



# CAMP CARD LEADERS GUIDE 2023





# A SCOUT IS THRIFTY

2023 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, recovers 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 & Webelos Overnight Camp, Scouts BSA Summer Camp, or high adventure base. Units participating in this program will earn 50% commission (\$5.00) for each \$10 camp card they sell. The sale begins the week of March 1.

This program is **RISK FREE!** Simply return any unsold cards at settlement on or before **June 1, 2023.**

### 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 Summer Camp	\$175	35 Cards
Scouts BSA Summer Camp	\$425	85 Cards
Aquabase	\$525	105 Cards
National High Adventure**	\$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 SALES EVER!**

**2. PLAN ON ATTENDING THE COUNCIL WIDE KICKOFF/DISTRIBUTION ON FEBRUARY 16, 2023.** 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 RECEIVED!**

**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:  $\$1,000 \div \$5.00 = 200$  cards

Distribute the cards and begin selling in multiple ways:

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

# CAMP CARD KEY DATES

2023 CAMP CARD UNIT LEADER'S GUIDE

## Important Dates

**February 16th, 7:00PM: EST**  
COUNCIL WIDE KICKOFF & CARD  
DISTRIBUTION

**February 17th - March 1st**  
CONDUCT A KICKOFF WITH YOUR UNIT

### MARCH/APRIL/MAY/JUNE

**SELL, SELL, SELL!**

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

**APRIL 27th:**  
MID SALE CHECK IN:  
Settle 50% or more of your cards and your unit  
will be entered into a drawing for \$500 Amazon  
gift card!

**JUNE 1:**  
CAMP CARD SALE ENDS JUNE 1.  
All monies and unsold cards due by  
June 1 to receive the full 50% commission. Units  
who submit monies after June 1, will receive a  
reduced commission.



# HOW TO SELL

2023 CAMP CARD UNIT LEADER'S GUIDE

## How to sell Camp Cards

Camp Card Chairs teach your Scouts how to sell. To get there, your unit needs to employ **all these sales methods**.

**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.

**STORE-FRONT 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

2023 CAMP CARD UNIT LEADER'S GUIDE



## INCENTIVES FOR YOUR SCOUTS

The Lincoln Heritage Council will offer two contests for the 2023 Camp Card incentives. For units to qualify for these incentives, units must settle their account in full by **June 1, 2023**.

### Top Salesperson Contest

The Lincoln Heritage Council Scout who sells the most cards will win a \$200 Amazon giftcard.

## COUNCIL TOP SELLER EARNS A \$200 AMAZON GIFT CARD



Amazon 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
50	\$25	OR	\$50
100	\$50	OR	\$75
200	\$100	OR	Free Week of Camp
300	\$165	OR	Free Week of Camp

### Unit Incentives

Cards Sold	Membership Renewal Credit
1,500	\$300
2,500	\$1,000





# LEAD YOUR UNIT TO THE BEST YEAR OF SCOUTING

2023 CAMP CARD UNIT LEADER'S GUIDE

## Unit Camp Card Kick-off Meeting Agenda

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

**Opening:** Pledge of Allegiance and Welcome Parents

### Why Camp Cards?

- Create excitement for camp!
- 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.
- All the great deals and value makes it easy to sell.
- No Risk!

### So, What's the Plan (5 minutes)

- Review camp card important dates.
- Money due to Council by **June 1, 2023**.

### So what's our goal? (5 minutes)

- Our unit goal is \$\_\_\_\_\_ in total sales
- Our per Scouts goal \$\_\_\_\_\_
- \_\_\_\_\_ # of cards to hit goal

### Incentives (10 minutes)

- Review incentives: Council Top Seller Grand Prize,.
- 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

2023 CAMP CARD UNIT LEADER'S GUIDE

## 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 Kickoff.
- Help find locations and coordinate storefront sales.
- Prepare handouts for Unit Kick-Off meeting for leaders, parents and Youth Members.
- 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 **June 1, 2023** at the Sam Swope Scout Service Center. Credit card payments over \$250 will be charged a 3% processing fee.
- Submit Scout's names for Sales Contests (Top Salesperson) by **June 1, 2023**.
- Update your Unit each week on sales total (post results at 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 BSA 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)

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

2023 CAMP CARD UNIT LEADER'S GUIDE

Camp Card Sale ends June 1.

