



Discount Card Guide

Scouting  America™
Lincoln Heritage Council



A SCOUT IS THRIFTY

2026 DISCOUNT CARD GUIDE

THE DISCOUNT CARD SALE

Discount cards are designed to help units and their members earn their way to Cub Scout Day Camp, Cub Scout Overnight Camp, Summer Camp, or a high adventure base. Units participating in this program will earn 50% commission (\$5.00) for each \$10 discount card they sell. The sale begins February 10th or as soon as your Unit has their Card and Discount Card Kick-off.

This program is RISK FREE! Simply return any unsold and undamaged cards at settlement on or before May 15, 2026.

MAKE THIS YOUR BEST SALE EVER!

- SIGN UP TODAY AND PLAN ON HAVING YOUR BEST DISCOUNT CARD SALE EVER!**
- PLAN ON ATTENDING THE COUNCIL WIDE KICKOFF DISTRIBUTION ON FEBRUARY 10, 2026.**
Please contact your district executive or discount card chair to find out the location of your Discount Card Kickoff meeting/distribution.
- 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 DISCOUNT CARDS YOU RECEIVE!**
- ESTABLISH A GOAL!** How can you achieve any success without having a goal in mind? Discount 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!

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 \$250 worth of savings on each card!

Example Earnings	Cost	Cards to sell
Cub Scout Day Discount (week-long)	\$120	24 Cards
Cub Scout Day Discount (weekend/twilight)	\$85	17 Cards
Cub Scout Overnight Discount	\$175	35 Cards
Scouts BSA Summer Discount	\$450	90 Cards
Aqua Base	\$550	110 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.



Example:

$\$1,000 / \$5.00 \text{ (unit's commission)} = 200 \text{ cards}$

Distribution of 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.

DISCOUNT CARD KEY DATES

DISCOUNT CARD UNIT LEADER'S GUIDE

Scouting America
Lincoln Heritage Council

2026

Important Dates

February 10 – 7:00p.m. (EST)

Council-wide kickoff and card distribution

February 11 – March 2

Conduct a kickoff with your unit.

February – May

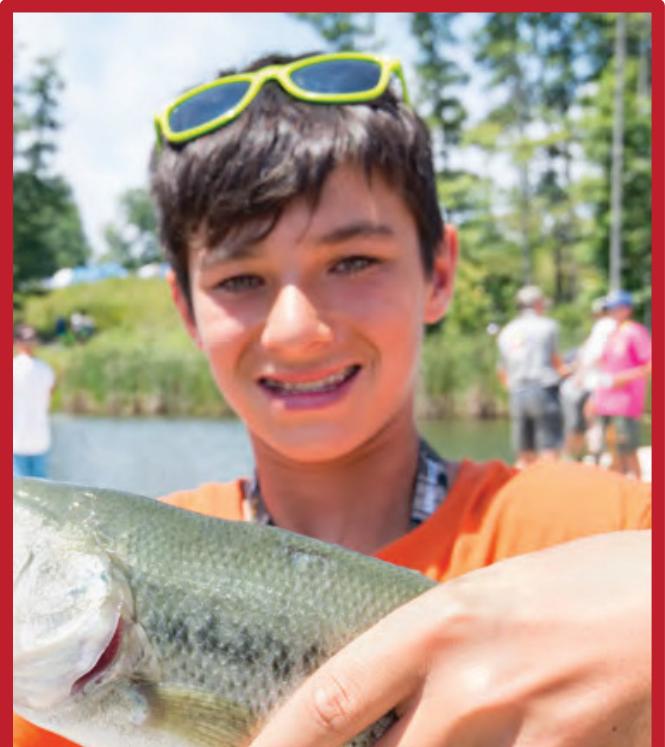
SELL, SELL, SELL!

April 2

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 15

DISCOUNT CARD SALE ENDS: All monies and unsold, undamaged cards due by May 15, 2026 to receive the full 50% commission. Units who submit monies after May 15 will receive a reduced commission.



HOW TO SELL

DISCOUNT CARD UNIT LEADER'S GUIDE

How to Sell Discount Cards

Discount Card Chairs teach your Scouts how to sell. To get there, your unit needs to employ the sale 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 groups to ask people to buy discount cards.

STOREFRONT SALES – Set up a sales booth and sell discount 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 discount 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 discount card general safety tips:

- When selling discount 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 sidewalks and driveway, NOT through the yard.
- **ALWAYS** watch for traffic.
- **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

DISCOUNT CARD UNIT LEADER'S GUIDE

Incentives for Your Scouts

- The Lincoln Heritage Council offers Discount Card incentives. For units to qualify for these incentives, units must settle their account in full by May 15.
- TOP SALESPERSON CONTEST** – The Lincoln Heritage Council Scout who sells the most cards will win a \$300 Amazon gift card.

