2020 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 May 1st, 2020.

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 2020.

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
May 1st: Deadline to settle Unit Account for 50% commission
May 8th: Deadline to receive 40% commission
After May 8th: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. 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.

- **2020 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 2021 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, May 1st, 2020
- 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 May 8th, 2020
- 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 May 8th, 2020
- 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, Amazon, 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, Xbox One, PlayStation 4, or Nintendo Switch! 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.
We are Here to Help You Succeed

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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 at least 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_________________________________________________

<table>
<thead>
<tr>
<th>Camp Cards Issued</th>
<th>Money received on: _________ (DATE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Cards (______) Issued on: __________</td>
<td>Amount: $__________</td>
</tr>
<tr>
<td>Parent Signature: ________________________________</td>
<td>Unit Leader Signature:__________________</td>
</tr>
<tr>
<td></td>
<td>________________________________</td>
</tr>
<tr>
<td>Number of Cards (______) Issued on: __________</td>
<td>Money received on: _________ (DATE)</td>
</tr>
<tr>
<td>Parent Signature: ________________________________</td>
<td>Amount: $__________</td>
</tr>
<tr>
<td></td>
<td>________________________________</td>
</tr>
<tr>
<td>Number of Cards (______) Issued on: __________</td>
<td>To be completed upon card turn in</td>
</tr>
<tr>
<td>Parent Signature: ________________________________</td>
<td>Checks $__________</td>
</tr>
<tr>
<td></td>
<td>________________________________</td>
</tr>
<tr>
<td>Number of Cards (______) Issued on: __________</td>
<td>Cash $__________</td>
</tr>
<tr>
<td>Parent Signature: ________________________________</td>
<td>TOTAL $__________</td>
</tr>
<tr>
<td></td>
<td>________________________________</td>
</tr>
<tr>
<td></td>
<td>Total $’s Received: $__________</td>
</tr>
<tr>
<td>(#) _______ Cards Sold</td>
<td>(#) _______ Cards Returned</td>
</tr>
</tbody>
</table>

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 __________. 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 2020 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 __________. This will allow our unit to reconcile our account with Old North State Council by May 1st.*
<table>
<thead>
<tr>
<th>Scout’s Name</th>
<th>Camp Card Sale Activity</th>
<th>Summary of Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Firs t Na me</td>
<td>Las t Na me</td>
<td>Number of Cards Taken</td>
</tr>
<tr>
<td></td>
<td></td>
<td>First Issue</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th># of Cards Sold________</th>
<th>Gift Card</th>
</tr>
</thead>
<tbody>
<tr>
<td>Verified_______</td>
<td>Purchase Date:__________________</td>
</tr>
<tr>
<td>☐ Walmart</td>
<td>Pickup Date:__________________</td>
</tr>
<tr>
<td>☐ Amazon</td>
<td></td>
</tr>
<tr>
<td>☐ Scout Shop</td>
<td></td>
</tr>
<tr>
<td>☐ Target</td>
<td></td>
</tr>
</tbody>
</table>
2020 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. ____________________________________________