

# CAMP CARD SALE

## A UNIT LEADER'S GUIDE

- How to Sell Camp Cards
- The Unit Kick Off
- Key Dates
- Policies & Procedures
- Scout Incentives



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# 2024

[danbeard.org/campcards](https://danbeard.org/campcards)

Serving Greater Cincinnati and  
Northern Kentucky



# A SCOUT IS THRIFTY...



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## CAMP CARD SALE A UNIT LEADER'S GUIDE

### The Camp Card Sale Overview

The Camp Card sale is designed to help units and their members fund their program year. This could include things like summer resident camp, high adventure base, annual registration, and DBC activity fee. Units participating in this program will earn (\$5) for each card they sell. The rest of the money goes to pay for the cards and support the Council Camps and programs offered. The cards will arrive late March and are due back May 24 giving units 2 full months to sell and close out their accounts.

This program is extremely LOW-RISK! Simply return unsold cards at settlement on or before May 24th. Up to 75% of cards can be returned for free. See *Return Policy* on page 2.

### Community Partners

Several companies have offered generous one-time and multiple use discounts that make the sale of this card a no-brainer. Plus, each card also allows access to Entertainment Book online offers!

### Value

The Camp Card represents opportunities to Scouts and value to the community. Help reduce fees for parents; pay for camp, field trips, annual registration, and activities; or raise money for new supplies.

### Example Earnings

Summit High Adventure	= 200 Cards Sold
Scouts BSA Summer Camp	= 95 Cards
CW Adventure Camp	= 47 Cards

*\*Card numbers are estimates based on current prices and may include early bird rates*

### How The Sale Works:

#### Step 1

Estimate the number of cards your Unit will need to sell to meet your Unit's goals. A typical starting point is to begin with 10 cards for each youth selling. You may pick up more cards throughout the sale while supplies last. Order your cards online at

<https://forms.office.com/r/Th7kuYpdJE>

#### Step 2

Help each Scout in your Unit set a personal goal. Add them all up to a Unit goal. Use a GOAL chart and display at your meeting location.

#### Step 3

Pick up your cards at the designated District pick up location you chose (or at the Scout Achievement Center) starting, March 26, 2024.

#### Step 4

Distribute cards to the Scouts and encourage them to sell.

- Have parents take them to work.
- Schedule time in front of a local store as a Unit.
- DO NOT APPROACH KROGER OR MEIJER STORES ABOUT SELLING AT THEIR LOCATIONS.
- Ask all of your friends and neighbors. This card is a great value and help send Scouts to camp.

### Annual Registration (National + Activity Fee)

#### How many Camp Cards to sell to cover

K-1 <sup>st</sup> Grade Annual Registration	= 22 Cards Sold
2 <sup>nd</sup> -4 <sup>th</sup> Grade Annual Registration	= 28 Cards
5 <sup>th</sup> Grade and Up	= 33 Cards





# COMMISSION & FREE RETURNS



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### Commission

For the 2024 sale, Scouts will earn \$5 on each item sold.

#### Avoid Camp Card Late Fees:

Camp Card Account Settlement due May 24

5% late fee starting May 27<sup>th</sup>

10% late fee if not paid by June 3<sup>rd</sup>

25% late fee if not paid by June 17<sup>th</sup>

No commission will be granted if not paid by close of business July 1<sup>st</sup>.

Units do not have to pay for any cards up front.

### Orders and Re-Distribution

The Council will place an order based on unit orders and based on past year's unit sales to allow for some extra cards on hand. You can order additional camp cards throughout the sale while supplies last if you determine that you need more cards. Order additional cards online or pick them up at the Scout Achievement Center. Order online in advance to avoid additional wait times.

If your unit has completed the sale and has unsold cards, please return them to the Council office or District Executive in order for these cards to be redistributed to units that wish to sell more.

### Camp Card Return Policy

Camp Cards can be returned to the Council Service Center during the sale.

**-Units can return for FREE up to 75% of the total cards they order.**

- Units will be charged a small restocking fee of \$1 per card for any cards returned over the 75% free returns.

Returned cards **MUST** be in new condition (including snap off discounts). The Camp Card Support Team reserves the right to refuse product that has been damaged. The UNIT is **RESPONSIBLE** for ANY unreturned cards (lost, misplaced, damaged etc.). Be sure Scouts and parents treat each card as if it were a \$5.00 bill!

