

2024 Camp Card Leader's Guide



HOW THE CAMP CARD SALE WORKS:

- Camp Cards are designed to help Scouts **fund** their own way for Camp programs!
- Camp Cards provide a **Low-Risk Unit Sales** project where all Scouts **can earn** their way to Cub Day Camps, Summer camp at Cherokee Scout Reservation, Council and District Activities, BSA High Adventure Camps (*Philmont/Sea Base/ Northern Tier/Summit Bechtel Reserve*), other unit activities, or simply to support your overall unit program and camping needs.
- Camp Cards are sold for only **\$10 to the public** and have multiple food, service, and entertainment discounts for the customer to use throughout the year.
- The participating unit can keep **50% commission (\$5.00)** for each Camp Card sold!
- With the various break-off discounts and more great offers, the Camp Card literally**PAYS FOR ITSELF** and is **very easy to sell** to your neighbors, friends, and family!
- Camp Card commissions are **encouraged** to be applied toward directly sending youth to Summer Camp programs, but they may be used as the unit committee sees fit.
- **A Win-Win opportunity** to help other people save money, build Scout confidence, support many local businesses, and help **“Keep the Promise of Outdoor Adventure”** to our Scouts in the Old North State Council!

The Value of Selling Camp Cards:

Unit Participation allows each Scout to directly fund their way to various Camp programs:

Program Examples	Approx. Cost	Card Sales per Youth
1 Week of Cub Scout Day Camp	\$95	= 19 Cards
Scouts on Skis	\$95	= 19 Cards
Cub Scout Howl-O-Ree	\$40	= 8 Cards
Camp out on the Yorktown	\$100	= 20 Cards
Cub Scout Summer Adventures	\$15	= 3 Cards
1 Week of Scouts BSA Summer Camp	\$450	= 90 Cards
National Jamboree	\$1,600- \$1800	= 320 – 360 Cards
National High Adventure Bases	\$650 - \$1500	= 130 – 300 Cards
A New Troop Trailer	\$3,500	= 700 Cards
New 3-5 lane Pinewood Derby Track w digital timer.	\$1500-\$2500 Based on options	= 300-500 Cards

*Note—Program costs and sales per youth are not necessarily actual numbers; they are close approximations.

Camp Card Sale Timeline:

November-January	Camp Cards Designed & Units Commit to Sell
February	Camp Card Promotions at District Roundtable Meetings
February 3rd – February 9th	Camp Card <i>District Kickoffs</i> and card Distribution! ATTEND
Weekly	Collect funds from Scouts & deposit into unit bank accounts <i>Units collect final sales money and any unsold Cards from Scouts</i>
May 3rd	Camp Card Sale Officially Ends <i>(*Note—Units keep 50% commissions and need only submit unsold cards & a check due council for the remaining 50%)</i>
<i>May 17th is Last day to turn-in money & unsold Cards at the Council Office or to your District Executive for 50% commission!</i>	
May 20th	LATE settlement - Commission drops to 40%
May 24th	LATE settlement - Commission drops to 25%
June 3rd	Council Grand Prize Incentive Drawings Held



How to have a Successful Card Sale:

1. Complete the unit participation form & request your cards in advance!
2. Determine **active youth** in your program and set **individual youth sales goals** (# of Camp Cards each Scout should sell).
3. Set an overall **unit sales goal** (Individual Youth goal x # active youth = Unit Goal).
4. **Clearly Communicate needs with each youth and parent.**
 - a. **Explain** how the sale of Camp Cards teaches youth the value of earning their own way in life and reinforces Scout values.
 - b. **Explain** exactly how your unit plans to allocate the revenue generated from the sales (i.e. Youth Camper fees, Uniforms, Pinewood Derby Track, etc.)
5. **Clearly Communicate the Camp Card sales deadlines with all youth and parents.**
 - a. Have a **Sales Kickoff** and **Summer Camp Promotion** night.
 - b. **Promote** any council incentives & maybe offer a **low-cost** unit-level prize contest.
 - c. **Frequently** collect funds, **deposit** the funds, and submit **contest** entries.
 - d. Have a **FINAL** Turn-In date for funds and any unsold Camp Cards **before May 17th**. Remember – **To get 50% commission, you MUST close out with the Council by Friday, May 17th, 2024.**

3 Best Methods to Sell Camp Cards

1. **Door-to-Door** – take your Scouts and Camp Cards for a trip around the neighborhood. Don't forget your friends and local businesses.
2. **Show and Sell** – schedule a group sale at a local business and sell Camp Cards on the spot (Keep in mind that many vendors on the card may have a policy against any store front sales).
3. **Mom and Dad** – Keep cards to sell at work and to give as gifts to teachers, friends, relatives, or any community hero. Don't forget to keep cards in your car to take advantage of savings at many great businesses!

