



OLD NORTH STATE COUNCIL BOY SCOUTS OF AMERICA

2018 CAMP CARD UNIT LEADER'S GUIDEBOOK

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What is a Camp Card?

Camp Card sales is an easy council Executive Board approved fundraiser to help Scouts earn their way to summer resident camp, high adventure trips or Cub Scout day camp.

Participating units will earn up to 50% commission (\$2.50) for each \$5.00 card they sell. The sale will begin in January and end on April 6th, 2018.



Community Partners

Each district has a number of local businesses that have agreed to participate in this fundraiser by offering a special discount, either as a one-time use discount or a discount to be used multiple times throughout the remainder of 2018.

In order for this fundraiser to provide the maximum benefit to them and therefore encourage future participation, units should not sell camp cards in front of a participating business, unless the management permits the unit to do so.

Unit Camp Card Coordinator

Each unit should have a person designated to coordinate the camp card sale. Responsibilities include managing all aspects of the sale, clearly communicate sale information to leaders, parents and Scouts. Coordinators should use the provided tracking sheets (pages 6 & 7) to track Scouts and how many camp cards they have taken.

Camp Card Important Dates

January: Card distribution at District Leader's Roundtable

April 6th: Deadline to settle Unit Account for 50% commission

April 13th: Deadline to receive 40% commission

After April 13th: Receive 35% commission

Policies & Procedures

- **Unit Card Orders & Distribution:** The Council placed an order based on expected unit orders plus a few extras. Units should plan to pick up their order at their January District Leader's Roundtable or make other arrangements with your District Executive. Supplies are limited, we will not be reordering cards from the manufacturer. Units that sell out of cards and would like to get more should contact their District Executive to check availability.
- **Units will not be allowed to check out more cards until their initial check out amount is paid for in full.**
- **2018 CAMP CARD RETURN POLICY** – Units can return up to 25% total cards checked out, to settle their unit balance. This policy was made to allow every unit the opportunity to check out a more accurate number of cards. Thus, allowing every unit to have an opportunity to sale cards. We suggest each unit to review sales history to accurately project how many cards to check out prior to your District Roundtable.

For example: Unit X checks out 100 cards, they may return up to 25 cards and are responsible for the other 75 cards.

If your unit finishes your sale early, please settle up with the council office and turn in leftover cards up to 25% so we can redistribute the cards out to other units in need.

SPECIAL NOTE ABOUT RETURNING CARDS

COMPLETE camp cards can be returned without penalty. Even if a card's tear off coupon(s) break off accidentally, if the complete card is returned, the unit will be given credit. We ask that caution be used in handling the cards to limit damages. If a large number of cards are returned with broken tabs, we will reevaluate this policy for the 2019 sale.

The unit is responsible for any unreturned cards (lost, misplaced, or missing tab(s)). The unit will be charged the appropriate council percentage (50%, 60% or 65%) for each unreturned or incomplete card. Scouts and parents should treat each card as if it were a \$5.00 bill.

Account Payment & Commission:

- unit is paid in full and closes its account by 5 PM, April 6th, 2018
- unit commission is 50% (\$2.50)
- unit will be charged \$2.50 (50%) for all unreturned or incomplete cards.

- unit pays in full 5 PM April 13th
- unit commission is 40% (\$2.00)
- units will be charged \$3.00 (60%) for all unreturned or incomplete cards.

- unit pays in full AFTER 5 PM April 13th
- unit commission is 35% (\$1.75)
- units will be charged \$3.25 (65%) for all unreturned or incomplete cards.

The Unit pays the Council for their portion of the card and they keep their commission based on their timeline of when they reconcile their account.

Units will be responsible for submitting \$ based on the number of cards sold or cards unaccounted for. They will keep commission based on the payment schedule above. Please don't submit the full \$5 to the Council. The unit should deduct their own commission.

The unit should return their maximum 25% unsold cards when submitting monies to close out their account.

The unit may choose to purchase their leftover cards for \$5.00 each; the council will return the appropriate commission rate to the unit.

Scout & Unit Incentives

Scouts have an opportunity to earn a gift card based on how many cards they sell. They have a choice of Target, Walmart, REI, and the Scout Shop. For every 50 cards sold, they will receive \$25 on a gift card of the desired location.

****Scouts may choose only 1 location****

Every Scout that sells at least 25 cards will be entered into prize drawings. The grand prize will be a big screen television or an Xbox 1 or PlayStation 4 gaming system! You Pick!