*Example 1:* Unit orders 100 cards and returns 25. All cards are returned for free. Unit owes no additional fee for returns.

*Example 2:* Unit orders 100 cards and returns 80 cards (80%). 75 (or 75%) of the cards are returned for free. 5 of the cards will incur a restocking fee of \$1 per card. The unit will owe \$5 for the 5 cards over 75%.



## CAMP CARD

# KEY DATES



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# SALE TIMELINE

## FEBRUARY

February 29 Initial Camp Card Order Due *Online*

## MARCH

March 1-30 Setup your sale plan and organize your Camp Card kickoff needs.

March 26-28 Camp Card Distribution

## APRIL

Throughout April Sell door to door and at organized storefront sales

## MAY

Throughout May Sell camp cards door to door and at organized storefront sales

May 20 Sale Wrap Up

May 22-24 Camp Card Returns Due, Unit

Account Settlement, Final Payment Due

- Check can be mailed, but MUST be postmarked by May 26

# CHECKLIST

- ☐ Discuss Goal with your unit
- ☐ Log onto <https://forms.office.com/r/Th7kuYpdJE> to place your camp card order by Feb 29.
- ☐ Organize your Unit Camp Card Team
- ☐ Setup store front sale locations
- ☐ Organize selling plan, activities, and Blitz days
- ☐ Inform parents of the benefits and about the kickoff
- ☐ Pickup your camp cards March 26-28.
- ☐ Hold an Exciting Unit Camp Card Kickoff!
- ☐ Distribute Cards and Share your GOAL
- ☐ Teach/Encourage Scouts how to sell
- ☐ Conduct your storefront sales
- ☐ Communicate with parents on inventory and additional card needs.
- ☐ Track progress and order more cards if needed
- ☐ Collect leftover cards and money from Scouts/parents
- ☐ Return any cards you don't intend to sell
- ☐ Settle your account by May 24

## Sale Support

Spring Fundraiser Support

Matthew Lanouette

513-577-7696

[matthew.lanouette@scouting.org](mailto:matthew.lanouette@scouting.org)





# CAMP CARD ORDERING



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## Ordering Camp Cards (Initial Order) – Submit by February 29, 2024

- 1) Go to <https://forms.office.com/r/Th7kuYpdJE>  
This will take you straight to the camp card order screen.
- 2) Fill out the online Camp Card Order form.
- 3) Enter your unit information **name, email address, and phone number of your Camp Card Coordinator.**
- 4) **Type in the quantity of Camp Cards your unit would like to order** in the box.
- 5) Follow the remaining prompts to finish the checkout process. There will be no charges at this time.
- 6) **Remember to select your pick-up time/location** from the appropriate form at pickup time.

## Camp Card Distribution (Select Pick-up time)

Camp Card Distribution will take place either at the Scout Achievement Center or at a central location organized by your district. Distribution is scheduled to take place March 26 - 28.





A group of Scouts and leaders are on a lake, some standing on red inflatable rafts and others in the water. They are wearing blue life jackets and holding paddles. The background shows a dense forest with green trees.

# LEAD YOUR UNIT TO THE BEST YEAR OF SCOUTING



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## CAMP CARD SALE A UNIT LEADER'S GUIDE

### How to Sell Camp Cards

Your job as Camp Card Chair is to teach your Scouts how to sell. To get there, your unit should employ the three sales methods. Create a plan and train your Scouts in all three methods. This will give you the best results.

**Door to Door**—take your Sales Kit and Cards for a trip around the neighborhood. Encourage each of your Scouts to spend one evening going around the neighborhood. Highlight the great coupons/products! 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 ask people to buy Camp Cards.

**Show & Sell Camp Cards**—Set up a sales 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. *\*Please do not approach Kroger about selling at their locations.*

**Sell at Work**—Great for Mom and Dad to help their Scout. Have Mom and Dad take the Sales Kit to work.

**Most importantly**, when you are selling Camp Cards tell the people what it will help support!

### Unit Keys to Success

Here are a few Keys to Success that we've seen and heard from units:

- 1.) Have a Camp Card Coordinator
- 2.) Set a unit goal (total &/or for each Scout)
- 3.) Emphasize the Entertainment Book partnership
- 4.) Order based on last year or your comfort level
- 5.) Conduct a kickoff – Explain the importance and provide resources. This will give you the best results.

