

# 2016 Camp Card Sales Book



Baltimore Area Council

The Baltimore Area Council is pleased to kick-off the fifth annual council-wide Camp Card Program. This program is designed to help Scouts earn their way to Cub Day Camp, Cub Resident Camp, Boy Scout Summer Camp, NYLT, or a National High Adventure activity.

**\*PLEASE NOTE funds do not have to be used for Camp. Many units choose to use the camp card sale to purchase camping equipment such as tents, backpacks, and sleeping bags or to fund other summertime Scouting activities, or other unit expenses.**

### **What is a Camp Card?**

A camp card is a value/discount card which features coupon deals for local and national businesses in and around the greater Baltimore area.

On the back of the card are 10 reusable discounts, valid from February 1, 2016 – December 31, 2016. In addition to the reusable coupons, each card is outfitted with two one-time use, “break off” coupons.

Each card is sold for \$5.00, and provides the customer with no less than \$100 in savings.

### **Commission Structure**

Units participating in this program will earn 50% commission (\$2.50) in cash, or a 60% (\$3.00) camp credit for summer camp at Broad Creek Memorial Scout Reservation on each \$5.00 Camp Card they sell.

- Boy Scout Summer Camp
- Cub Scout Resident Camp

With our community partnerships, the sale of the Camp Card is a no brainer!

**This program is completely RISK FREE, because any unsold Camp Cards may be returned.**

### **Details**

Each Camp Card has a value of over \$100. The cards are packaged in shrink-wrapped packs of twenty (20). Promotional posters and Sales Kits are available free of charge when signing out cards. Simply contact your District Camp Card Chair or District Executive to make arrangements.

## **Unit Incentive—New for 2016!**

Units that sell 500 Camp Cards over the course of the sale will receive a \$50 gift card to the Scout Shop. This offer is cumulative; for example:

- Sell 500 Camp Cards, unit receives a \$50 gift card to the Scout Shop
- Sell 1000 Camp Cards, unit receives another \$50 gift card for a total of \$100 in Scout Shop gift cards
- Sell 1500 Camp Cards, unit receives a total of \$150 in gift cards (and so on...)

### **The value of selling Camp Cards:**

*(Listed below are the approximate costs of each of these items)*

<b>New Uniform - \$100 = 40 cards</b>	<b>New Tent - \$150 = 60 cards</b>
<b>Cub Scout Resident Camp - \$200 = 80 cards (67 using Camp Commission)</b>	
<b>Boy Scout Resident Camp - \$340 = 136 cards (114 using Camp Commission)</b>	
<b>Jamboree Contingent - \$1,400 = 560 cards</b>	

## **2016 Camp Card Sale Timeline**

<b>Jan. 25 – Feb. 12</b>	<b>Pick up Cards at District Kickoffs</b>
<b>March 29</b>	<b>Mid-sale Checkpoint</b>
<b>April 1<sup>a</sup></b>	<b>Deadline to Register for Camp to Qualify for Camp Credit</b>
<b>May Roundtable</b>	<b>Reconcile Cards &amp; Monies</b>
<b>May 20*</b>	<b>Last Day to Reconcile – All Cards &amp; Monies due to BAC</b>

*Notes:*

<sup>a</sup> Any unit not registered for camp by the April 1 deadline defaults to the 50% commission rate on all card sales.

*\*All units must reconcile by May 20, 2016. On a case-by-case basis, units may continue selling after May 20, however accounts must still be reconciled in full by May 20. Additional cards checked out / purchased after this date will be subject to the 50% commission structure.*

***Accounts not reconciled in full by May 20 receive a reduced, 30% commission on their remaining Camp Card account.***

## YOUR UNIT CAMP CARD KICK-OFF

THE OBJECTIVE FOR UNIT CAMP CARD KICK-OFF IS SIMPLE:

- Get Scouts excited about camping
- Ensure parents are informed about why their Scout should attend camp

HOW CAN YOU ENSURE A SUCCESSFUL KICK-OFF?

