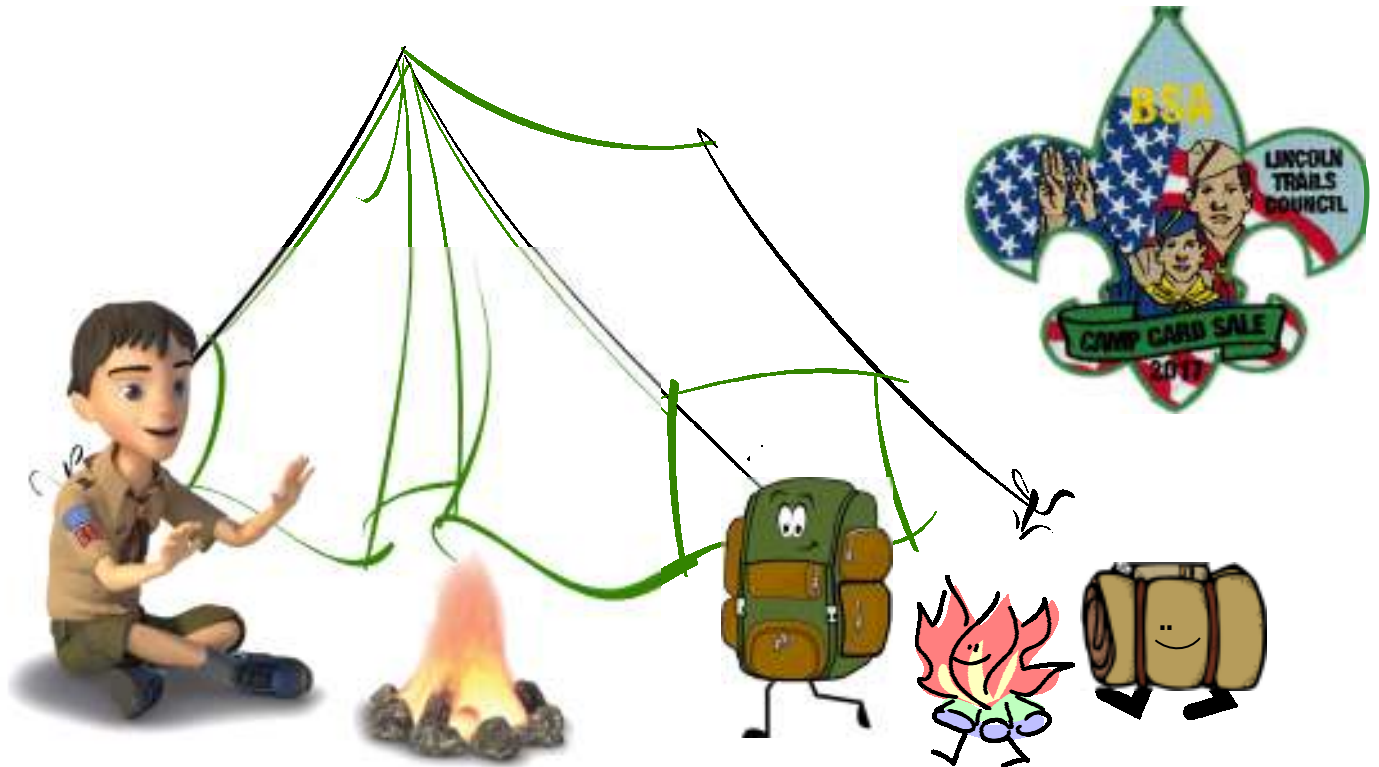


# ***2017 Camp Card Sale Leader Guidebook***



***Lincoln Trails Council  
Boy Scouts of America***



**Prepared. For Life.™**





## How the Camp Card Sale Works

- ◆ The Camp Card is designed to help units fund their way to 2017 camping programs.
- ◆ This is a **RISK FREE** unit sales project where all Scouts can earn their way to camp, Philmont, or other activities or simply support unit program or supply needs.
- ◆ Each Camp Card will sell for \$10.00 and will have multiple discounts, including online discounts, for the customer to use through April 2018.
- ◆ The participating unit will keep 50% commission, or \$5.00 per card, of the sales for each Camp Card sold!
- ◆ Commissions from the sale are encouraged to be directly applied toward sending youth to camping programs, but each unit committee can decide where funds may be used.
- ◆ With the various discounts each Camp Card more than **PAYS FOR ITSELF!**