Sale Tips!

Don't miss the opportunity to use the Camp Card Sale to train your Scouts in *public speaking and salesmanship*. Scouts and their parents will appreciate the effort and your sales will improve. Have Scouts role play and practice during your Camp Card Sale Kick-off.

For a Successful Sale:

- Always wear your Scout uniform.
- Smile and tell customers who you are – FIRST NAME ONLY.
- Explain why you are selling Camp Cards.
- Explain how they can help you by buying Camp Cards.
- Close the sale and always say "Thank You!".

Safety and Courtesy:

- Sell with another Scout or with your parents.
- Never enter anyone's home.
- Never sell after dark, unless with an adult.
- Don't carry large amounts of cash. Patrons can make checks out to your unit for deposit.
- Always say "Thank You", even when a person chooses not to buy a Camp Card.

Unit Sales Incentives:

- **50% COMMISSION!!!** - Settle your account by May 17th and you keep \$5.00 per card sold!

Scout Sales Incentives:

- **GREAT CAMP EXPERIENCE GIVEAWAY!** – For every 10 cards sold, a Scout will receive one entry into 4 special drawings. Fax or E-Mail the Camp Card Contest Verification Form. A Scout can win this drawing only one time! Winning Scouts can attend their choice of: Cub Scout Resident Camp, CSR Summer Camp, CSR Winter Camp, or a family registration for Cub Scout Howl-O-Ree.
- **GRAND PRIZE - \$250 SCOUT SHOP SHOPPING SPREE** - For every 25 cards sold, a Scout will be entered into our grand prize drawing for a \$250 Scout Shop shopping spree. This drawing will be held on June 5th, 2024.

Old North State Council, BSA

2024 Camp Card Participation Form

YES! Our unit will participate in the 2024 Camp Card Sale!

(Circle Unit Type): Pack Troop Crew Ship Post Unit #: _____

(Circle District Area): Akela/Alamance/Cherokee/Guilford/Uwharrie

City: _____ County: _____

YES! Our unit will set a \$sales goal and Do Our Best! We will communicate with our parents and Scouts the importance of Scouts earning their own way. We will promote and encourage camp attendance!

- Suggested goal: \$ _____ = # of Scouts _____ X 10 cards X \$10 per card
- Goal Commission: \$ _____ = Goal X 50%, if settled fully by May 17th, 2024

YES! We are committed to hit our Unit Goal of: \$ _____

Unit Kickoff/Camp Promotion date: _____ Time: _____

Location: _____

Unit Camp Card Key Contact Leader:

Name: _____ Position in Unit: _____

Address: _____

City: _____ State: _____ Zip: _____

Best Contact Number: _____ Work Number: _____

E-Mail Address: _____

Please return to: Old North State Council, 1408 Westover Terr. Greensboro NC 27408 or scan and e-mail to: aaron.walters@scouting.org, or your District Executive.

NOTE: Most Scout families can EASILY sell 20+ cards with just minimal effort!

- **5 cards** – just keep some cards in your car and shop – your breakoffs pay for themselves. The \$10 card price is refunded!
- **5 cards** – Thank You Gifts for Friends! Examples include: a teacher/principal, a church member, a community volunteer, a brave person (police, fire, EMS, military, etc.), a co-worker, etc.
- **10 relatives or neighbors** – you don't want people to be upset because your Scout did not offer them a card! People generally like to meet and learn about a youth's Scouting experiences and support them!

Advancement Opportunities

Scouts can earn much more than just money by selling camp cards. They learn the value of planning, organization, and commitment. Scouts develop and practice new skills and learn about sales and marketing. Camp Card sales can help reinforce Scouting values like Trustworthy, Helpful, Friendly, Courteous, Cheerful, Thrifty, and Brave.

Scout Merit Badges

ART: For requirements 4 and 5; produce a Camp Card Sale poster for display using pen and ink, watercolor, pencil, pastel, oil, tempera, acrylic paint, or marker.

MOVIEMAKING: For requirement 2; create a storyboard for a video, designed to show how to sell Camp Cards.

COMMUNICATION: For requirement 6, show your counselor how you would teach others to sell Camp Cards. For requirement 7, make a Camp Card sales flyer.