### Set a Unit GOAL!

Determine your unit needs and goals. Talk with your unit leadership about the fun activities you want to plan for this summer and this year. Be sure to share some photos of the fun you'll experience if you meet your goal.

**GOAL Example:** Let's say your unit has 30 Scouts and you want to cover about half of the cost for your Scouts to attend Cub Camp, and get some new supplies. To accomplish this, you'd like to raise \$3,000. Your unit goal overall is \$3,000 = 600 total cards. You have 30 Scouts selling, so that's only 20 cards each! Emphasize, that your goal for each Scout is to sell just 20 cards! If we each do that, we can all go to summer camp.

\$3000 or 600 Total Cards Sold (\$3000/\$5 each)

You have 30 Scouts Selling (600 / 30 Scouts)

GOAL = 20 Cards Each

### Camp Card Coordinator Role

Each unit should have a Spring Fundraising Chair. The Chair responsibilities are to manage all aspects of the sale and to clearly communicate sale information to your leaders, parents and Scouts.

#### Responsibilities:

- Set a Unit Goal with leadership (total and per Scout)
- Help find locations and coordinate storefront sales.
- Order camp cards online by Feb. 29
- Prepare handouts for Unit Kick-Off meeting for leaders, parents and Scouts
- Conduct a kickoff – Explain the importance and provide resources/flyers to parents and scouts.
- Recruit one or more parents as Assistant Chairs as needed
- Plan Sales Activities.
- Communicate expectations. Track results and send weekly communications, encouragement, and reminders (post results at the unit meeting).
- Arrange to pick-up more Camp Cards if needed.
- Collect and tally money from Scouts and submit payment on invoice to Dan Beard Council by May 24, 2024 to the Scout Achievement Center (Credit Card Payments will incur a 2% processing fee). Check should be made payable to Dan Beard Council, BSA.



## Best PRACTICES



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## Best Practices for Scouts

### A Scout is Safe

When conducting your sale, it is vital to ensure proper safety measures. Below are some general safety tips.

- When selling Camp Cards in your neighborhood, always have an adult or buddy with you.
- Never enter a stranger's house.
- Don't carry a large amount of cash.
- Be careful of dogs while selling.
- ALWAYS walk on the sidewalk and driveway; NOT through the yard. Watch for traffic.
- Never sell at night.
- ALWAYS SAY THANK YOU! Whether they buy or not.
- ALWAYS wear your uniform.

### Sale Best Practices for Your Scouts

- 1.) Get to know your product/Camp Card
- 2.) Use the Sales Sheet and practice your sales pitch.
- 3.) Practice explaining the discounts and how the product benefits you. Share a Scouting story.
- 4.) Set a sales strategy
- 5.) Have some change on hand, but not too much cash.
- 7.) Get out there and have some fun.
- 8.) Celebrate success as a unit!

### Sell the Adventure

Remember we are selling the Scouting program, not the item. 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.

The majority of people have never been asked to buy Camp Cards. People need to know why Scouts are selling Camp Cards...what is the reason? Ask your Scouts to share a personal testimony of a Philmont trip, planning an Eagle Scout Leadership project, white-water rafting, experiencing the Jamboree or things that will make the buyer feel good about buying a camp card. What will your unit do with their proceeds? Let your customers know your plans!

## CAMP CARD SALE A UNIT LEADER'S GUIDE

### Your Unit Kick Off

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

1. Get Scouts excited about Summer Camp or other activities and how Camp Cards can help get them there.
2. Inform parents of the expectations and the benefits of participating in the sale.

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

- Make sure the Kick-Off is properly promoted through email, email groups, phone and social media.
- Review the presentation with your leader.
- Be prepared to share highlights of the fun things you'll be able to do thanks to the sale.
- Have snacks, drinks and music.

### Sample Unit Camp Card Kick-off Agenda

**Gathering:** Display product samples and camp photos for people to look at. Pledge of Allegiance and welcome.

### Why Camp Cards?

- Make the case for Camp Cards. Why is our Unit selling the camp card this year. To reduce the number of fundraisers we do each year.
- The benefits of Scouts learning to approach others.
- So parents don't have to write a check for everything their Scout does or Money for new equipment.
- To go to camp, field trips, annual registration, and other activities.
- Provide a copy of the Unit Calendar and Unit Budget.

