



# BOY SCOUTS OF AMERICA®

## CENTRAL GEORGIA COUNCIL

# Unit Guidebook

## 2021 Camp Card Campaign

A Scout is Thrifty... “A Scout works to pay their own way and to help others. A Scout saves for the future.”



Questions? Contact  
 James Hulgan  
 Phone (478) 743-9386  
 FAX (478) 745-2686

Email: [James.Hulgan@Scouting.org](mailto:James.Hulgan@Scouting.org)



## The Camp Card Fundraiser

The intent of the Camp Card sale is to allow Units to raise funds to pay for their year-round Camping Program. This includes purchasing camping equipment; such as tents, and cooking equipment; and to send Scouts to Cub Scout Day Camp, WEBELOS Resident Camp, Cub Scout Resident Camp, Summer Camp, and Winter Camp.

This program is ***completely RISK FREE***, because any unsold Camp Cards may be returned.

## Community Partners

The Camp Card offers discounts to local, regional, and national businesses in your community. If you know someone that can help secure new vendors for future Camp Cards, please contact [James.Hulgan@Scouting.org](mailto:James.Hulgan@Scouting.org)

**Camp Card Chair:** One who ensures their Scouts get to camp.

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

## Details

Camp Cards sell for \$5 each. Units earn 50% commission, or \$2.50 per card sold.

Camp Cards should ONLY be sold during the authorized sales period. Cards after these dates diminish in value because the Vendor Offers are good for a shorter period of time.

Scouts are encouraged to sell Camp Cards MORE than one at a time. Ask the customer if they would like to buy one for a friend or family member.

# 2021 Camp Card Kickoff Locations and Key Dates

**Kickoff Date February 1, 2021** Please contact your District Executive for your district pickup location

Robert L. Scott – [Wayne.Schuver@Scouting.org](mailto:Wayne.Schuver@Scouting.org) or 478.337.1765

Pine Forest – [Charles.Cook@Scouting.org](mailto:Charles.Cook@Scouting.org) or 478.278.2460

Ocmulgee – [Joshua.Hanes@Scouting.org](mailto:Joshua.Hanes@Scouting.org) or 706.768.2385

Scout Reach – [LaKeisha.Howard@Scouting.org](mailto:LaKeisha.Howard@Scouting.org) or 478.287.5702

Oconee – [James.Hulgan@Scouting.org](mailto:James.Hulgan@Scouting.org) or 423.443.9181

## **Key Dates for the Sale**

Monday, February 1	<b><u>Camp Card Sale Begins</u></b>
Monday, February 8	“On My Honor” Weekly Drawing for \$20 Scout Shop Gift Card
Monday, February 15	“On My Honor” Weekly Drawing for \$20 Scout Shop Gift Card
Monday, February 22	“On My Honor” Weekly Drawing for \$20 Scout Shop Gift Card
Monday, March 1	“On My Honor” Weekly Drawing for \$20 Scout Shop Gift Card
Monday, March 8	“On My Honor” Weekly Drawing for \$20 Scout Shop Gift Card
Monday, March 15	“On My Honor” Weekly Drawing for \$20 Scout Shop Gift Card
Monday, March 22	“On My Honor” Weekly Drawing for \$20 Scout Shop Gift Card
Monday, March 29	“On My Honor” Weekly Drawing for \$20 Scout Shop Gift Card
Monday, April 5	“On My Honor” Weekly Drawing for \$20 Scout Shop Gift Card
Friday, April 9	<b><u>Sale Ends</u></b> Deadline for Card Returns & Final Settlement (Payment Due)
Wednesday, April 14	Top Seller Prize Awarded – \$200 Scout Shop Gift Card

**Council Top Seller Award:** \$200 Scout Shop Gift Card.

**District Top Seller Awards:** \$50 Scout Shop Gift Card.

(minimum of 250 cards sold)

## **On My Honor Drawings**

Scouts will be able to submit an “**On my Honor**” form for every 25 cards they sell. “On my Honor” forms will be used to enter the Scouts into weekly drawings.

# “On my Honor” Form

Please fill out and submit an “On my Honor” form each time a Scout sells 25 Camp Cards. A Weekly Drawing will be held for each district every Friday during the Camp Card campaign. A Monthly Drawing will be held at the end of every month for the Council during the Camp Card campaign.

Please submit the forms to [James.Hulgan@Scouting.org](mailto:James.Hulgan@Scouting.org) or fax to 478.745.2686.

“On my Honor”

I have sold 25 Camp Cards



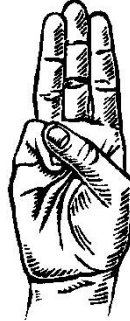
Scout's Name: \_\_\_\_\_

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

Unit Type and Number: \_\_\_\_\_

“On my Honor”

I have sold 25 Camp Cards



Scout's Name: \_\_\_\_\_

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

Unit Type and Number: \_\_\_\_\_

“On my Honor”

I have sold 25 Camp Cards



Scout's Name: \_\_\_\_\_

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

Unit Type and Number: \_\_\_\_\_

“On my Honor”

I have sold 25 Camp Cards



Scout's Name: \_\_\_\_\_

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

Unit Type and Number: \_\_\_\_\_

## Sales Techniques for Scouts

Don't miss this opportunity to use the Camp Card Sale to train your Scouts in public speaking, entrepreneurship, and salesmanship.

