



# 2019



# Camp Card Unit Guidebook



**Your Scouts Can Earn  
Their Way to a  
Summer of Adventure,  
Advancement and  
Excitement!**

**A Scout is Thrifty.....  
A Scout works to pay  
their own way and  
help others.**



**BOY SCOUTS OF AMERICA®**  
SOUTH FLORIDA COUNCIL

# Key Dates for the Sale

<p><b>February 9, 2019</b></p>	<p><b>Camp Card Kick-Off at Council Office</b></p>
<p>Feb 9, 2019—May 6, 2019</p>	<p>For every scout that sells at least 25 cards they will receive a prize. These prizes will be distributed at the end of the sale at the June roundtable. See prize form for additional prizes.</p>
<p>February 22, 2019 March 8, 2019 March 22, 2019</p>	<p><b>FILL IT UP DRAWING.</b> For every scout that sells 25 cards, turns in form and payment—they will be entered into a drawing to be part of the flag ceremony at the Florida Panthers Scout Night on April 6, 2019.</p>
<p>April 5, 2019 April 19, 2019 May 3, 2019</p>	<p><b>FILL IT UP DRAWING.</b> For every scout that sells 25 cards, turns in form and payment—they will be entered into a drawing to win a \$25.00 gift card from the Scout Shop.</p>
<p><b>May 6, 2019</b></p>	<p><b>ALL ACCOUNTS MUST BE CLOSED OUT</b> on or before May 6, 2019 to receive 50% commission AND Camp Card prizes. <i>(money and any unsold Camp Cards turned in)</i></p>
<p>May 7, 2019</p>	<p>Commission is 40% for any unit that closes out after Monday May 6, 2019. <b><u>NO EXCEPTIONS. Units that close out after May 7, 2019 will not be eligible for Camp Card Prizes.</u></b></p>
<p>May 10, 2019</p>	<p>Unit prize order forms are due at the council office. All prize order forms must be submitted to the council no later than May 10, 2019 to receive prizes.</p>
<p>May 10, 2019</p>	<p><b>No camp cards will be accepted for return</b></p>
<p>June 3, 2019</p>	<p>Unit prizes will be delivered at roundtable.</p>

## 2019 CAMP CARD – FREQUENTLY ASKED QUESTIONS

**1. The Camp Card is \$5.00. What is the break down on where the money goes?**

The commission plan is 50% if closed out by May 6, 2019. Your unit retains \$2.50 per card sold. The other \$2.50 per card is turned in to the council office, roundtable, mail or visiting the service center. The council pays for the production of the cards, the securing of the coupons and has the associated risk of unsold cards.

**2. One of the Scouts said they lost the cards? What do we do?**

The cards are like money—treat them as such. Due to the production costs of the cards and securing the vendors, we have to assume that the cards are used or sold. We only collect \$2.50 per card that is considered lost. Please collect the \$2.50 from the family.

**3. Are there any prizes?**

Every youth that sells 25 cards receives a prize. After that there are different prize levels a youth can achieve. See [Camp Card Prize page](#).

**4. Can I sell in front of the stores listed?**

ABSOLUTELY NOT! Please do not call or contact any business represented on the card. The stores will be reporting to us anyone who contacts them and that unit will **LOSE** all of their cards and commission,

**5. What is the return policy?**

Unsold Camp Cards can be returned to your District Executive or Council office. Please be realistic with your ordering so that you do not have to return any cards. If you have unsold cards just sitting around, they are not helping anyone. We would appreciate any large quantity of unsold cards (Over 300) be returned to us as soon as possible. Any returned cards must be in new condition with all of the snap offs in place. No camp cards will be accepted after May 10, 2019.

**6. What if I receive a box of cards that are short?**

**You must contact Diane Hickman – [dhickman@flmail.org](mailto:dhickman@flmail.org) via email within 48 hours of receiving the cards. You will not be issued credit after 48 hours.**

**7. How do we get more cards? They are selling fast?**

Please contact your District Executive or Diane Hickman at: [dhickman@flmail.org](mailto:dhickman@flmail.org). In order to receive more cards you must turn in at least 50% of your outstanding balance. The reason for this is because the success of the sale comes down to available inventory and motivated sellers. If camp cards are locked up in someone's trunk and turned in later, no one benefitted. **Please call Diane Hickman prior to stopping by the council office to pick up cards to confirm availability.**

**8. Can adults sell cards too?**

Yes, please help your own Scouts by selling the cards at work, school and your place of worship. Everyone knows the value in helping a scout earn their own way as well as the value in the card.

**9. Can we wear uniforms to sell the Camp Card?**

Yes, since it is a council level money earning project, you are permitted to wear the BSA uniform. Popcorn and Camp Cards are the only council level approved money earning programs. All other projects must have approval to wear the uniform..