All monies and unsold cards due by June 1 to receive the full 50% commission (\$5.00).

Units who submit monies after June 1 will receive a lower 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 Service Center 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 you settle a minimum of 50% of the cards you were initially allotted. All unreturned cards will be paid for at settlement. Units may settle their account at the Council Service Center or through their District Executive.

## Return Policy

Camp Cards can be returned to the Council Service Center or District Executives without penalty during the sale or by June 1. 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!

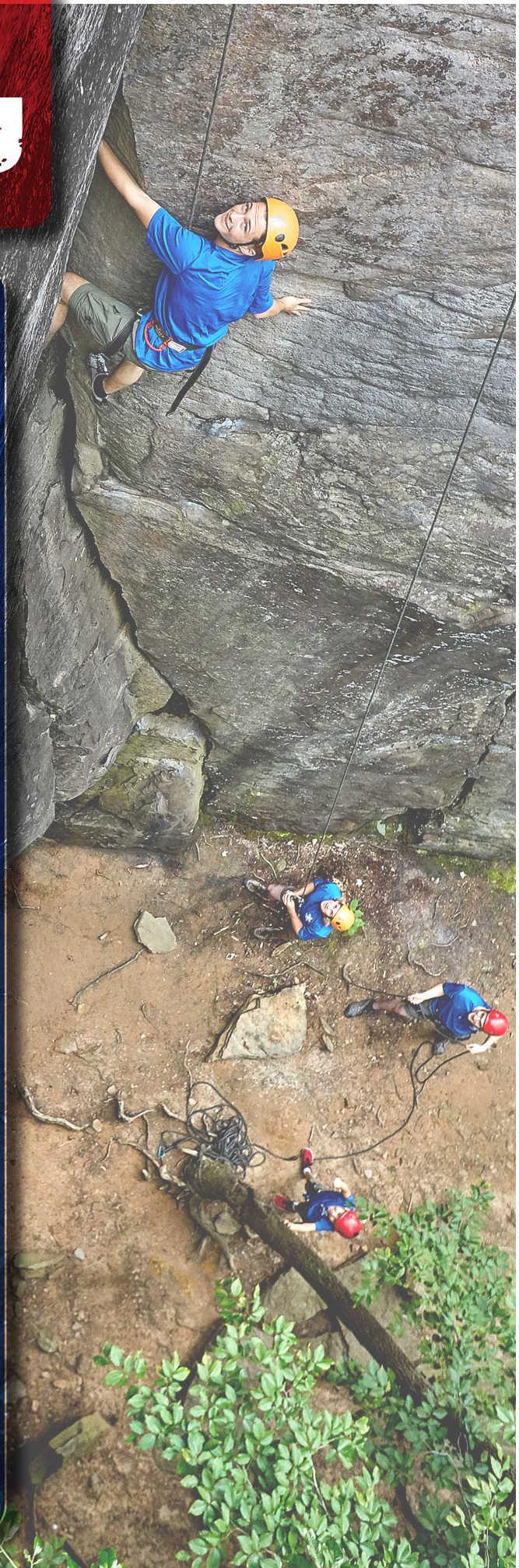
## Sale Support

Contact Sarah Flowers

502-400-5362

[sarah.flowers@scouting.org](mailto:sarah.flowers@scouting.org)

We are here to help you!

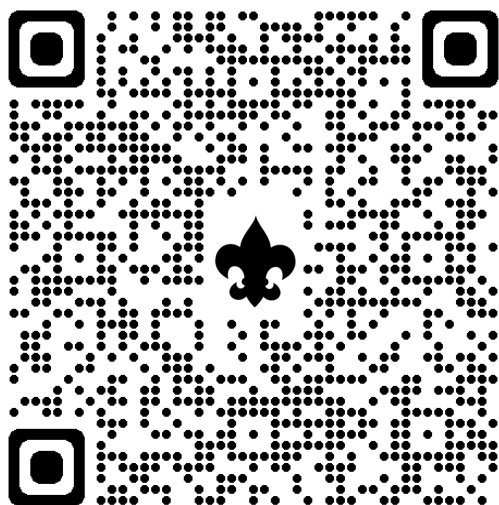




# FORMS

2023 CAMP CARD UNIT LEADER'S GUIDE

Scan this QR Code to  
submit incentives



Check out this year's deals by  
scanning the QR code below!

