

2018 CAMP CARD GUIDEBOOK: *A UNIT LEADER'S GUIDE*

Greater Tampa Bay Area Council
BOY SCOUTS OF AMERICA



BOY SCOUTS OF AMERICA®
GREATER TAMPA BAY AREA COUNCIL

The Greater Tampa Bay Area Council encompasses nine counties, serves more than 13,000 youth and builds future leaders by combining educational activities and lifelong values with fun.

Greater Tampa Bay Area Council, Boy Scouts of America

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We're Selling Camp, not just Discount Cards

Camp Cards 101

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 40% commission (\$4.00) 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 year round. The sale will begin February 15th and end April 15th, giving units nearly two months to sell and settle their accounts. This program is RISK FREE, simply return any unsold cards at settlement on or before April 15th. The amount of cards given will be determined by past history. If you sell out we will be happy to give you more!



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 coupon, it covers the cost of the card! There is well over \$100 worth of savings if all the coupons are used!

Value

The Camp Card represents opportunities to Scouts and savings to the community

Value of selling Camp Cards:	
New Uniform: \$100 = 22 cards	New Tent: \$150 = 33 cards
Day Camp: \$90 = 20 cards	Summer Camp: \$225 = 50 cards
Webelos Resident Camp: \$145 = 32 cards	Philmont Trek: \$1,800 = 400 cards
Troop Trailer: \$5,000 = 1,111 cards	

Commission

The 2017 Camp Card commission is 40%, 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.



We're Selling Camp, not just Discount Cards

Discounts Offered in the 2018 Camp Card



One Time Offers

Dick's Sporting Goods	\$10 off \$50 or more
Family Dollar	\$5 off \$25 or more
Claire's	20% off total purchase
Jiffy Lube	\$5 off oil service
Pollo Tropical	\$5 off \$20 purchase
Quiznos	Buy a Sub and Regular Fountain Drink and get an 8" Sub of equal or lesser value for \$2
Sears	\$5 off of \$50
Office Depot/Max	\$10 off \$50
Hardees	Buy One get One FREE ¼ Lb. Little Thickburger
Ace Hardware	\$10 off \$50
Legoland	\$49 per ticket up to 6 people

AND countless additional online offers that can be used across the country!

How to Sell Camp Cards

To get there, your team needs to employ all three sales methods. Create a plan and train your Scouts in all three methods. This will give you the best results!

3 Methods:

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.

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 their uniform
- Smile and tell potential contributors/prospect:
 - Who they are —first name only!
 - Where they are from (unit within Scouting).
 - What they are doing (earning money toward Scout Camp, New Tent, etc.)
 - What the potential contributors can do to help (save money with the Camp Card)
- Close the sale, and thank them.



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.

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

Camp Card Chair Information

Each unit should have a Camp Card Chair. The Camp Card Chair's responsibilities are to manage all aspects of the sale and to clearly communicate sale information to leaders, parents and Scouts. Your job as Camp Card Chair is to teach your Scouts how to sell.

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	CARD
⇒ Be an expert in all summer camp opportunities.	⇒ Communicate the purpose of the Camp Card sale and timeline to your Scouts and parents.
⇒ Encourage all your Scouts to select a camp that fits their summer schedule.	Kick-off the Camp Card sale with a BANG, providing all members with a sales kit and at least 20 cards.
⇒ Explain to parents the importance of the outing in Scouting!	⇒ Inspect, coach and praise your Scouts.
⇒ Set a goal for percentage of Scouts attending camp and achieve it!	⇒ Collect all money and turn in the amount due to the Council on time.

Orders and Re-Distribution

The Council placed an order based on unit orders; a few extra cards were ordered. While supplies last, extra cards may be secured through the Council Service Center 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 Center in Tampa 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 with any questions; 813-872-2691 ext.133 or ralph.snyder@scouting.org

We are here to help you!



CAMP CARD KEY DATES

February 15th

Camp Card Sale Starts

April 15th

Deadline for Card Returns.
Final Settlement to receive full commission

After April 30th

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 Cubmaster or Scoutmaster prior to the meeting.
- Plan who is doing what
- Be prepared to talk about summer camp opportunities
- Have snacks, drinks and music available
- 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 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