 5

- Check in with the Scouts and their parents weekly to ensure that Scouts are progressing in their sales. If some Scouts are sluggish in their involvement, you may want to redistribute cards as needed to the Scouts who wish to sell more. This will help ensure that at least 75% of the cards that are checked out are sold.

### Step 6

- Ensure that your Scouts have returned their cards and money to you in time for you to return leftover cards and settle the balance with the Council by April 19<sup>th</sup>.

### Step 7

- Close out your Camp Card sale. Return cards and submit payment to OHC by April 19<sup>th</sup>.
- Units immediately keep their 50% commission.
- Units may settle their balance (\$5 for each sold card) to the Council at any point throughout the sale at the Council Service Center or through other arrangements with your District Executive.

## Sign Up Early to Reserve Your Cards

It is important to sign up for the sale early and reserve the number of cards, and card version(s), you need in order to reach your fundraising campaign goal. Visit [www.oldsickorycouncil.org/campcard23](http://www.oldsickorycouncil.org/campcard23) to fill out the sign-up form for your unit or Scout.

## Sell the Adventure

When selling to the community, ask your Scouts to share a personal testimony of something they enjoy in Scouting - things that will make the customer feel good about buying a camp card. What will you do with your Camp Card money? Let your customers know your plans!

Selling camp cards as a fundraiser enables a unit to have the funds to deliver their program. We are selling Scouting and people will buy if asked. Most people have never been asked to buy Camp Cards, but they would support your Scouts when asked.

People need to know why Scouts are selling Camp Cards. Why should they buy a Camp Card?

## What should Scouts say? Here is how to do it!

(Sample Sales Script)

1. Hello, my name is \_\_\_\_\_. I'm a Scout with Pack, Troop, Crew #\_\_\_\_\_
2. I'm selling Camp Cards to help my (Pack, Troop, Crew) earn money and to earn my way to camp this year. Our Camp Cards are full of valuable coupons and only cost \$10. Our camp card includes (give example from the back of the cards).
3. (Show the buyer your cards)
4. Your support will help the local Scouting program. Each card is only \$10. How many would you like? (Be sure to collect \$10.00 for each card sold when the sale is made.)
5. Thank you for your support!  
(Be sure to say "thank you" even if they did not buy a card!)

## Weekly Prize Drawings

Scouts will report to their Camp Card Leader every Monday how many Camp Cards they sold up to that time. Scouts' names will be entered in a weekly Council drawing to win a prize (one entry per 20 cards sold)! Leaders will submit Scout names and number of cards sold through an online form by 12:00 midnight on Mondays (refer to "Key Campaign Date" for dates).

Leaders can visit [www.oldsickorycouncil.org/campcard23](http://www.oldsickorycouncil.org/campcard23) for the form to enter Scouts for the prize drawings. Drawings will begin on February 22<sup>nd</sup>.

## Check in with Scouts Weekly

The prize drawings are designed so that you can keep up to date on your Scouts' progress. It's a good idea to collect funds from Scouts weekly, too. This also allows you to distribute more cards to Scouts who are selling and collect cards from those Scouts who are done. Any extra cards that Scouts are not selling should be returned to Council so they can be redistributed to other Units to sell.

## Unit Camp Card Chair Responsibilities

Leading your unit to its best year of Scouting!

*Recruit one or more adult volunteers to help with sale as needed*

- Explain the Camp Card program to your adult leaders:
  - Establish your unit's sales goal and plan your sales activities.
  - Add any planned unit activities to the 2023 commission plan options table on page 10.
  - Prepare timetables to ensure there is time to meet your goals and that Scouts are completing sales throughout the campaign and not procrastinating.
  - Consider setting up sales coverage areas to ensure your community is covered.
- Help find locations and coordinate Storefront Sales.
  - Ask store managers for permission to do a storefront sale
- Prepare handouts for Unit Kick-Off meeting for adult leaders, parents & Scouts:
  - Timeline showing sale dates, date card order is due, time and place for pickup from Council, and card distribution to Scouts.
  - Unit goal and per-Scout sales goal.
  - Storefront sale sign-up sheets with date, time, and locations of storefront sales.
    - Some units elect to use SignUpGenius instead of paper forms.
  - Visit [www.oldhickorycouncil.org/campcard23](http://www.oldhickorycouncil.org/campcard23) to download Leaders Guide and forms.
- Arrange to pick up Camp Cards as needed:
  - Camp Cards will be available for pick up in early February.
  - After that first week, you can pick-up more Camp Cards by contacting your District Executive or stopping by the Council Service Center.
- Remind your Scouts of due dates.
- Update your unit each week on sales total (post results at unit meeting place).
- Make sure checks are made payable to the unit itself.
- Use the "2023 Scout Camp Card Tracking Worksheet".
  - Download worksheet at [www.oldhickorycouncil.org/campcard23](http://www.oldhickorycouncil.org/campcard23)
- Collect and tally money from Scouts and submit one check payable to the Old Hickory Council for "total amount due."
- Settle your unit account sales at the Council Service Center.

