



# CAMP CARD LEADER'S GUIDE 2024



BOY SCOUTS OF AMERICA<sup>®</sup>  
LINCOLN HERITAGE COUNCIL

# A SCOUT IS THRIFTY

2024 CAMP CARD UNIT LEADER'S GUIDE

## Community Partners

Companies have offered generous one-time and multi-use discounts that make the sale of this card a no-brainer. Customers who use just one tab recoup the purchase price of the card! *There is an average of \$285 worth of savings on each card!*

## The Camp Card Sale

Camp cards are designed to help units and their members earn their way to Cub Scout Day Camp, Cub Scout Overnight Camp, Scouts BSA Summer Camp, or a high adventure base. Units participating in this program will earn 50% commission (\$5.00) for each \$10 camp card they sell. The sale begins March 1.

This program is RISK FREE! Simply return any unsold and undamaged cards at settlement on or before May 31, 2024.

### Example Earnings

	Cost	Cards to sell
Cub Scout Day Camp (week-long)	\$120	24 Cards
Cub Scout Day Camp (weekend/twilight)	\$85	17 Cards
Cub Scout Overnight Camp	\$175	35 Cards
Scouts BSA Summer Camp	\$425	85 Cards
Aqua Base	\$525	105 Cards
National High Adventure Base**	\$1,800	360 Cards
Troop Trailer	\$5,000	1,000 Cards
Tent	\$150	30 Cards

\*\*Price is an approximation. Additional fees may apply.

## Make this your BEST sale ever!

1. SIGN YOUR UNIT UP TODAY AND PLAN ON HAVING YOUR BEST CAMP CARD SALE EVER!
2. PLAN ON ATTENDING THE COUNCIL-WIDE KICKOFF/DISTRIBUTION ON TUESDAY, FEBRUARY 13, 2024. Please contact your district executive or Camp Card Chair to find out the location of your Camp Card Kickoff Meeting/Distribution.
3. HAVE A UNIT KICKOFF! Make it engaging for the Scouts and parents. Make it FUN! This is where you build excitement for your sale and encourage them and your entire unit to SELL ALL THE CARDS YOU RECEIVE!
4. ESTABLISH A GOAL! How can you achieve any success without having the goal in mind? Camp cards work the same way! Have a unit goal and explain why you have this as a goal to your parents. Break your goal down to individual Scouts participating and give them a goal!  
Example:  $\$1,000 \div \$5.00$  (unit's commission) = 200 cards

Distribute the cards and begin selling in multiple ways:

- Have parents bring them to work and sell them to friends! Promote on social media as well.
- Storefront sales are a great way to boost your efforts. Call your local supermarket or retail space to book a date.
- Schedule a neighborhood door-to-door day as a unit.

# CAMP CARD KEY DATES

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## Important Dates

**February 13 - 7:00 p.m. (ET)**  
Council-wide kickoff and card distribution

**February 14 - March 1**  
Conduct a kickoff with your unit.

### MARCH - MAY

**SELL, SELL, SELL!**

Check out any additional cards needed.  
Early settlement for units ready to settle sold cards.

### **APRIL 26:**

**MID-SALE CHECK-IN:**

Settle 50% or more of your cards and your unit will be entered into a drawing for a \$500 Amazon gift card!

### **May 31:**

**CAMP CARD SALE ENDS MAY 31.**

All monies and unsold, undamaged cards due by May 31 to receive the full 50% commission. Units who submit monies after May 31 will receive a reduced commission.

# HOW TO SELL

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## How to Sell Camp Cards

Camp Card Chairs teach your Scouts how to sell. To get there, your unit needs to employ the sales methods below.

**DOOR-TO-DOOR** - Take your cards for a trip around the neighborhood. Highlight the great deals! 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.

**STOREFRONT SALES** - Set up a sales booth and sell camp cards on the spot. This can be an effective approach in the right location at the right time. However, don't hang your hat on this approach alone. Focus on multiple locations at the same time.

**SELL AT WORK** - Great for Mom and Dad to help their Scout.

**MOST IMPORTANTLY** - When you are selling camp cards tell the people what the money is for.



## A SCOUT IS SAFE!

When conducting your sale, it is vital to ensure proper safety measures. Below are some camp card general safety tips.