### So what's the plan (5 minutes)

- Participation expectations. Review camp card timeline.
- Sale starts tonight. Set a date everything is due back.

### So what's our goal? (5 minutes)

- Our Unit goal is \$\_\_\_\_\_ in  
total sales = \_\_\_\_\_ Total Cards/Items  
Our per Scout goal \$\_\_\_\_\_/Cards

### How to sell Camp Cards (15 minutes)

- Selling & Safety Tips

### Questions & Answers (5 minutes)

- Thank everyone for coming and wish them good luck.





SCOUTS EARN THEIR OWN WAY TO

Resources and

FAQ's



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## Unit Resources and FAQ's

### Unit Resources

- 1.) Guidebook
- 2.) Sales script/Example Coupon Flyer
- 3.) Selling Tips
- 4.) Customizable Flyers
- 5.) Safety Tips
- 6.) Unit Sale Tracker
- 7.) Camp Card Receipt

The Camp Card website will be updated regularly throughout the sale. Get these resources and more at:  
[www.danbeard.org/campcards](http://www.danbeard.org/campcards)

### Frequently Asked Questions

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

**A:** A unit registers and orders a specific number of cards online. Unit orders must be placed online by February 29. After getting cards, the camp card coordinator should distribute the cards to their Scouts to sell. At the end of the sale, the unit keeps its share and pays the council for its share. If they have any unsold cards, the unit may return them for credit at the end of the sale.

#### Q: When does the sale take place?

**A:** The sale is taking place from end of March (when you pick up your cards) until May 24.

#### Q: Can a unit continue selling DBC Camp Cards over the summer?

**A:** Yes, but the unit cannot return camp cards after May 26 and their account will need to be settled with the council at that time. If a unit wants to pay for and keep their unsold items to work on selling them over the summer, they may do so.

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

**A:** Units should set goals based on the number of Scouts and activities planned to cover costs. Units might want to set goals for Scouts to pay a certain portion of their trip to camp or annual registration by selling DBC Camp Cards, and unit orders should be based on this.

#### Q: What are the rules for returning unsold cards?

**A:** Unit can return up to 75% of their order if they have unsold cards. After the 75% there is a restocking fee of \$1 per card. Returns are due, along with payment, by May 24. Cards must be returned undamaged.

#### Q: Can I get more cards once the sale is underway?

**A:** Yes, a unit can order additional cards if they run out. Additional cards will be available as long as supplies last. To do this, they should go online or contact the Scout Achievement center by phone at (513) 577-7700.

#### Q: Where should Scouts sell cards?

**A:** Online, church, neighborhoods, parent's work, school. Any place where there are lots of people. Units may want to consider a mix of "show & sell" events along with Scout families working individually.

#### Q: My unit is going somewhere else for summer camp, can we participate in this?

**A:** Yes, a unit can use its share of the proceeds of this sale toward any Scouting adventure it chooses including membership fees, advancement, etc.

#### Q: Can a Scout wear their uniform while selling?

**A:** Yes, this is a council approved unit money earning project. So, like the popcorn sale, a Scout is encouraged to wear their uniform while working on the sale.



# CAMP CARD VENDORS



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## CAMP CARD SALE A UNIT LEADER'S GUIDE

\*Samples of Camp Card Discounts From Previous Years\*



entertainment  
DIGITAL SAVINGS  
BSA DIGITAL SAVERS GUIDE

1,000's of offers from  
restaurants, local spots,  
services, shopping, travel,  
and more. Includes  
companies like Subway,  
Long John Silver, Penn  
Station, Jiffy Lube,  
Valvoline, BW3, Qdoba  
and more.



Single Use  
\$5 Off purchase of \$25 or more.



Single Use  
Buy one 3, 4, or 5 Way,  
Get a 3 Way Free



Single Use  
\$5 Off Ultimate Carwash



Buy one whopper get  
one free.



10% off any purchase.



Free frosty with  
purchase.



\$5 off MVP Haircut



Buy one get one 1/3 lb  
thickburger

1,000's of offers from Entertainment Book

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