## Camp Card Sale Timeline

March 9	Camp Card Kickoff at Roundtable Meetings (Cards Distributed)
April 21	Camp Card Sale Ends
April 21	Units to begin turning in money and unsold Camp Cards
April 28	Last day for units to turn in money and unsold Camp Cards for full 50% Commission
May 1	Commission drops to 35% for units who have not turned in money and unsold Camp Cards
May 8	Commission drops to 25% for units who have not turned in money and unsold Camp Cards

## The Value of Selling Camp Cards

Participating in the Camp Card sale allows each Scout to directly fund their way to various camp programs

<b><i>Program</i></b>	<b><i>Cost</i></b>	<b><i>Sales per Youth (in cards)</i></b>
Cub Scout Day Camp	\$35-40	= 7 or 8 cards per youth to sell
Spring Rendezvous	\$20-30	= 4 or 6 cards per youth to sell
Cub Scout Summer Camp	\$60	= 12 cards per youth to sell
Webelos Woods	\$85	= 17 cards per youth to sell
Boy Scout Summer Camp	\$285	= 57 cards per youth to sell
Fall Camporee	\$15-20	= 3 or 4 cards per youth to sell

## Incentives

Each Scout who sells at least 5 Camp Cards will receive a special 2017 Camp Card Sale patch.

Units who meet their assigned sales goal can choose to receive a "Smoes Party box" at RFSR while attending resident camp OR receive a \$25.00 credit to their unit account at the Council Scout Shop.

## **2017 Camp Card At-a-Glance**

There are four versions of the Camp Card in Lincoln Trails Council.

- Version 1 Council Area Card—*Take it to all 12 counties in the Council! Use it as you travel to meetings, camp, band competitions, school events or sporting activities.*
- Version 2 Railsplitter District Card--*Offers are accepted at multiple locations.*
- Version 3 Redhawk District Card--*Offers are good in communities throughout the district.*
- Version 4 Two Rivers District Card--*Offers are good in communities throughout the district.*

District Cards have different offers based in each district's geographical area. The Council Card will be accepted throughout the Council Area—a map is printed on the front of the Council Card. There just isn't enough room to list all of the participating locations! If there is a location near you not printed on the card, they may be a participating location! Ask if they accept the discount listed on the card. A listing of cards and discounts accompanies this guide.

THREE WINNERS CIRCLE TAB: No matter where you live you have access to hundreds of discounts online through your one year free membership. A username and password is printed on the back of each THREE WINNERS TAB.

## **How to Implement Camp Card Sales for Your Unit**

1. Determine ***NOW*** the camp programs your youth plan to participate in for 2017.
2. Ask for your unit camp card sales goal.
3. Encourage each youth to sell at least 10 cards.
4. Communicate unit needs clearly with each youth and parent.
  - A. Explain how the sale of Camp Cards teaches youth the value of earning what they want.
  - B. Explain exactly where the unit plans to allocate the revenue generated from the sales. (i.e. individual youth camp fees, uniform, Unit Trailer, etc...)
6. Communicate Camp Card dates and deadlines clearly with all youth and parents.
  - A. Have a Kickoff for your unit.
  - B. Have a turn-in date for money and unsold Camp Cards.

## **Unit Kickoff**

- ⇒ Get Scouts excited about camping!
- ⇒ Ensure that parents are informed about why their Scout should attend camp.
- ⇒ Make sure the kickoff has the maximum attendance.
- ⇒ Be prepared to discuss summertime camping opportunities.
- ⇒ Make sure every Scout gets a collection envelope and 10 cards.

### ***Sample Unit Kickoff Agenda***

- I. Grand opening with music, cheers, and EXCITEMENT!
- II. Review summer camping opportunities.
- III. Explain commission and any unit level incentives.
- IV. Review goals and key dates.
- V. Scouts sign for at least 10 cards & receive a copy of page 3 of this guide.
- VI. Scout training - role play.
- VII. Cover safety and courtesy tips.
- VIII. Big finish: send Scouts and parents home excited to sell!

