

2017 CAMP CARD GUIDEBOOK A UNIT LEADER'S GUIDE

Greater Tampa Bay Area Council BOY SCOUTS OF AMERICA



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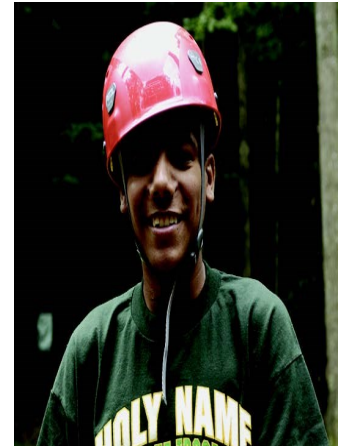
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Serving Hillsborough, Pinellas, Polk, Pasco, Hernando, Highlands,
Sumter, Citrus, Hardee and counties





The Camp Card Sale

The Camp Card Initiative is designed to help Scouts earn their way to summer resident camp, high adventure or day camp. Units participating in this program will earn 45% commission (\$4.50) for each \$10 Camp Card they sell. The rest of the money goes to pay for the card and support the Council Camps and programs offered. The sale will begin March 1st and end April 30th giving units nearly 2 months to sell and close out their accounts.

This program is RISK FREE, simply return any unsold cards at settlement on or before April 30th.

Community Partners

Several companies have offered a generous one-time discount that makes the sale of this card a no-brainer. By using just one tab, it covers the cost of the card! There is well over \$100 worth of savings if all the tabs are used!

Value

The Camp Card represents opportunities to Scouts and value to the community.

Cub Scout Day Camp	\$90	20	Cards
Webelos Resident Camp	\$145	32	Cards
Winter Camp 2014	\$180	40	Cards
Boy Scout Summer Camp	\$225	50	Cards
Philmont	\$1,800	400	Cards
New Troop Trailer	\$5,000	1111	Cards

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 parents 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:

- Wear your uniform
- Smile and tell them who you are—first name only!
- Tell them where you are from (unit within Scouting).
- Tell them what you are doing (earning money toward Scout Camp, High Adventure trip, etc)
- Tell them what they can do to help (save money with the Camp Card)
- Close the sale, and thank them

We're Selling Camp, not just Discount Cards

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.

Prepared. For Life.



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 3 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. Highlight the great coupons!

Show & Sell—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.

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

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 a large amount of cash
- Be careful of dogs while selling
- Say Thank You whether or not the prospect buys a Camp Card

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

The Camp Card Chair should be an expert on all things camp, they must ensure Scouts know the myriad of summer camp opportunities and are encouraged to attend. A good Camp Card Chair will have over 90% of Scouts attend summer camp.

Camp Card Chair Responsibilities:

CAMP

- ⇒ Be an expert in all Greater Tampa Bay Area Council summer camp opportunities
- ⇒ Encourage all your Scouts to select a camp that fits their summer schedule.
- ⇒ Explain to parents the importance of the outing in Scouting!
- ⇒ Set a goal for percentage of Scouts attending camp and achieve it!

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 a sales kit and at least 20 cards
- ⇒ Inspect, coach and praise your Scouts
- ⇒ Collect all money and turn in the amount due to the Council on time.



CAMP CARD KEY DATES

March 1st

Camp Card Sale Starts

April 30th

Deadline for Card Returns
Final Settlement to receive full commission

May 15th

Commission Drops to 30%

June 1st

Commission Drops to 15%



Your Unit Kickoff

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

- Get Scouts excited about Summer Camp
- Get parents informed about why their son should attend summer camp

How can you ensure a successful kick-off?

- Make sure the Kick-Off is properly promoted through email, email groups and phone.
- Review the presentation with your Cub Master prior to the meeting. Plan who is to do what.
- Be prepared to talk about summer camp opportunities.
- Have snacks, drinks and music
- Make sure EVERY Scout gets 10 CARDS to start off with
- Keep it short.

Camp Card Kick-Off Agenda

1. Grand Opening with music, cheers and excitement
2. Check out a cards to every SCOUT with at least 10 CARDS
3. Review summer camp opportunities
4. Review the Sales Goals and % of Scouts to Camp Goal and explain Key Dates.
5. Scout Training Role play sales Do's and Don'ts.
6. Prizes: You may choose your own unit give away prizes to help encourage the Scouts to sell.
7. Big Finish: Issue a challenge to your Scouts and send everyone home motivated to sell



Commission

The 2017 Camp Card commission is 45% if your unit is paid in full by April 30th. Commission drops to 30% on May 15th. Commission drops to 15% on June 1st. Units do not have to pay for any cards up front.

Orders and Re-Distribution

The Council placed an order based off units orders, a few extra cards were ordered. While supplies last, extra cards may be secured through the Council Service Centers or your District Executive. Supplies are limited. Units that have completed their sale and have left over cards return them with payment. These cards will be re-distributed to units that wish to sell more cards. All un-returned cards will be paid for at settlement. Units may settle their account at the Council Service Center or through their District Executive.

Return Policy

Camp Cards can be returned to the Council Service Centers in Tampa or Seminole without penalty during the sale. The 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 un-returned cards (lost, misplaced, damaged etc.). Be sure Scouts and parents treat each card as if it were a \$10.00 bill!

Sale Support

Contact Ralph Snyder anytime you have question; 813-872-2691 ext. 133 or rsnyder@boyscouting.com
We are here to help you!



EVERY SCOUT DESERVES TO GO TO CAMP

CUB SCOUT CAMP OPPORTUNITIES

CUB DAY CAMP

Offered throughout the summer in various locations throughout the Council. Council Day Camps offer Archery, BB's, field sports, arts & crafts, Scout skills and much more. Cost: \$90.

WEBELOS RESIDENT CAMP

Spend 4 days & 3 nights at Flaming Arrow Scout Reservation. Webelos entering 4th or 5th grade will receive a special introduction to Boy Scouting. From earning activity pins, belt loops and badges to canoeing, swimming, BB's & Archery, fun is sure to be had. Cost: \$145 per Scout.

WEEKEND CAMPING

Book a weekend event for your Pack or Troops at our camps. Choose from various activities, based on age and skill levels. Come on Friday night, activities all day Saturday, and check out Sunday (or just stay for the day!) . We can customize your weekend to fit your schedule and budget.



BOY SCOUT OPPORTUNITIES

SUMMER CAMP

7 days & 6 nights of fun. Come with your Troop, your patrol, or by yourself in your provisional Troop. The activities range from rifle & shotgun, sailing and even Eagle required merit badges. Cost \$225 per Scout. Or the New Summer Camp Express for \$115.

COPE & CLIMBING WEEKEND

Choose the day, or the weekend. Come and have fun with us.

WINTER CAMP

December event. 4 days & 3 nights. Take your winter break, experience summer camp in December! No bugs or heat! Cost \$180.