DIGITAL TECHNOLOGY: For requirement 6, design a personal sales spreadsheet to keep track of the Camp Card Sale and money made for your troop.

JOURNALISM: For requirement 3, create a newspaper story or radio announcement reporting on your troop's Camp Card sale.

PHOTOGRAPHY: For requirements 4, 5, and 7, take photographs of Camp Cards, Scouts selling Camp Cards, and other activities related to the sale. Arrange the prints with captions to tell a story of the sale.

PUBLIC SPEAKING: For requirement 2, prepare and give a speech to your troop describing the benefits of the Camp Card sale to the troop. For requirement 4, prepare and give a speech to your troop describing the steps to a successful Camp Card sale.

SALESMANSHIP: All requirements for this merit badge can be completed through the Camp Card Sale.

Cub Scouts:

TIGER: Earning your Stripes – Being polite, introducing yourself, shaking hands.

WOLF: Code of the Wolf – Using your math skills to count those cards and money.

BEAR: Bear Picnic Basket – Snacks help keep that selling energy high.

Webelos/AOL: Art Explosion – Make advertisements. Build a Better World – Selling cards helps save the family money.

If you find other advancements that this fundraiser helps complete, let us know!!

YOUTH CAMP CARD RECEIPT

(Scout Parent to turn-in to Unit Camp Card Leader)

PACK
 TROOP
 CREW
 SHIP
 POST

DATE _____ DISTRICT _____ UNIT# _____

SCOUT NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____ BEST PHONE _____

PARENT E-MAIL (PLEASE PRINT) _____

Camp Cards Issued	To be completed upon card turn-in												
<p>Total number of Cards Issued this receipt:</p> <p style="text-align: center;">_____</p>	<table style="width: 100%;"> <tr> <td style="width: 60%;">Checks</td> <td style="text-align: right;">\$ _____</td> </tr> <tr> <td>Cash</td> <td style="text-align: right;">\$ _____</td> </tr> <tr> <td style="text-align: center;">TOTAL</td> <td style="text-align: right;">\$ _____</td> </tr> <tr> <td colspan="2">_____ Cards Sold</td> </tr> <tr> <td colspan="2">_____ Cards Returned</td> </tr> <tr> <td colspan="2">_____ Total Cards this receipt</td> </tr> </table>	Checks	\$ _____	Cash	\$ _____	TOTAL	\$ _____	_____ Cards Sold		_____ Cards Returned		_____ Total Cards this receipt	
Checks	\$ _____												
Cash	\$ _____												
TOTAL	\$ _____												
_____ Cards Sold													
_____ Cards Returned													
_____ Total Cards this receipt													

I recognize that each card has a cash value of \$10. I understand there is no risk to our unit as long as all unsold cards and funds are returned to our unit by _____. By signing below, I recognize that our unit will be charged \$5.00 for every card not returned by the end of the sale.

I will return any unsold cards and \$ _____ per card by _____.

I agree to these terms: _____ Date: _____

Parent Signature

Name of Youth: _____

***NOTICE**

Per the request of the vendors participating in the 2024 Camp Card and because each Camp Card has a cash value above and beyond the unit selling price, Units may return up to 25% of cards checked out. Unsold Camp Cards must be returned to our unit. This will allow our unit to reconcile our account with the Old North State Council by May 17th, 2024.

THANK YOU FOR PARTICIPATING IN THE CAMP CARD SALE!

For many Scouts, the difference between an average program and a great program is simply the money earned from their Camp Card participation. Of course, money alone does not make a Scouting program good, but it CAN help provide resources to supplement a quality planned program. The Camp Card is offered for a \$10 donation, and most offers can be redeemed until December 31, 2024.

A Sample Letter to Parents

Dear Parent,

The popular “Camp Card” sale provides the most exciting, easy, no-risk fund-raising opportunity that The Old North State Council - Boy Scouts of America offers for Scout units and families. By participating, your child can help our unit earn the money we need to have a quality program.

When your child participates, they:

1. Build confidence and communication skills while having the opportunity to talk to others about their Scouting experience.
2. Learn effective salesmanship skills – valuable skills that can last a lifetime!
3. May complete some Scouting achievements or merit badge requirements (Salesmanship merit badge, etc.).
4. Help earn their way to camp or help our unit purchase camping gear.
5. Help fund local Scouting programs for more youth! Funds from the sale directly impact the local council’s ability to provide more support to leaders, recruit more youth, effectively train leaders, maintain camps, and provide more quality programming for every youth.