- Make sure the Kick-Off has maximum attendance
- Be prepared to discuss summer camping opportunities in the Baltimore Area Council
- Make sure every Scout receives a packet of 20 Camp Cards

CAMP CARD KICK-OFF SAMPLE AGENDA:

1. **Grand Opening** with music, cheers and EXCITEMENT
2. Ensure each **Scout signs out at least one packet of 20 Camp Cards**
3. Explain **Commission and Incentives**.
4. **Review summertime camping opportunities** in the Baltimore Area Council  
(Cub Day Camps, Boy Scout Resident Camps, Cub Scout Resident Camp)
5. Review **Goals and Key Dates**
6. Scout **Training** - Role Play
7. Cover **safety** and **courtesy** tips
8. **Big Finish**. Send Scouts and parents home **EXCITED to sell**

REMEMBER, WE'RE SELLING CAMP, NOT JUST DISCOUNT CARDS

Ensure your families understand they are selling character, they are selling better community, and they are selling the benefits of Scouting. Emphasize that each card sold helps a Scout go to camp. The reason our sale will be successful is that people want to support Scouting.

FOR A SUCCESSFUL SALE, ENSURE YOUR SCOUTS:

Wear a Scout Uniform, smile, and say their first name. Tell the customer their unit number. Tell the customer how much THEY can save with a Camp Card. Tell the customer what the Scouts are going to use the money for. Close the sale, and always say Thank You!

RETURN POLICY

Camp Cards may be turned-in to the council office without penalty between upon receipt until May 20th 2016. The cards must be in new condition, including snap-offs still attached. Camp Cards may also be turned-in without penalty at the scheduled turn-in, May 2016 Roundtables. Units are responsible for any cards that are lost, stolen, misplaced, or damaged. Scouts and parents should treat the cards like a five dollar bill.

SUPPLEMENTAL ORDERS

The council will order Camp Cards based on the Unit Commitment Forms. A few extra cards will be ordered. While supplies last, additional cards may be ordered through your District Executive/Director or at the Council Office.

## Scout Sales Strategy:

**Step 1 - Sell 30 cards to your parents.** If they plan on spending \$50.00 or more at the grocery store at least 30 times between now and the end of the year, they will redeem their \$150.00 by simply shopping at the grocery store and you will earn \$75.00 for camp at no cost to them.

**Step 2:** Repeat Step 1 by selling 30 cards to all of your neighbors, relatives and friend's parents.

### Example:

- Cost of 30 Camp Cards = \$150.00
- Benefit of the grocery store coupons alone for 30 Camp Cards = \$150.00.
- Commission the Scout earns on 30 Coupons = \$75.00

\* **NOTE** - Every time a Scout parent spends \$50.00 or more at Harris Teeter, Food Lion or Shoppers and does not use a Camp Card, they are actually losing \$2.50 in commission.

$$\begin{array}{r} \$5.00 \text{ grocery store saving} \\ + \$2.50 \text{ commission for their Scout} \\ \hline \$7.50 \text{ return} + \text{the rest of the coupons} \end{array}$$

## Set a Unit sales goal!

Parents will support this program if there is a clear, concise goal and reason (i.e. Summer Camp, Day Camp, Equipment, Trailer, Pinewood Derby Track, etc.). Best methods show that a unit should establish a unit goal and then develop a per Scout expectation. Think in terms of 50 Camp Cards (Cub Scout Day Camp) or 136 Camp Cards (Boy Scout Summer Camp), minimum.

Scouts should easily be able to sell 10 cards to neighbors

Scouts should coordinate sales times using a poster in front of high traffic areas (stores, banks, churches) Bass Pro Shop, Safeway, and Modell's are allowing scouts to sell Camp Cards at select locations.

Encourage every Scout to earn their way to camp

Conduct an ENTHUSIASTIC Kick-off! A boring and dreary sales pitch to the Scouts and Families will result in boring and dreary commissions! Dream BIG! Small dreams have no magic!

Be VERY clear with parents as to what the money earned will be used for. This is especially important if it is to be used for anything other than camp!!!

Create a sense of urgency! People react to deadlines. "We would like to have our campaign wrapped up by next week." If given three months to sell, families will take three months to sell, and sell everything the last week anyway.

Control your inventory! You will also want the flexibility to provide additional cards to Scouts who are selling their Camp Cards quickly. Trying to collect unsold cards from Scouts in an effort to redistribute them is very time-consuming.