- Scouts who sell their first 10 cards receive a **discount card patch** (sample below).
- 100 DISCOUNT CARD 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**.



Individual Scout Incentives*

(Use QR Code on last page)

Cards Sold	Amazon Gift Card
100	\$50
200	\$100
300	\$150
400	\$200

Amazon is not a participant or sponsor of this promotion.

Individual Scout incentives are NOT cumulative



Incentives are due by May 15th.

LEAD YOUR UNIT TO THE BEST YEAR OF SCOUTING

DISCOUNT CARD UNIT LEADER'S GUIDE

Unit Discount Card Kick-off Meeting Agenda

Gathering – Display card samples and plan games and activities.

Opening – Pledge of Allegiance, Safety Moment, and Welcome Parents

Why Discount 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 make it easy to sell.
- Risk free!

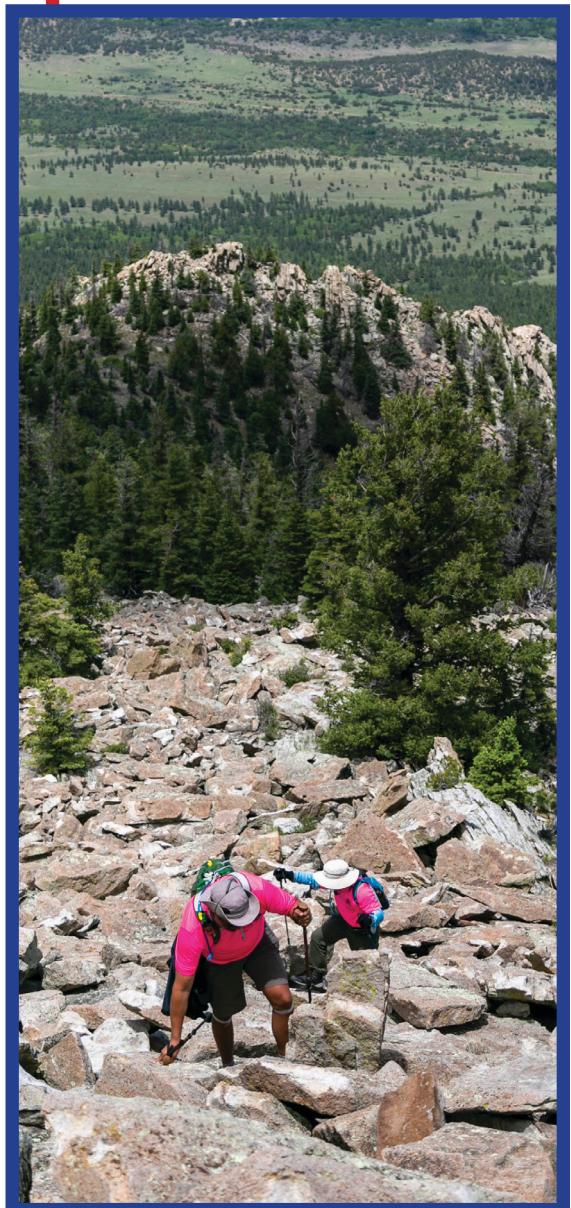


What's the plan? (5 minutes)

- Review discount card important dates.
- Money due to council by May 15.

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 Discount 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

DISCOUNT CARD UNIT LEADER'S GUIDE

Unit Discount Card Chair

Each unit should have a Discount Card Chair. The Discount 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 Kickoff meeting for leaders, parents, and youth members.
- Explain the discount card sale to your adult leaders.
- Recruit one or more parents as assistance chairs as needed.
- Arrange to pick-up more discount cards at Scout office if needed.
- Collect and tally money for Scouts and submit one check (minus your commission) payable to the Lincoln Heritage Council for “Total Amount Due” by May 15 at the council office. Credit card payments over \$250 will be charged a 3% processing fee.
- Submit Scout’s name for Sales Contest (Top Salesperson) by May 15.
- 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 Discount Cards?

- *Hi, my name is _____ (First Name)*
- *I am a Cub Scout/Scout with _____ (Unit Type and Number)*
- *I am selling Discount 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 Scouts uniform.



WE ARE HERE TO HELP YOU

DISCOUNT CARD UNIT LEADER'S GUIDE

- Discount Card Sales end May 15.
- All monies and unsold and undamaged cards are due by May 15 to receive the full 50% commission (\$5.00).
- Units who submit monies after May 15 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 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 a settlement. Units may settle their account at the council office or through their district executive.
- **RETURN POLICY** – Discount Cards can be returned to the council office or district executive without penalty during the sale or by May 15. 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 was a \$10.00 bill!
- **Sales Support**
Contact Hallie Brockhoff
502-418-6743
Hallie.brockhoff@scouting.org



SCAN THIS QR CODE TO SEE
THE DISCOUNT CARD WEBSITE!