AS A PARENT YOU CAN HELP YOUR CHILD BE SUCCESSFUL BY:

1. Helping them set a sales goal and encourage them to reach it (every 10 cards sold earns them a chance in council drawings).
2. Taking them door-to-door in your neighborhood to sell.
3. Keeping some cards with you at work for co-workers.
4. Encouraging them to do their best!
5. Making sure they wear their uniform to increase their sales.

SHARE THIS INFORMATION WITH YOUR SCOUTS

1. Selling Camp Cards is easy!
2. Most Scouts will be given 5-10 cards to start. If you sell those cards, get more from your leader. Every 10 cards earn a chance to win a prize and \$50 towards their Scouting program. Wow! Units can also conduct group sales efforts in front of local stores.
3. Practice your sales presentation with your parents. Use these tips:
 - Stand still and proud.
 - Speak slowly and clearly.
 - Tell them the prize or camp you are trying to earn. Tell them you are earning your way in Scouting.
 - Wear your uniform!
 - Ask if they have any friends who might like some cards.
 - Say Thank You and have a nice day! Even if they say, "No".
4. Remember - the more you sell, the more you can earn!

HERE IS HOW TO DO

IT!

(Sample Sales Script)

1. Hello, my name is_____. I'm a Scout with Troop or Pack # _____ sponsored by _____.
2. I am selling these Camp Cards to help my unit earn money and to earn my way to camp this summer. This Camp Card is full of valuable coupons and only costs \$5. Our card includes_____ (give examples from popular coupons on the card).
3. (Show your prospective buyer your cards!)
4. Your support will help our local Scouting program. Each card is only \$10. You can get 2 for \$20! How many would you like? *(Be sure to collect \$10.00 for each card.)*
5. **Thank you for your support!**

Frequently Asked Questions!

Q: How do I get my cards?

A: Attend your District Kickoff in February. A unit registers to sell and can receive a specific number of cards. The unit leadership distributes their cards to the Scouts to sell.

Q: Can I sell Camp Cards even if my unit does not?

A: Yes. In the rare occurrence that a unit does not sell cards, a parent/family can complete the same forms and follow the same rules as a unit. You are a Single Seller. Speak with your District Executive.

Q: Do we have to spend the money on camp attendance?

A: No. The unit committee leadership (and the Scouts) can decide how best to use the funds in support of their Scouting program. The card sale can help fund any Scouting expense such as uniforms, weekend camping trips, new camping gear, Boys' Life magazines, etc. Additionally, this sale helps your local council subsidize the real costs of operating a scout camping facility and unit field service.

Q: When does the sale take place?

A: The sale is meant to take place from the 1st or 2nd week of February through the beginning of May. All sales and unsold cards are expected to be returned by May 17th to the Scout Service Center for the Unit to receive the full 50% commission on each card sold. Commission goes down each day after May 17th.

Q: How should my unit set a sales goal?

A: Units should set a goal based on the number of active Scouts. Units may want to set individual goals for their Scouts to help pay for a certain portion of their trip to camp by selling the Camp Cards.

Q: How many cards should I order?

A: Each unit should be able to receive 15 cards per active youth to begin. There are a limited number of cards per district, so you should encourage Scouts to sell and return funds ASAP, so they can get more cards!

Q: How should I handle the money?

A: Camp cards produce a lot of **CASH**. Please collect money from your Scouts regularly to avoid potential issues such as loss and mishandling of funds. **ALL** cash and checks should be properly deposited into the unit's checking account. The unit will submit a check to Old North State Council, BSA. ****Do not hold on to checks! Deposit them into your Unit's account regularly****

Q: How do I settle my account?

A: The money due to the Council Service Center should be remitted with a single unit check, or a money order. Please be sure that your check is identified with your unit type and unit number (*ex. Pack 123, Camp Card Sales*). Money and Unsold cards are returned by May 17th.

Q: When and where do I settle my account?

The settlement may be done by appointment with your District Executive or anytime at the Scout Service Center. Units are urged to submit their funds and close out their accounts at the Scout Service Center by the May 17th deadline to receive their 50% commission.

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

A: Units can return 25% unsold, *intact* cards. Returns are due along with payment by May 17th, 2024. However, it is important that parents and volunteers understand that the vendor sales calls and the plastic discount cards require a significant investment of both time and money! Please make every effort to sell the cards and help other Scouts across your 8-county service area.

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

A: Yes, a unit can usually receive additional cards if they run out. More cards can be obtained from your local district executive.

Q: Can we sell the other district cards too?

