



LEAD YOUR UNIT TO THE BEST YEAR OF SCOUTING



BOY SCOUTS OF AMERICA
LINCOLN HERITAGE COUNCIL

CAMP CARD GUIDEBOOK A UNIT LEADER'S GUIDE

What is a Camp Card Chair?

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

Responsibilities:

- Set a unit goal and per boy sales goal for your Unit Kickoff.
- Help find locations and coordinate storefront sales.
- Prepare handouts for Unit Kick-Off meeting for leaders, parents and Scouts
- Explain the Camp Card program to your adult leaders
- Recruit one or more parents as Assistant Chairs as needed
- Plan Sales Activities.
- Arrange to pick-up more Camp Cards at Scout Office if needed.
- Collect and tally money from Scouts and submit one check payable to the Lincoln Heritage Council for "Total Amount Due" By May 11, 2018 at the Sam Swope Scout Service Center. (Credit card payments over \$250 will be charged a 3% processing fee)
- Submit Scouts for Sales Contests (Top Salesman and 100 Card Camp Incentive).
- Update your Unit each week on sales total (post results at Unit meeting place).

Your Unit Kick Off

The objectives of your Camp Card kick-off are simple:

1. Get Scouts excited about Summer Camp
2. Get parents informed about why their son should attend summer camp

How can you ensure a successful kick-off?

- Make sure the Kick-Off is properly promoted through email, email groups, phone and social media.
- Review the presentation with your Cubmaster or Scoutmaster prior to the meeting.
- Be prepared to talk about summer camp opportunities.
- Have snacks, drinks and music.
- Keep it short and visit www.lhbsa.org to download unit kickoff presentation.

Sample Unit Camp Card Kick-off Agenda

Gathering: Display card samples and Scout stuff for people to look at.

Opening: Pledge of Allegiance and Welcome Parents

Why Camp Cards?

- Make the case for Camp Cards. Why is our Unit selling the camp card this year. To reduce the number of fundraisers we do each year.
- Money for new equipment.
- So parents don't have to write a check for everything their Scout does.
- To go to camp, field trips, and other activities.
- Make sure every family has a copy of the Unit Calendar and Unit Budget.

So what's the plan (5 minutes)

- Review camp card time line.
- Barcodes and online codes will be activated on March 1, 2018
- Money due to Council by May 11, 2018.

So what's our goal? (5 minutes)

- Our Unit goal is \$ _____ in total sales
- Our per Scout goal \$ _____

Incentives (10 minutes)

- Review incentives: Council Top Seller Grand Prize, 100 Card Camp Incentive.
- Review any Unit incentives.

How to sell Camp Cards (15 minutes)

- Selling & Safety Tips

Questions & Answers (5 minutes)

- Thank everyone for coming and wish them good luck.
- A Power Point Presentation can be found at www.lhbsa.org under the Unit Fundraisers section.