"A good Camp Card Chair is organized, has a lot of energy, is creative, and an excellent communicator."

## Unit Camp Card Kick-Off Agenda

Conducted by the Unit Camp Card Chair

1. Gathering:
  - a. Display card samples, sample coupons, and cool Scout "Stuff" for people to see.
2. Opening
  - a. Pledge of Allegiance
  - b. Welcome Parents
3. Why Camp Cards?
  - a. Make the case for Camp Cards. Why is our unit selling the camp cards?
    - i. Earn money for summer camp, field trips, and other activities.
    - ii. New equipment.
    - iii. So, parents don't have to write a check for everything their Scout does.
    - iv. So, your Scout can learn to earn his or her way. A Scout is Thrifty.
  - b. Make sure every Family has a copy of the Unit Calendar & Unit Budget.
4. The Plan for Success
  - a. Review camp card timeline.
  - b. Our sale ends [month] [date], 2023 (Give yourself time to collect and submit payment)
  - c. Money due date. Due at the Council Service Center by Wednesday, April 19<sup>th</sup>, 2023.
5. The Goal
  - a. Our per Scout goal \$\_\_\_\_\_ (it is very import that you set a per Scout goal)
  - b. Our Unit goal is \$ \_\_\_\_\_ in total sales
6. Incentives
  - a. Review Incentives, goal levels and what card sales could pay for.
7. How to sell Camp Cards
  - a. Ask family, friends, neighbors.
  - b. Ask parents to take Camp Cards to work and sell to co-workers.
  - c. Sell door to door in your neighborhood.
  - d. Sell through social media connections (e.g., Facebook)
  - e. Be Safe: sell with a buddy or an adult. don't sell after dark. don't go into a stranger's house. obey street and traffic signs.
  - f. Be Courteous.
  - g. Walk on the sidewalk.
  - h. WEAR YOUR SCOUT UNIFORM.
  - i. Always say "thank you" whether they buy or not.
  - j. When collecting money, keep cash and checks in an envelope.
  - k. Count out loud when making change.
  - l. Make checks payable to the unit - not the Scout or parents.
  - m. Don't leave cards until the customer has paid for it.
8. Questions & Answers
9. Thank everyone for coming and wish them good luck!



## Tips for Safe Door-to-Door Selling

A Scout is Safe. When conducting your sale, it is important to ensure safety of your youth. Below are some general safety and sales tips.

- When selling Camp Cards in your neighborhood always have an adult or buddy with you.
- ALWAYS wear your uniform, neat, clean, and tucked in. Everybody loves to support a Scout in uniform.
- Never enter a stranger's house.
- Keep checks and cash in an envelope with your name on it.
- ALWAYS walk on the sidewalk and driveway. NOT through the yard. Watch for traffic.
- Never sell at night without an adult.
- Not every person will buy, so do not become discouraged.
- The more people you ask – the more people will buy.
- Put Camp Card sales articles in your school, church, and community bulletins/newsletters.
- ALWAYS act like a Scout. Be polite and courteous. Wear a smile and introduce yourself.
- Most importantly, when you are selling Camp Cards tell the people how the money will be used.
- Practice sales with people you know first!
  - Ask your parent to be the first to buy Camp Cards.
  - Ask your relatives to buy Camp Cards.
  - Ask your neighbors to buy Camp Cards.
  - Ask the parents of your friends to buy Camp Cards.
- Take your Camp Cards to your place of worship and ask people to buy during coffee/fellowship hour (get permission first).
- Ask your parents if they can take your Camp Cards to work and ask their co-workers to buy cards. They may need to get permission first.
- Ask a parent or fellow Scout to go door-to-door with you to sell your Camp Cards.
- Ask your patrol or den to schedule a "Super Sale Day." This is a day when your fellow Scouts select a neighborhood and go door-to-door as a group to sell Camp Cards.
- ALWAYS SAY THANK YOU whether they buy or not.