A: Yes! Each of the 5 districts has one or more cards designed for their counties. You may check-out or simply purchase the different district cards at the direction of your District Executive.

Q: How do I start my sale?

A: Begin with your immediate local family members: parents, cousins, grandparents, aunts and uncles, etc. Consider purchasing some cards as a great “**Thank You Gift**” for teachers, pastors, co-workers, community heroes, etc. Keep some in your car for shopping at local vendors!

Q: Where should Scouts sell these cards?

A: Church gatherings, neighborhoods, parent’s workplace, local businesses, community / sponsoring organization, festivals, ballgames, etc. SELL on-line too. If your parents have a Facebook, Instagram or Twitter account, they can take a picture of the card and let their friends know that their Scout is earning “their” way.

Q: My unit is going to another summer camp; can we participate in the sale?

A: Yes, a unit can use its share of the proceeds of this sale toward any Scouting adventure it chooses. The funds can be used as the unit committee decides. However, the drawing for Free summer camp can only be redeemed at our Council Camp. Cherokee Scout Reservation.

Q: Can a Scout wear his uniform while selling Camp Cards?

A: **YES. This is a council approved money earning project. WE RECOMMEND YOU WEAR YOUR UNIFORM!** So, just like the popcorn sale, a Scout is encouraged to wear his uniform while participating. As a reminder, any other unit fundraisers require that a “Unit Money- Earning Application” be reviewed and approved by both your charter partner and your district’s finance committee chairman or submitted to the council for review by the council finance committee.

Q: How can I help get a great local business on the Camp Card for next year?

A: Many of the discounts on the card are locally owned businesses of Scout Parents, former Scouts, and community-minded individuals that just want to support local youth. Our parents and volunteers often suggest businesses and then help “open the door” for the local District Executive to speak with the owner about becoming a card vendor. Currently, there is no vendor fee to advertise on our card. The businesses simply honor the discount through a vendor contract. Contact your District Executive if you can help. Thank vendors for supporting local Scouting!

Old North State Council, BSA

2024 Unit Camp Card Record

(District Executive submits to Council Finance Department)

PLEASE USE THIS FORM TO KEEP TRACK OF CARD TRANSACTIONS FOR ONLY ONE UNIT

PACK
 TROOP
 CREW
 SHIP
 POST

DATE _____ DISTRICT _____ UNIT# _____

NAME _____ POSITION _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____ BEST PHONE _____

Email (please print) _____

Agreement: By signing for the Camp Cards below, your Unit is accepting full responsibility of ALL cards issued and will either pay the full amount due for ALL cards issued and/or return ALL cards NOT sold.

# Cards Issued	Issue Date	Received By (please print)

AUTHORIZED BY: _____

----- Office Use Only -----

Date	Cards Sold	Money Submitted	# Cards Returned	Receipt #	Balance Outstanding

***NOTE—Per the request of the vendors participating in the 2024 Camp Card and because each Camp Card has a cash value above and beyond the unit selling price, 100% of all unsold Camp Cards must be returned to Old North State Council office by May 17th, 2024.**

2024 Camp Card Sale - Scout Sales Report (reproduce this form as needed)

District: _____

Date turned in: _____

Unit Type: Pack Troop Crew Ship Post

Unit #: _____

<p>Prize Drawings: Drawing for CSR Summer Camp, and Cub Scout Overnight Camp are awarded for Scouts who sell 10 cards or more and for Scouts that sell 25 or more cards you also will be in our drawing for \$250 Scout Gear Shopping Spree!</p> <p>Scouts receive ONE entry for EVERY 20 cards sold in the grand prize! (example:100 sold cards = 5 chances to win) and ONE entry for every 10 cards sold in the regular prize drawings.</p>	
Scout's Name	Total # Cards Sold
TOTALS	

Return completed form to the Council Service Center by May 17th, 2024

Email: aaron.walters@scouting.org

Address: 1408 Westover Terr. Greensboro NC, 27408

2024 Camp Card Tracking Sheet for Units

	Last Name	First Name	Initial # Cards signed out	Additional # Cards signed out	Additional # Cards signed out	Additional # Cards signed out	TOTAL CARDS	# of Cards Returned	Cards Sold	Amount Due	Amount Paid	Outstanding Money Due
0	Sample	Scout	10	10	25	0	45	4	41	\$ 410	\$ 400.00	\$ 10.00
1												
2												
3												
4												
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20												

Units should use this in conjunction with the "Youth Camp Card Receipt" to help keep up with who received cards, who signed for them, and how many were handed out.