**10. What if I want to sell camp cards and my unit is not selling?**

First check with your unit to see if they will order cards for you and anyone else who wants to sell cards. If not, we require a letter/email from the cubmaster/scoutmaster stating they are not selling and giving you permission to sell. All camp card proceeds must go to the scouts unit account. At the end of the sale the council will collect the full amount of the cards and a check will be issued to the unit. All scouts must go through their unit to sell.

**11. What if someone asks us for a "Certificate of Insurance"?**

Please contact: Rosa Moss at: [Rosa.Moss@scouting.org](mailto:Rosa.Moss@scouting.org) or (305) 364-0020 x214 and she will gladly issue a certificate of insurance for your unit.

## Why Sell Camp Cards

Wouldn't it be great to do all of the Scouting activities you wanted. If you could afford uniforms and registration without any money coming out of your pocket. Wouldn't it be nice to have a new trailer, camping equipment or do an over the top camping trip. Commission on a camp card is \$2.50 if you attend the council kick-off and close out by the end of the sale. There are no upfront fees and you can return any unsold cards by May 6, 2019 without any penalty to the unit. This is the perfect fundraiser for any unit. Selling camp cards enables a unit to have the funds to deliver their Program. We are selling the **“ADVENTURE OF SCOUTING”** and people will buy if asked.

People are curious by nature and want to know why Scouts are selling camp cards...what is the reason?

**Why should I buy?**

Make sure Scouts and parents understand how the Camp Card sale directly benefits their unit program.

A Scout earns their way. What better way to teach responsibility and how to be thrifty than to teach a youth how to pay for the things they desire. New backpack, sleeping bag, summer camp etc.

## 2019 - How Many Cards Should We Order?

- Estimate the number of cards your unit will need to sell to meet your units goals. If your unit sold last year, you will receive the same number of cards you sold in 2018 as an initial allotment. If your unit did not sell last year, begin with 10 cards per youth selling. You may request and pick up additional cards once you settle a minimum of 50% of your outstanding balance. We have a limited amount of cards available this year. Please do not order more than you can sell.
- Help each scout within your unit set a personal goal. Add them all up to a unit goal. Make a chart and display it at your meeting location.

<b>Establish a Unit Goal!!! - Unit Goal</b>	<b>\$2,500</b>
# Scouts	50
<u># Cards per Scout</u>	<u>20</u>
Total Cards	1,000
Total Sales	\$5,000
<b>Unit Commission</b>	<b>\$2,500</b>

Establish a per Scout Goal to achieve Unit Objective.

Set an EXPECTATION for the Families.

Approved Council Fundraiser --- **WEAR UNIFORM AND YOUR SMILE.**

Close Out on Time! By May 6, 2019.

# TIPS FOR SELLING CAMP CARDS

**We're Selling "THE ADVENTURE OF SCOUTING" for our Scouts, not just Discount Cards.** Ensure that your families understand that they are selling character, they are selling a better community, they are selling the benefits of the Scouting Program and sending youth to summer camp—not just discount cards. Emphasize that each card sold helps a Scout go to camp and buy equipment that he may need. The reason our sale will be successful this year is that people want to support Scouting.

A Scout is Safe. When conducting your sale, it is vital to ensure proper safety measures. Below are some Camp Card general safety and sales tips. When selling Camp Cards in your neighborhood always have an adult or buddy with you.

- ALWAYS wear your uniform. Everybody loves to support a Scout in uniform.
- Never enter a stranger's house.
- Keep checks and cash in an envelope with your name on it.
- ALWAYS walk on the sidewalk and driveway. NOT through the yard. Watch for traffic.
- Never sell at night.
- Not every house will buy so do not become discouraged.
- The more people you ask – the more people will buy.
- Put Camp Card sales articles in your school, church, and community bulletins/newsletters.
- ALWAYS act like a Scout. Be polite and courteous. Wear a smile and introduce yourself.
- Most importantly, when you are selling Camp Cards tell the people what the money is for.
- Ask your parent to be the first to buy Camp Cards.
- Ask your relatives to buy Camp Cards.
- Ask your neighbors to buy Camp Cards.
- Ask the parents of your friends to buy Camp Cards.
- Take your Camp Cards to your place of worship and ask people to buy during coffee/fellowship hour (get permission first).
- Ask your parents if they can take your Camp Cards to work and ask their co-workers to buy cards.
- Be Creative—think outside of the box. Sell at: Community Events, Movie Theatres, Youth Sporting Events etc.
- What about your local hospital, police station or fire station.
- Ask you local mall if you can set up a booth.
- Local warehouse clubs are usually scout friendly and people are used to sending larger amounts of money there.
- What about PTA meetings?
- Ask a parent or fellow Scout to go door-to-door with you in your neighborhood to ask people to buy Camp Cards.
- Ask your patrol or den to schedule a "Super Sale Day". This is a day when your fellow Scouts select a neighborhood and go door-to-door as a group to ask people to buy Camp Cards.
- ALWAYS SAY **THANK YOU!** Whether they buy or not.



