

# HELP SCOUTS LEARN THEIR WAY TO CAMP

**\$10**

**CAMP CARD**



## 2017 Camp Card Sales

<p><b>FREE Medium Fries and Medium Soft Drink</b> with purchase of a Big Mac or Quarter Pounder with Cheese</p> <p>Limit one coupon per person per visit. See back for details.</p>	<p><b>2017 CAMP CARD ONLY \$10</b></p> <p>You are helping Scouts earn their way to camp!</p> <p><b>BOY SCOUTS OF AMERICA</b> SUWANNEE RIVER AREA COUNCIL</p> <p><a href="http://www.suwanneeriver.net">www.suwanneeriver.net</a> (850) 576-4146 Prepared. For Life.™</p> <p><small>IN &amp; © Boy Scouts of America www.BoyScouts.org</small></p> <p><small>CARD OFFERED FOR FUNDRAISING PURPOSES ONLY. SUPPORTS SENDING PACK, TRIP OR CREW MEMBERS TO SCOUT CAMP. THE INDIVIDUAL SELLING THIS CARD RECEIVES NO DIRECT FINANCIAL BENEFIT. PRODUCED BY THE BOY SCOUTS OF AMERICA.</small></p>	<p><b>FAMILY DOLLAR</b></p> <p><a href="http://www.familydollar.com">www.familydollar.com</a></p> <p><b>\$5 OFF</b></p> <p>any purchase of \$25 or more.</p> <p>VALID 1/1/2017 THRU 12/31/2017 See reverse for details.</p>	<p><b>Super-Lube</b></p> <p><b>\$10.00 OFF</b></p> <p>Any Full Service Oil Change</p> <p>CODE: AACT</p> <p>Not valid with other oil change offers. One time use only. Expires 12/31/17</p>
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# A Scout is thrifty...

## CAMP CARD FUNDRAISER....

The Suwannee River Area Council is pleased to announce the return of our Council-wide fundraiser...the 2017 Camp Card.

The intent of the Camp Card sale is to allow Units to raise funds to pay for their Summer Scouting Programs. This includes purchasing camping equipment such as tents, backpacks, and sleeping bags, and to send Scouts to Cub Scout Day Camp, Boy Scout Summer Camp, Boy Scout Winter Camp and Venturing Fun Day at Camp Wallwood.

Units participating in this program will earn 50% commission (\$5.00) for each \$10 Camp Card they sell. The sale will begin March 1 and end May 1, 2017.

*This program is **completely RISK FREE**, simply return any unsold cards at settlement on or before May 5, 2017.*

## Community Partners

Super Lube, Family Dollar, and McDonalds have offered generous one-time discounts that make the sale of this card easy. Additional community partners like Lenny's Subs, Sky Zone, Newk's, The Garden Center, Taco Bell, Papa John's, Stewardship Drycleaners, and Super Lube have offered discounts that are redeemable all year round. Take advantage of this partnership to help your Scouts get to camp!

### The Value of Scouts selling Camp Cards:

Pay for a New Uniform:	\$ 80=16 cards
Pay for Cub Scout Day Camp:	\$100=20 cards
Pay for Winter Camp:	\$120=24 cards
Pay for NYLT:	\$225=45 cards
Pay for Summer Camp:	\$235=47 cards

**He EARNS his own way to Camp!**

## Camp Card Chair - Job Description

Each unit should have a Camp Card Chair. The Camp Card Chair is responsible to manage all aspects of the sale - clearly communicating sale information to your leaders, parents, and Scouts.

**The Camp Card Chair's ultimate goal.....** Raise \$ for Scouts to attend program opportunities like boy scout summer camp and cub scout day camp.

### Camp Card Chair Responsibilities:

#### **Camp**

- ✓ Be aware of Suwannee River Area Council summer camp opportunities – use this info to excite your Scouts!
- ✓ Explain to all parents the importance of the outing in Scouting.

#### **Card**

- ✓ Communicate the purpose of the Camp Card sale and time line to your Scouts and parents.
- ✓ Kick-off the Camp Card sale with a BANG providing all members with at least 25 camp cards.
- ✓ Set a goal for Scouts attending camp and achieve it!
- ✓ Inspect, coach, and praise your Scouts.
- ✓ Collect all money (work with your unit Treasurer) and turn in the amount due to the Council in a timely manner.

### **The 2017 CAMP CARD CALENDAR**

**February 27 & 28 Pick-up Camp Cards from Council Service Center**

March 1                   **SALE BEGINS**

May 1                   **SALE ENDS!** ALL unsold cards and money **must** be turned in!