- When selling camp cards in your neighborhood, **ALWAYS** have an adult or buddy with you.
- **NEVER** enter a stranger's house.
- Don't carry a large amount of cash.
- Be careful of dogs while selling.
- **ALWAYS** walk on the sidewalk and driveway; **NOT** through the yard.
- **ALWAYS** watch for traffic.
- **NEVER** sell at night.
- **ALWAYS SAY THANK YOU!** Whether they buy or not.
- **ALWAYS** wear your uniform. Everybody loves to support a Scout in uniform.



# GET YOUR SCOUTS EXCITED

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## NEW THIS YEAR!

- **Scouts who sell their first 50 cards** receive a camp card patch (sample below).
- **100 Cards Club:** any Scout who sells their first 100 cards will receive a special mylar patch.
- **Weekly Prize drawings:** Scouts who sell 10 cards will be entered into a drawing for a \$25 Scout Shop gift.



## INCENTIVES FOR YOUR SCOUTS

The Lincoln Heritage Council will offer two contests for the 2024 Camp Card incentives. For units to qualify for these incentives, units must settle their account in full by May 31.

### Top Salesperson Contest

The Lincoln Heritage Council Scout who sells the most cards will win a \$300 Amazon giftcard.

COUNCIL  
TOP SELLER  
EARNS A

**\$300 AMAZON GIFT CARD**



Amazon is not a participant or sponsor of this promotion.

### Individual Scout Incentives\*

(Use QR Code on last page)

Cards Sold	Amazon Gift Card		In-Council Summer Program Credit
100	\$50	OR	\$75
200	\$100	OR	\$100
300	\$200	OR	Free Week of Camp
400	\$250	OR	Free Week of Camp & a \$50 Trading Post Credit at LHC Camps

### Unit Incentives

Cards Sold	Membership Renewal Credit
2,000	\$300
3,000	\$1,000

\*Individual Scout incentives are NOT cumulative\*

**Incentives are due by Friday, June 14.**



# LEAD YOUR UNIT TO THE BEST YEAR OF SCOUTING

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## Unit Camp Card Kick-off Meeting Agenda

**Gathering:** Display card samples and plan games and activities.

**Opening:** Pledge of Allegiance, Safety Moment, and Welcome Parents

### Why Camp Cards?

- Create excitement for camp!
- Money for new equipment.
- Parents don't have to write a check for everything their Scout does.
- To go to camp, field trips, and other activities.
- All the great deals and value makes it easy to sell.
- Risk Free!

### What's the Plan? (5 minutes)

- Review camp card important dates.
- Money due to council by May 31.

### What's our Goal? (5 minutes)

- Our unit goal is \$ \_\_\_\_\_ in total sales.
- Our unit's per Scout goal is \$ \_\_\_\_\_
- \_\_\_\_\_ # of cards to hit goal incentives.

### Incentives (10 minutes)

- Review incentives: Council Top Seller Prize (\$300 Amazon gift card)
- Scout incentives (either program credit or Amazon gift card).
- Mid-sale checkpoint - settle at least 50% of your cards and be entered into a drawing for a \$500 Amazon gift card.
- Review any special unit and/or district incentives.

### How to Sell Camp Cards (15 minutes)

- Selling & Safety Tips

### Questions & Answers (5 minutes)

- Thank everyone for coming and wish them good luck.



# TIPS TO HELP YOUR UNIT AND SCOUTS BE SUCCESSFUL

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## Unit 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 youth.

- Conduct a Unit Kickoff.
- Set a unit goal and individual youth member goal for your unit.
- Help find locations and coordinate storefront sales.
- Prepare handouts for Unit Kick-Off meeting for leaders, parents, and youth members.
- Explain the camp card sale 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 (minus your commission) payable to the Lincoln Heritage Council for "Total Amount Due" By May 31 at the council office. Credit card payments over \$250 will be charged a 3% processing fee.
- Submit Scout's names for Sales Contests (Top Salesperson) by June 14.
- Update your unit each week on sales totals and post results at your unit meeting place.
- Most importantly, MAKE IT FUN!

## Example Script

What do I say to someone when approaching them about camp cards?