Have Scouts role play during your Unit Camp Card Sale Kickoff. For a successful sale, ensure your Scouts:

- Wear their Full Scout Uniform
- Smile and say their first name
- Tell Customers which Unit they are with
- Tell Customers what the Scouts are going to use the money for
- Remember to try to sell more than one card
- Close the sale, and always say thank you



## Remember, we are not just selling Discount Cards; We are selling CAMPING!

Ensure that your Scout families understand that they are selling character, they are selling a better community, and they are selling the benefits of Scouting. Emphasize that each card sold helps a Scout go to camp. The reason our sale will be successful is that people in your community want to support Scouting.

## Sales Methods

There are 3-Methods of selling Camp Cards:

- Door to door—Take your Camp Cards for a trip around the neighborhood. Don't forget local businesses. (NEVER SELL ALONE! Go with another Scout or an adult.)
- Show and Sell—Set up a sales booth and sell Camp Cards on the spot.
- Sell at Work—A great way for adults to help their Scout.

## 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 SELL ALONE!**
- Never enter anyone's home.
- Never sell after dark, unless with an adult.
- Don't carry large amounts of cash.
- Say thank you, whether the person buys a Camp Card.

## Your Unit Kick-off

The objective of your Camp Card kick-off is simple:

- Get Scouts excited about Summer Camp
- Get parents informed about why their sons should attend Summer Camp



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

- Make sure the kick-off is properly promoted through e-mail and phone.
- Review the presentation with your Cub Master prior to the meeting.
- Be prepared to talk about Summer Camp opportunities.
- Have snacks, drinks, and music.
- Keep it short

## Camp Card Kick-Off Agenda

- Grand opening with music, cheers, and excitement.
- Review Summer Camp opportunities.
- Review sales goal and % of scouts to camp goal and explain key dates.
- Check out cards to every Scout.
- Scout Training: Role play Do's and Don'ts.
- Prizes: Review opportunity to scholarship opportunities and weekly drawings.
- Big Finish: Issue challenge to your Scouts and send everyone home motivated.



Follow up after the kick-off with important reminders like dates and family sales goals.

## Commission

The 2021 Camp Card commission is 50% **IF** your Unit has returned unsold cards and paid in full by April 14, 2021. We encourage units to set up Scout accounts within the unit, so Scouts can pay for summer camp with Camp Card proceeds; however, it is up to the unit to elect to do this, we understand the unit may have another program goal. Units do not have to pay for any cards up front.

Commission drops to 30% **IF** your Unit returns unsold cards and is paid in full after the April 14, 2021 deadline.

**Units will not be able to participate in any Council Fundraisers until all financial obligations are resolved.**

## Return Policy

Camp Cards may be returned to the Council office without penalty through April 14, 2021. The cards must be in new condition, including all snap-offs still attached. The Council reserves the right to refuse product that has been damaged or rendered unsellable. **Units are responsible for any cards that are lost, stolen, or damaged.** Be sure Scouts and parents treat each card as if it were a \$5.00 bill.

## Camp Card Commitment/Order Form

A Scout is Thrifty... "A Scout works to pay their own way."

The Camp Card fundraiser is designed to help Scouts pay their own way.

The Camp Card, with discounts to many local businesses, sells for \$5 each. Units earn 50% commission, or \$2.50 per card sold. All left over cards and money (\$2.50 per card) must be turned in by April 14, 2021. The program is RISK FREE; any unsold cards may be returned. (All one-time-use tabs must be intact when returning.)

As Camp Card Chair for my unit, I understand that I am responsible for obtaining a copy of the 2021 Camp Card Guidebook and sharing its content with the members of my unit.

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District: \_\_\_\_\_ Unit Type/Number: \_\_\_\_\_

Name: \_\_\_\_\_ How Many Scouts Selling: \_\_\_\_\_

Day Phone: \_\_\_\_\_ Evening Phone: \_\_\_\_\_

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

**Keep in mind that every year since the inception of the Camp Card program, a single Scout has sold over 1,000 Cards.**

How many cards does your unit want? \_\_\_\_\_

Signature \_\_\_\_\_



**Acknowledgement of Receipt/Return  
Of Camp Cards**

Number of Cards Issued: \_\_\_\_\_

I hereby acknowledge receipt of \_\_\_\_\_ Camp Cards from the Central Georgia Council.

I understand that my unit will receive a 50% commission, or \$2.50 for each Camp Card sold.

I further understand that I am responsible for returning ALL unsold Camp Cards AND \$2.50 for each card sold to the Central Georgia Council by April 14, 2021.

District: \_\_\_\_\_ Unit Type/Number: \_\_\_\_\_

Phone(s): \_\_\_\_\_

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

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

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

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

**Central Georgia Council  
Camp Card Settlement Form**

District: \_\_\_\_\_ Unit Type/Number: \_\_\_\_\_

Name (Please print): \_\_\_\_\_

Phone(s): \_\_\_\_\_

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

Initial Number of Cards Issued: \_\_\_\_\_

Additional Cards Issued: + \_\_\_\_\_

Total Cards Issued: \_\_\_\_\_

Total Cards Returned: - \_\_\_\_\_

Total Cards Sold = \_\_\_\_\_

**Amount Due (Total Cards SOLD) x \$2.50 = \_\_\_\_\_**

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