Each Scout unit that sells a total of 500 camp cards will receive a \$100 gift card to the Old North State Council Scout Shop.

Help

Contact your District Executive or Jonathan Clapp at jonathan.clapp@scouting.org if you have any questions!

How to get Started

Your Unit's Camp Card Kickoff

The objectives of your camp card kickoff are simple:

- Get Scouts excited about upcoming camping opportunities
- Get parents informed about why their son should attend camp and how they can fund the costs

How can you ensure a successful kickoff?

- Make sure the kickoff is properly promoted through email and phone calls.
- Review the presentation with your Cubmaster or Scoutmaster 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 at least 10 cards.
- Keep it short.

Camp Card Kickoff Agenda

1. **Grand opening with music, cheers and excitement.**
2. **Check out 5 - 10 cards to each Scout.**
3. **Review summer camp opportunities.**
4. **Review sales goal and key dates.**
5. **Scout Training: Role play sales do's and don'ts**
6. **Review prizes opportunities.**
7. **Issue a challenge to your Scouts and send everyone home motivated to sell.**

How to sell Camp Cards

Be sure to teach Scouts how to sell using all 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 camp cards around the neighborhood. Highlight the great coupons and discounts at your local restaurants and businesses**
- **Show & Sell: Set up a booth and sell camp cards on the spot! This can be an effective approach in the right location and 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: A great way for mom and dad to help their Scout earn his way to camp or other pack/troop activities!**

YOUTH CAMP CARD RECEIPT

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

PACK TROOP TEAM CREW SHIP POST

DATE _____ UNIT# _____

SCOUT'S NAME _____

<p style="text-align: center;">Camp Cards Issued</p> <p>Number of Cards (_____) Issued on: _____ DATE</p> <p>Parent Signature: _____</p>	<p>Money received on: _____ (DATE)</p> <p>Amount: \$ _____</p> <p>Unit Leader Signature: _____</p>
<p>Number of Cards (_____) Issued on: _____ DATE</p> <p>Parent Signature: _____</p>	<p>Money received on: _____ (DATE)</p> <p>Amount: \$ _____</p> <p>Unit Leader Signature: _____</p>
<p>Number of Cards (_____) Issued on: _____ DATE</p> <p>Parent Signature: _____</p>	<p style="text-align: center;">To be completed upon card turn in</p> <p>Checks \$ _____</p> <p>Cash \$ _____</p> <p style="text-align: right;">TOTAL \$ _____</p>
<p>Number of Cards (_____) Issued on: _____ DATE</p> <p>Parent Signature: _____</p>	<p>Total \$'s Received: \$ _____</p> <p>(#) _____ Cards Sold</p> <p>(#) _____ Cards Returned</p>

I recognize that each of these cards have a cash value of \$5. There is no risk to our unit as long as all unsold cards are returned to our unit by **March 30th**. By signing below I recognize that our unit will be charged for every lost card or card missing tab(s).

Our unit will close out our account (money/unsold cards turned in) by _____.

I agree to these terms: _____
Parent Signature

Date: _____ Name of Youth: _____

***NOTE—Per the request of the vendors participating in the 2018 Camp Card and because each Camp Card has a cash value above and beyond the unit selling price, 100% of unsold Camp Cards must be returned to our unit by March 30th. This will allow our unit to reconcile our account with Old North State Council by April 6th.**

2018 Old North State Council Camp Card Tracking Sheet

Scout's Name		Camp Card Sale Activity					Summary of Sales							
		Number of Cards Taken					Total Cards Issued	Number of Cards Returned	Number of Card Sold	Number of Cards Outstanding	Total \$ Amount Sold	Money Turned In	Outstanding Money Due	Commission Earned
First Name	Last Name	First Issue	Second Issue	Third Issue	Fourth Issue									

UNIT CAMP CARD GIFT CARD SELECTION

(District Executive to turn in to Old North State Council)

Pack Troop Team Crew Ship Post

DATE _____ DISTRICT _____ UNIT# _____

SCOUTS NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

EMAIL _____ PHONE# _____

Office Use Only

# of Cards Sold _____	Gift Card
Verified _____	Purchase Date: _____
<input type="checkbox"/> Walmart	Mailed Date: _____
<input type="checkbox"/> REI Gift Card	
<input type="checkbox"/> Scout Shop Gift Card	
<input type="checkbox"/> Target	

2018 Camp Cards Council Prize Drawing

UNIT # _____

District _____

Please list all scouts that have sold at least 25 cards

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

11. _____

12. _____

13. _____

14. _____