## Unit Orders

While supplies last, cards may be secured through the Council Office. Camp cards are limited in number. Before receiving additional allotment of cards, units must pay for cards previously received. The **minimum** number of cards a unit can receive is 25 and the **maximum** number of cards a unit can receive at one time is 250 cards. If a unit would like to receive additional cards after their initial order, units will need to have settled their initial order. All Units must settle your account at the Council Service Center or on before May 1, 2017.

## Unit Commission

The 2017 Camp Card commission is 50%, if your unit is paid in full and all Camp Cards are accounted for by May 5, 2015. We encourage units to track Scouts' sales so Scouts can pay for camp with Camp Card proceeds; however, it is up to the unit to elect to do this, we understand the unit may have other goals.

May 6	Commission reduced to 40%
May 13	Commission reduced to 30%
May 20	Commission reduced to 20%
May 27	Commission reduced to 10%
May 31	No Commission after May 31

The Unit keeps it's 50% Commission of the Camp Card Sale. Only turn in the 50% due to the Council at the Council Service Center, along with any unsold Camp Cards.

## Return Policy

Camp Cards can be returned to the Council Service Center without penalty on or before May 1, 2015. The cards **MUST** be in **new** condition (including snap off discounts). We reserve the right to refuse product that has been damaged or rendered unsaleable. **The UNIT is RESPONSIBLE for ANY** unreturned cards (lost, damaged, misplaced, etc.) Be sure Scouts and parents treat each card as if it were a \$10.00 bill.

## Your Unit Camp Card Kickoff

The objectives of your Camp Card kick-off are simple:

- ✓ Get Scouts excited about camping!
- ✓ Get parents informed about why their child should have a camp experience, thus participate in the Camp Card Sales.

**Earn Your Own  
Way to Camp**

### How can you ensure a successful kick-off?

- ✓ Make sure the Kick-off is properly promoted through e-mails, email groups and phone calls.
- ✓ Be prepared to talk about camp opportunities.
- ✓ Have snacks, drinks, and music.
- ✓ Make sure **EVERY** Scout gets a bundle of cards to sell.
- ✓ Keep it short.

### Sample Kick-off Agenda

1. Grand Opening with music, cheers, and excitement.
2. Check out a bundle of cards to each Scout.
3. Review Camp opportunities.
4. Review sales goal, Camp Goal and explain key dates.
5. Scout Training: Role play sales Do's and Don'ts.
6. Big Finish: Issue a challenge to your Scouts and send everyone home motivated to sell.

## How to sell Camp Cards

Your job as Camp Card Chair is to teach your Scouts how to sell. To get there, your team needs to employ all three of the following sales methods. Create a plan and train your Scouts in all three methods; this will give you the best results!

1. **Door to Door:** Take your Camp Cards for a trip around the neighborhood!
2. **Show and Sell:** Set up a booth and sell Camp Cards on the spot! This can be an effective approach in the right location at the right time, but don't hang your hat on this approach alone. Focus on multiple locations at the same time. Be sure not to over schedule Scouts.
3. **Sell at Work:** A great way for Mom and Dad to help their Scout. Have mom and dad take Camp Cards to work! Don't forget grandparents or other family members who will want to help support Scouts!



### 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 or not the prospect buys a Camp Card.

## Sales Techniques for Scouts

Don't miss the opportunity to use the Camp Card sale to train your Scouts in public speaking, sales and service. Your Scouts and parent will appreciate the effort and your sales will improve.

- ✓ Have Scouts role play and practice during your Kick-Off.
- ✓ Find a way to make training fun and reward Scouts who do a good job.

### Have your Scouts practice these simple steps:

1. Wear your "class A" uniform.
2. Smile and tell them who you are- first name only!
3. Tell them where you are from (Unit within Scouting).
4. Tell them what you are doing (earning money towards Scout Camp)
5. Tell them what they can do to help (save money with the Camp Card).
6. Close the sale and thank them!

**Remember, WE are not just selling discount cards, we are selling CAMP!**

Ensure your families understand that they are selling character, they are selling a better community and they are selling the benefits of Scouting summer camp not just selling discount cards. Emphasize that each card sold helps a Scout go to camp. The reason our sale will be successful is that people WANT to support Scouting!



## HAVE QUESTIONS???

If you have questions that this Guide does not answer, please send an email to [Bob.Norwillo@scouting.org](mailto:Bob.Norwillo@scouting.org) or call Bob Norwillo at 850-576-4146. We will do our best to respond promptly with answers.

**Thank you for support of Scouting and Camping in the  
Suwannee River Area Council!!**



## Sample Kick-Off Meeting Agenda

Use this agenda to help parents understand why their Scout should sell Camp Cards, and to give them good tools that will help them be successful.