## Sales Techniques for Scouts

Do not miss this opportunity to use the Camp Card Sale to train your Scouts in public speaking, entrepreneurship, and salesmanship. Your Scouts and their parents will appreciate the effort and your sales will improve.

Have Scouts role play and practice during your Unit Camp Card Sale Kickoff.

For a successful sale, ensure your Scouts:

- Wear their Scout Uniform
- Smile, and say their first name
- Tell customers what unit they are with
- Tell customers what the Scouts are going to use the money for
- Tell customers how much they can save with a Camp Card
- Close the sale, and always say thank you

***Remember, we are selling CAMP not just discount cards!***

Ensure that your families understand that they are selling character, they are selling a 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.

## How to Sell Camp Cards

There are 3 methods to selling Camp Cards:

1. **Door to Door** - Take your Sales Kit with your Camp Cards for a trip around the neighborhood. Don't forget local businesses!
2. **Show and Sell** - Set up a booth and sell Camp Cards on the spot.
3. **Sell at Work** - A great way for adults to help their Scout.

## Safety & Courtesy

Be sure to review these safety and courtesy tips with your Scouts and parents.

- ◆ Sell with another Scout or with an adult
- ◆ Never enter anyone's home
- ◆ Never sell after dark, unless with an adult
- ◆ Don't carry large amounts of cash
- ◆ Always walk on the sidewalk and driveway
- ◆ Be careful of dogs while selling
- ◆ Say thank you, whether or not the prospect buys a Camp Card



## YOUTH CAMP CARD RECEIPT

*To be completed by the Scout parent and Unit Leader*

Unit Type (Circle) Pack    Troop    Crew    Post    Unit # \_\_\_\_\_

Date \_\_\_\_\_

Scout Name \_\_\_\_\_ Phone Number (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

**Total Number of Camp Cards Issued this receipt:**

Council Card                    \_\_\_\_\_

Railsplitter District            \_\_\_\_\_

Redhawk District                \_\_\_\_\_

Two Rivers District              \_\_\_\_\_

Total Cards                      \_\_\_\_\_

**To Be Completed Upon Card Turn In:**

Cash    \$ \_\_\_\_\_

Checks \$ \_\_\_\_\_

Total    \$ \_\_\_\_\_

Cards Taken \_\_\_\_\_

Cards Returned \_\_\_\_\_

Total Cards \_\_\_\_\_

I recognize that each of these cards have a cash value of \$10. There is no risk to our unit as long as all unsold cards are returned. By signing below, I recognize that our unit will be charged \$5.00 for every unreturned card.

I agree to these terms \_\_\_\_\_

Parent Signature

\_\_\_\_\_ Date







# Lincoln Trails Council 2017 Camp Card Sale Unit Commitment Form

YES! Our unit will participate in the 2017 Camp Card Sale!

## UNIT INFORMATION

Unit Type (Circle One)      Pack      Troop      Crew      Post

Unit # \_\_\_\_\_ District \_\_\_\_\_

Date of Unit Kickoff \_\_\_\_\_ Time \_\_\_\_\_

Location \_\_\_\_\_

## UNIT CAMP CARD CONTACT LEADER

Name \_\_\_\_\_ Position \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Best Contact Number (\_\_\_\_) \_\_\_\_ - \_\_\_\_\_

Email \_\_\_\_\_

*Please return to: Lincoln Trails Council, 262 W. Prairie Avenue, Decatur, IL 62523*

*You may FAX to 217-429-3326 or scan and email to Valerie.green@scouting.org*

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## UNIT CAMP CARD RECEIPT

To be completed by the District Executive and turned in to the Council Service Center

Unit Type (Circle One)      Pack      Troop      Crew      Post      Unit # \_\_\_\_\_

Date \_\_\_\_\_

Cards given to \_\_\_\_\_ Phone Number (\_\_\_\_) \_\_\_\_ - \_\_\_\_\_

Signed\*\* \_\_\_\_\_

### Write in # of Cards:

Council Area Card      \_\_\_\_\_      Two Rivers District      \_\_\_\_\_

Railsplitter District      \_\_\_\_\_      Redhawk District      \_\_\_\_\_

*\*\*Signing certifies that the unit listed above is financially responsible for all cards on this receipt.*