## Storefront Sales

- Great Places to Sell:
  - Community festivals, gas stations, local stores, sporting games, Church/Chartered Organization functions, the businesses included on the camp cards, parent's workplace, grocery stores, banks, small businesses.
- How do I arrange for a storefront of my own?
  - Many scouts sell camp cards in front of community businesses in addition to door-to-door sales. It is the responsibility of the unit/Scout to check with store management to arrange sales. [Click here](#) for a template letter to request a storefront on behalf of your unit. You may arrange your own storefront sales at local businesses, your school, house of worship, or any other safe location where your Scout can go to sell Camp Cards.
- Tips to help make your location storefront sale successful:
  - Scouts should clean the area before and after the sale.
  - Do not use chairs at the location. They take up a lot of room and work against the sale.
  - Scouts should work the sale, no sitting or horseplay!
  - Consider purchasing/creating enlarged versions of the Camp Card printed on foam cardboard to show customers who may have trouble reading from the card.

- Remember to have water available to stay hydrated during the shifts.
- Adults: allow the Scouts to sell the Camp Cards; Give the Scouts room to grow.
- ALWAYS SAY THANK YOU whether they buy or not!
- ALWAYS WEAR YOUR UNIFORM! Neat, clean, and tucked in!

## Unit Budget & Fundraising

### GOALS MAKE YOUR SCOUTING ADVENTURES A REALITY WITH CAMP CARDS

Well planned fund-raisers help prevent having to ask families for extra money every week. It is better to figure the total cost for the complete year up front. How your unit generates income is an important discussion topic with the unit committee and families in your unit. Most use a balance of dues and fund-raisers.

Scouts are taught early on that if they want something in life, they need to earn it. This is a fundamental principle of the BSA. The finance plan of any unit should include Scout participation. An annual unit participation fee paid entirely by parents does little to teach a Scout responsibility.

To determine your unit and Scout goals, the unit committee may want to determine the cost of the annual program to help families determine to what degree they will participate in unit fundraisers.

There are many tools and resources available to assist units with this process:

- [Planning Your Pack's Annual Program Budget](#)
- Pack Operating Budget Worksheet ([PDF](#)) ([Excel](#))
- [Planning Your Troops Annual Program Budget](#)
- Troop Operating Budget Worksheet ([PDF](#)) ([Excel](#))

### SAMPLE 2023 CAMP CARD SALE PLAN

All cards sell for \$10. The Scout's/Unit's commission is 50%, or \$5.00 for each card sold.  
(Example costs are estimated. Cost may vary depending on your unit and location)

Item	Cost per Scout	Cards Goal (Cost/5)
Cub Day Camp	\$60	12
Cub Fun Day	\$30	6
Cub Scout Resident Camp	\$180	36
Scouts BSA/Venturing Summer Resident Camp	\$395	79
OA Conclave	\$60	12
National Youth Leadership Training	\$150	30
National Leadership Seminar	\$275	55
New Handbook	\$25	5
Full Uniform	\$125	25
Tent	\$75	15
New Scout Trailer	\$3000	600
Hiking Pack	\$100	20
Scout Life Subscription	\$15	3
National Annual Dues	\$75	15
Unit Annual Dues	\$_____	
Unit Event:	\$_____	
Unit Event:	\$_____	
Unit Event:	\$_____	

## Presell Camp Cards

After card proofs are finalized in January, there will be presell forms created and available for download at <https://www.oldsouthcouncil.org/campcard23>. Just like take-order popcorn sales, you can presell cards using these forms and follow up with delivery to your customer(s) after receiving your cards in February.

