

2020 BAC Camp Card “At Home” Campaign 60-Day Challenge and Merit Badge Activity

Summary:

Members of the Council Marketing Committee developed a video to promote Camp Card sales. The message in the video has a broad enough reach that it can be used by all Units, Scouts, and District Leaders to promote and sell our Camp Cards, during this period of quarantine.

Objective:

All registered Units, Scouts, Camp Card Chairs, District Executives, Development Team, Field Directors, District Key 3, and other volunteers, promote the 2020 Camp Card Video, to their network of family, friends, and businesses, to sell the 2020 Camp Card.

Instructions for Scouts, Unit Leaders, and Camp Card Chairs:

1. Send the video to your network of friends and family with the following message:
 - a. **Option 1:** “Please watch this important video from your local Scout. We sincerely appreciate your support <https://vimeo.com/398889125>.”
 - b. **Option 2:** “Please watch this important video from your local Scout. We sincerely appreciate your support <https://vimeo.com/398889125>.”

With Email Message: “As Scouts, we try to ‘Do A Good Turn Daily’.” “During the COVID-19 health crisis, one small way we want to help is to thank our first responders and health workers. We have a goal to give away 500 to 1000 camp cards to show our appreciation. For \$5, you can help us provide someone with \$100 of savings on groceries and local businesses. Please help us hit our goal

- c. **Option 3:** Use the provided attachment as your message.

NOTE:

Please contact your District Camp Card Chair if you intend to contact businesses. We do not want to send multiple messages to the same business. District Camp Card Chair will keep track.

2. Include your Unit’s Venmo account in your message:
 - a. Each Unit will need a Venmo account. This is a free electronic transaction service. Venmo will track buyer information. Unit Leaders can connect with the selling Scout after purchase, and Scout will mail camp cards.
3. Scouts who sell can earn Merit Badges, like Entrepreneurship. *Requires assistance from Leaders to organize and facilitate this part of the campaign.*
4. Units track their sales and follow the existing process to settle

Instructions for DE’s, Development Team, Field Directors, District K 3, and Board

1. Follow the first step above sends the video to their network of friends and family.
2. Include the link to the BAC Council’s Camp Card order page:
www.baltimorebsa.org/campcardorder
3. The Development team will mail the Camp Cards to the individuals or businesses.

Sales Incentive for Units:

1. Commissions for Camp Card sales that come through the BAC office will be credited to the highest selling units during this 60-day Challenge.