Start the Meeting- Show excitement; let them know this will be a great sale!  
(Ask to hold all questions until the end)

### **PART ONE: The Easy Fundraiser- Help Scouts quickly pay their way to camp!**

- A fundraiser through which Scouts can easily earn their way to camp!
- Easy, Simple, Fun, Profitable! This sale has a great commission!
- Localized for our area with coupons from local vendors!
- Immediate Sale- no taking orders and waiting for delivery.
- Camp Card (Show the card sample image)
- Cards sell for ONLY \$10.00 each!
- Coupons listed on front and back of card (name them with enthusiasm!)
- Coupons are reusable and good for the remaining of the year!

### **PART TWO: Set Goals to Sell Cards**

- Have each Scout set a goal that allows him to pay for his own camp- encourage each boy to work with his parent to set this goal. OR Announce your unit's per Scout goal (it should be at least enough cards to earn a Scout's way to camp)
- Goal for our unit is \_\_\_\_\_ cards per Scout.
- Begin selling as soon as you have cards
- Having each Scout sell cards:
  - Develops the Scout
  - Gives them salesmanship skills
  - Allows them to pay their own way
  - Supports the Unit and the Council financially



### **PART THREE: Selling Tips**

- Sell in uniform! The uniform is VERY POWERFUL and will increase sales!
- Be familiar with the Sales Story
- Always say “THANK YOU”, even if they don’t buy any cards.
- Cover your neighborhood
- Contact friends and family
- Cards are great gifts for friends and others you know
- Parents take them to work!
- BE SAFE!
- – never sell after dark
- –do not carry large sums of money with you
- –never enter houses you visit
- –always use the Buddy System and be accompanied by adults
- –don’t use your last name or give phone numbers, email, or other contact information

### **PART FOUR: Distribution and Turn-In Plans**

- Announce when and where you will distribute cards:
  - Date \_\_\_\_\_
  - Time \_\_\_\_\_
  - Location \_\_\_\_\_
- Announce the dates of your sale:
  - Sale Starts \_\_\_\_\_
  - Sale Ends \_\_\_\_\_
- Announce when and where you will collect money for sold cards
  - Date \_\_\_\_\_
  - Time \_\_\_\_\_
  - Location \_\_\_\_\_
- No Lost cards! All cards must be returned or paid for (\$10.00 each)
- Let Scouts and Parents know how to get more cards

***Ask if there are any questions from the group, then close by reminding everyone of your unit goal and your goal to get every Scout to camp!!***

# Camp Card Sales Receipt

## For Issued, Returned, or Sold Cards and Payment

District: \_\_\_\_\_ Unit: \_\_\_\_\_

Name (Please Print): \_\_\_\_\_

Only write a # into the line affected by this transaction  
Write N/A on lines not used

Total Cards Issued/RECEIVED: \_\_\_\_\_

Total Cards RETURNED: \_\_\_\_\_

Total Cards SOLD: \_\_\_\_\_

**AMOUNT ENCLOSED (Total Cards SOLD x \$5.00)** \_\_\_\_\_

*(Please make one check payable to Suwannee River Area Council)*

## Unit Camp Card Receipt (for Unit Leaders)

I recognize that each of the cards I am taking today have a cash value of \$10.00. I understand that I must return any unsold (and undamaged) cards or our Pack/Troop/Team/Post/Crew/ \_\_\_\_\_ must pay \$5.00 for each card. By signing below, I agree to pay for any lost or unreturned cards.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

# 2017 Camp Card Unit Sign Up/ Commitment Form

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

## Unit Information:

Unit Type: Pack Troop Team Crew Post Other  
*(Please circle one)*

Unit #: \_\_\_\_\_ District: \_\_\_\_\_

Name: \_\_\_\_\_ # Of Scouts selling: \_\_\_\_\_

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

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

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

(By providing your email address, you give permission to add it to our camp card email list so that you remain updated with important camp card information.)

Best Phone Contact Number: \_\_\_\_\_

Requesting \_\_\_\_\_ # of cards (minimum number to check out is 25 and the maximum number is 250)

***As Camp Card Chair for my Unit, I understand that I am responsible for obtaining a copy of the 2017 Camp Card Guidebook and sharing its contents with the members of my Unit. I also understand that the Council reserves the right to adjust my order based on Unit history.***

***Signature:*** \_\_\_\_\_ ***Date:*** \_\_\_\_\_

***Please return to: Suwannee River Area Council, BSA,  
2032 Thomasville Road, Tallahassee, FL 32308 or  
FAX (850) 575-6991 or***

***E-mail: Bob.Norwillo@scotuing.org***

***If you have any questions, please contact the Council Service Center at (850) 576-4146***