## Camp Card Frequently Asked Questions

1. The Camp Card sells for \$10.00. What is the break down on where the money goes?
  - A. Your unit retains \$5.00 per card sold. The other \$5.00 is turned in to the council via Roundtable, mail, or visiting the service center at any time during the sales period. The council pays for production cost and the securing of the discounts and has the associated risk of unsold cards. If a unit does not return unsold cards, at the end of the sale they will receive an invoice detailing the amount due.
2. One of the Scouts said he/she lost the cards? What do we do?
  - A. Due to the production costs of the cards and securing the vendors, we need to assume that the cards are used or sold. Therefore, units will be responsible for any cards not returned by the end of the sale. \$5.00 per card will be charged to the unit for each card not returned.
3. Are there any prizes?
  - A. YES! Old Hickory Council will have weekly prize drawings for Scouts. For every 20 cards sold, the Scout's name will go into the drawing for a chance to win. Refer to "Weekly Prize Drawings" section of guide for more information.
4. Can I sell in front of the stores listed on the card?
  - A. The stores listed on the camp card always like new customers in addition to their existing ones. Please consider other places to sell them before approaching the stores. When you approach the store, please work with the manager, and respect their answer. Many will say "yes". Some may indicate that the property does not permit sales.
5. Can my family buy \$100 worth and use the coupons? It seems too good to be true.
  - A. Yes, as a family, you can buy the cards for your own use and use the coupons. Yes, it seems funny that you spend \$100 and get more back over time, but that is how we set the price point. We wanted to make it's a win-win all around. Your family can recoup the cost of the cards in a few visits to the stores listed.
6. Can another group sell these cards on our behalf? Or only Scouts?
  - A. These cards can be sold by any group that is officially chartered by the BSA (including Exploring Posts!). If a local civic club or group would like to assist, please coordinate that with your local District Executive.
7. How do we get more cards? They are selling fast.
  - A. Please contact the Old Hickory Council to request more cards. You will be requested to turn in the funds associated with your initial order so you can pick up more. The reason for this is because the success of the sale comes down to available inventory and motivated sellers. If Camp Cards are locked up in someone's trunk and turned in later, no one benefitted. Additional cards can be relayed through your District Executive, mailed if needed, or picked up directly at the service center.
8. Can adults sell the cards too?
  - A. Yes, please help your own Scouts by selling the cards at work, school, and your place of worship. Each friend should see the value in the \$10 camp card and getting their \$10 right back. Encourage them to buy multiples. The cards are good all year.

9. Can we wear uniforms to sell the Camp Card?
  - A. Yes, since it is a council-level money earning project, you are permitted to wear the BSA uniform and encouraged to do so. Popcorn and Camp Cards are the only council-level approved money earning projects. All other projects must have approval to wear the uniform.
10. For the \$5.00 that is retained as a unit commission, where does that go?
  - A. It is essential that the unit committee establish how camp fees will be offset by the sale of Camp Cards. Most groups use the sale to lower everyone's cost by paying a portion of fees. The front of the card indicates that the overall Scout unit benefits, not just one person. This \$5.00 does not have to be used for camp but can be used for anything Scouting related.
11. Can we sell the card for a different amount?
  - A. The front of the card says, "\$10", so your customers may lose confidence in you and the product. Please do not discount the card or sell it for above the asking price. The price point has been proven in other nationwide sales to be on target with the discounts offered.
12. My unit has decided not to sell Camp Cards. Can my Scout sell them independently?
  - A. Absolutely! Forms, cards, and information is available at the council office or on the Old Hickory Council website. Scouts and their families will keep track of their own cards sold and be responsible for returning any unused cards before the deadline.

### Additional Information

- Distribution of Cards:
  - Units will receive their initial supply of cards at their scheduled district kick-off/Roundtable/orientation meetings. Most units will receive 100-300 cards based on their membership and previous sales history. Additional cards can be obtained from your district Camp Cards sales chairperson, or District Executive, usually within a day or less.
- Card Accountability:
  - Before a unit card sales chairperson signs for cards, he/she should count the cards and make sure the count agrees with the amount on the receipt. He/she should keep complete and accurate records of all cards distributed on the [card sales unit record sheet](#) and should keep copies of receipts for all money submitted and unsold cards returned.
- Remember:
  - A unit card sales chairperson must submit \$5 for each card sold or not returned. All unsold cards must be returned. The unit is responsible for all cards checked out. Either the card or the money must be submitted at the end of the sale. Camp Cards should be treated like cash.
- Payment by check:
  - Unit sales chairperson must submit their monies to the Old Hickory Council by submitting a single unit check. This will speed up the accounting process and prevent the need of your district sales chairperson handling large amounts of cash. Be sure that the check is identified with your unit type and unit number (ex. Pack 123, Camp Card Sales). Checks should be payable to the Old Hickory Council.
- Remember, A Scout is Thrifty:
  - They can earn their own way to Summer Camp! Old Hickory Council is pleased to provide the "Camp Card" Sale. This initiative is designed to HELP Scouts earn their way to a summer/day camp program!