Hi, my name is \_\_\_\_\_ (First Name)

I am a Cub Scout/Scout with \_\_\_\_\_ (Unit Type and Number)

I am selling Camp Cards to earn my way to \_\_\_\_\_ (Activity : Jamboree, Summer Camp, High Adventure, etc.)

It's only \$10! The card pays for itself and you get to help me learn leadership skills and have fun!

Can I count on your support? (Wait for an answer) \*Keep eye contact!

Be sure to THANK everyone; even if they don't buy one from you. A Scout is courteous!

### Tips to remember:

- Be sure to introduce yourself.
- Know the card: have a few good examples that are your favorite or just one you can refer to.
- Practice your sales pitch on friends and family.
- Wear your Scout uniform.

WE ARE HERE TO

HELP YOU

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Camp Card Sale ends May 31.

All monies and unsold and undamaged cards due by May 31 to receive the full 50% commission (\$5.00).

Units who submit monies after May 31 will receive a reduced commission of \$4.00 per card.

#### Orders and Re-Distribution

The council places an order based off previous units sales with a few extra cards ordered as well. While supplies last, extra cards may be secured through the council office or your district executive. Supplies are limited. If your unit has completed the sale and has unsold cards, please return them to the council office or district executive in order for these cards to be redistributed to units that wish to sell more. Additional cards may be obtained once a minimum of 50% of the cards you were initially allotted is settled. All unreturned cards will be paid for at settlement. Units may settle their account at the council office or through their district executive.

#### Return Policy

Camp cards can be returned to the council office or district executives without penalty during the sale or by May 31. The cards MUST be in new condition (including snap off discounts). We reserve the right to refuse product that has been damaged. The UNIT is RESPONSIBLE for ANY unreturned cards (lost, misplaced, damaged etc). Be sure Scouts and parents treat each card as if it were a \$10.00 bill!

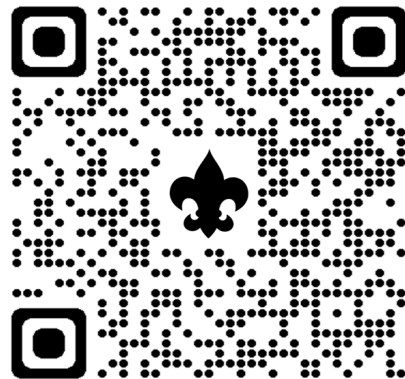
#### Sale Support

Contact Sarah Flowers

502-400-5362

sarah.flowers@scouting.org

Scan this QR Code  
to share the 2024  
Camp Card Promo  
with your Scouts!





# RESOURCES

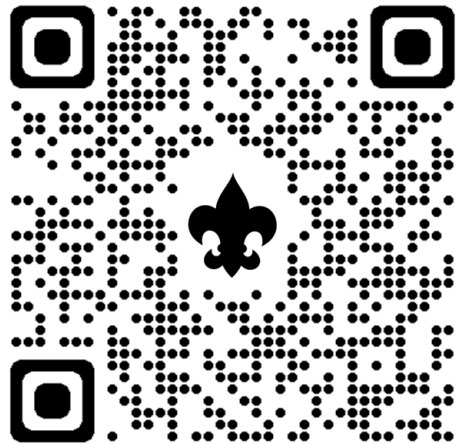
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Scan here to register for  
this year's sale!

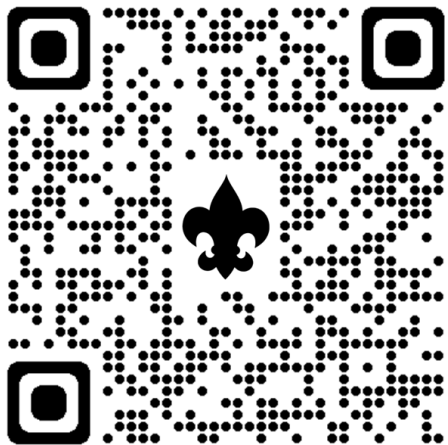
Unit Camp Card Registration form  
2024



Scan here to check out  
this year's deals!



Scan the QR Code for  
Sale Tips Video



Scan this QR Code to  
submit incentives