## **TIPS FOR SELLING CAMP CARDS cont.**

**We're Selling Programs for our Scouts, not just Discount Cards.**

### **Things to help make your location storefront sale successful:**

- **Adults—Be Involved at the Sale—** It's ok to help the younger scouts sell cards.  
Be the voice—get the customers attention.
  - **Scouts need to clean area before and after the sale.**
  - **The Scouts need to work the sale, no sitting**
  - **Stay outside of the store during their shifts.**
- **Remember to have something on hand to drink during the shifts.**
  - **Do not allow horse play.**
- **NEVER allow the scouts to "RUN UP" to a potential customer - that's intimidating.**
  - **ALWAYS WEAR YOUR UNIFORM!**

**WHAT SHOULD THE SCOUT SAY?**

**ALWAYS SMILE**

**Hello, my name is \_\_\_\_\_ (First Name only)**

**I am working hard to EARN \_\_\_\_\_**

**We have this amazing Camp Card. You can purchase it for \$5.00 and  
it will really help me to \_\_\_\_\_**

**Explain the card and what is on it—Value**

**Ask How many would you like to purchase**

**Thank the Customer for supporting you and the Scouting Program**

**And Investing in the future of a youth.**

# CAMP CARD PRIZES

## INDIVIDUAL INCENTIVES

- Every Scout that sells 25 cards, pays for and turns in the prize form will receive a prize at the end of the sale.
- Every Scout that sells more than 25 cards will be eligible to pick from the prize package at the end of the sale. This will be based on the total amount of cards sold by the scout. Units must close out in time (May 6, 2019) to be eligible for prizes. Scouts will be eligible for 1 additional prize after they sell 25 cards. See prize form for eligibility.
- Every Scout that sells 25 cards and turns in a Fill It Up Form will receive an entry into a bi-weekly drawing to be part of the Flag Ceremony on Scout Day at the Florida Panthers Game. Panthers Experience (first 3 drawings) or a \$50.00 Scout Shop gift card (last 3 drawings)
- The top selling youth in each district will be a “**Benchwarmer**” at a 2019-2020 Florida Panther Scout Day as well as attending a STEM Day Program or a Merit Badge Class.

***NO COMBINING OF SALES FOR SALES INCENTIVES.***

***MUST BE INDIVIDUAL SCOUT SALES.***

***FREE STEM DAY AND MERIT BADGE CERTIFICATES ARE NON-TRANSFERABLE AND  
MUST BE USED BY 12/31/19.***



# CAMP CARD PRIZES

## UNIT INCENTIVES

- A Special Drawing will take place on April 1, 2019. For every 100 cards paid for. The unit (up to 10 youth) will have the opportunity to participate in a Florida Panthers “High Five” experience at the Scout Night on April 6, 2019. Does not include tickets.
- At the end of the sale the highest selling Scout Troop will get a rack of canoes for the weekend.
- The highest selling Cub Scout Pack will receive 3 hours of Range Time (Airgun or Archery) for 20 youth at Camp Elmore.  
(Not valid for the Shooting Sports award)

**FREE CAMP AND RANGE CERTIFICATE EXPIRES 12/31/2019.**

# **THE UNIT KICK-OFF**

## **The objectives of your Unit Camp Card Kick-Off are simple:**

- Get Scouts excited about what they can use the camp card money for.
- Get parents informed as to why their child should sell camp cards.

## **How can you insure a successful kick-off**

- IMPORTANT—Make sure you have a unit camp card chairman.
- Make sure the kick-off is properly promoted through email and phone
- Be prepared to talk about summer camp activities and needs/wants of the unit
  - Have snacks and drinks
  - Make sure every scout receives at least 10 cards to sell
    - Keep it short, simple and **FUN**

## **Camp Card Kick Off Agenda**

- Grand opening with music, cheers and excitement
  - Check out cards to every scout family
    - Review summer camp plans
    - Review needs/Wants of unit
  - Review sales goal how many cards sold to make it happen
    - Review and explain key dates
    - Scout Training: Role play sales Do's and Don'ts
  - Prizes—Review opportunity for Prizes and Advancements
- BIG Finish—Issue a challenge to your scouts and send everyone home motivated to sell

**Keep the Momentum going after the kick-off with e-mails, progress reports etc..  
Be sure to promote the “Prize Package” to all of your scouts.**

# Earn Advancements Selling your Camp Cards



## **Advancement Opportunities**

Scouts can earn much more than money through the Camp Card sale. They learn the value of planning, organization and commitment. Scouts develop and practice new skills and learn about sales and marketing.

### **Webelos**

**Art Explosion: #2,** A. You can draw a picture of yourself selling camp cards. B. Take a picture of yourself selling camp cards, print the picture and show the picture to your Troop.

### **Scouts BSA**

**Communication:** For requirement 1, show your counselor how you would teach others to sell Camp Cards. For requirement 2, make a Camp Card sales presentation to your counselor.

**Photography:** For requirement 4a or 4b take photos 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.



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