

2020 Camp Card Sales Guide



BOY SCOUTS OF AMERICA®
CONNECTICUT YANKEE COUNCIL

60 Wellington Road, Milford, Connecticut 06461
203-876-6868 * www.ctyankee.org

www.ctyankee.org/campcards

Your Scouts can earn their week at a Connecticut Yankee Council Camp this summer.

Welcome to the 2020 Camp Card Sale...

Thank you for investing the time and energy to lead your Scouting unit's 2020 Camp Card Campaign. This sale plays an essential role in allowing you to generate the funds for your Unit and to send your Scouts to camp this summer.

Selling Camp Cards is an easy no risk way to teach Scouts the value of earning their way. Going to camp is the highlight of every Scout's year. Shouldn't they understand the value of that experience? Each card contains discount offers from different vendors that are good during the 2020 calendar year. Most offers can be redeemed multiple times. Approximate value of this card is well over \$250.

Imagine being able to pay for a MAJOR portion of what your Unit does for an entire year with Camp Card profits. Trips...camp outs...trainings...advancements...blue & gold banquets...courts of honor...trailers... uniforms...day camp...resident camp...summer camp...National Jamboree!

Our goal is to give each member of your unit the opportunity to earn the money needed to have the best Scouting summer ever and to help fund their Scouting adventure.

This "Sales Guide Book" will help you with your 2020 Camp Card Sale, how it will benefit your Scouts, including important sales information, time lines, the card vendors, signing up and people who can help you.

Thank you for making a difference in the lives of the Scouts in your Unit! Don't forget to visit the Connecticut Yankee Council website at www.ctyankee.org for important updates during the campaign.

Have questions?

Bill Amidon
(203) 951-0258
William.Amidon@scouting.org

Jonathan Glassman
(203) 951-0615
<mailto:Jonathan.Glassman@scouting.org>

There are special incentives for Scouts that sell 50 or more Camp Cards. They will receive a credit that can be applied to any Connecticut Yankee Council program activity, such as Cub Day Camp, Scouts BSA resident camp, as well as the 2021 National Jamboree, NYLT, Lime Rock, and others.

Please note: this is an *individual Scout incentive*, DO NOT combine sales between Scouts.

SELL THE ADVENTURE

Ask your Scouts to share a personal testimony of a Philmont trip, planning an Eagle Scout Leadership project, earning their first merit badge, white-water rafting, experiencing the first ever Jamboree at the new Summit Bechtel Scout Reservation, things that will make the buyer feel good about buying a camp card. What will you do with your Camp Card money? Let your customers know your plans!

Remember we are *selling the Scouting program, not the card*. Selling camp cards as a fundraiser enables a Unit to have the funds to deliver their program. We are selling Scouting and people will buy if asked. Most people have never been asked to buy Camp Cards but would support your Scouts if asked.

People need to know why Scouts are selling Camp Cards. Why should they buy a Camp Card?

- pay for camp
- Scout uniform
- New equipment
- Philmont Trip
- National Jamboree
- Training

Volunteer Leaders should inform Scouts, and their parents, how the Camp Card sale directly benefits their unit program. A printed calendar and unit budget will help educate parents and Scouts on “plans for the upcoming year.”

Many units find the “Camp Card Sale” along with the Fall Popcorn Sale is adequate for both their unit and individual Scout annual needs... and parents appreciate not having to come up with funds (dues) every week, month, etc.

How Do I Start My Sale?

Begin with your immediate family members:

- Parents
- Brothers and Sisters
- Cousins
- Grandparents
- Aunts and Uncles
- Close Neighbors, etc.
- Who purchased Camp Cards from YOU Last year.
- Don't forget about YOUR popcorn customers from last year!

Camp Cards include NATION-WIDE discount offers so don't forget family and friends who live in other states!

You can start as soon as you receive your Camp Cards. Canvas your neighborhood, friends, etc. Think of those who would want to support your unit. Remember, tell everyone about your unit's program and why you are selling Camp Cards. Most people have never been asked to buy a Camp Card but they would, if they are asked and know why you are selling.

Great Places To Sell

- Community Festivals
- Local Stores
- Parent's Workplace
- Banks
- Gas Stations
- Sporting games
- Grocery stores
- Small businesses
- Church/Chartered Organization Functions

MAKE YOUR SUMMER ADVENTURE A REALITY WITH CAMP CARDS

It would be great to do all the Scouting activities you wanted. What if you could pay for uniforms and registration without money coming out of your parents' pocket? Scout's do better if they set a goal.

2020 Camp Card Commission Plan

All cards sell for \$5 per card.

60% Commission Pay \$2.00 per card when you pick them up. There are no returns accepted.
55% Commission Until May 31, 2020, pay \$2.25 per card, and return all unsold cards.
50% Commission Until August 21, 2020, pay \$2.50 per card, and return all unsold cards.
After August 21, 2020, pay \$2.50 per card issued. No returns are accepted.
Additional late summer and fall sales will be allowed. Please see Jonathan or Bill.

2020 Individual Camp Card Incentives

For every 50 cards an individual Scout, that Scout will receive a \$20 credit that may be applied to a Connecticut Yankee Council Camp or program activity. This credit will be applied directly to the Scout's camp or program fee. There will be no cash or credit refunds. The credits must be applied by December 31, 2021. Examples of the acceptable Council activities include CYC Cub Day Camp, Sequassen Scouts BSA Resident Camp, 2021 National Jamboree, Scottish Jamborette, National Youth Leadership Training (NYLT), Lime Rock, Fishing Derby.

HOW MANY CARDS? Here are approximate costs, in camp cards, of Scouting activities/items:

ITEM	# of Cards	ITEM	# of Cards
Annual youth registration and <i>Boys' Life</i>	43	Sleeping bag	25
Cub Field Trip	20	Venture Extreme Tent	100
Boy Scout Summer Camp Fee	188	External Frame Pack (3312 c.i.)	60
Cub Scout Day Camp	92	Cub Scout Uniform	36
National Jamboree	760	Boy Scout Uniform	36

HOW THE CAMP CARD SALE WORKS:

Step 1 – Estimate the number of cards your unit will need to sell to meet your unit's goals. We recommend that you consider 20-25 cards per Scout as an initial allotment. You may get more cards once you pay for a minimum of 50% of the cards in your initial order.

Step 2 – Help each Scout set a personal goal. Make a chart and display at your meeting location.

Step 3 – You can pick up the cards at the Council Service Center or at your District Roundtable.

Step 4 – Distribute the cards to the Scouts and encourage them to sell.

- Have parents take them to work
- Schedule time in front of a local store as a Unit
- Ask all of your friends and neighbors. This card is a great value and will virtually sell itself.

Step 5 – Close out your Camp Card sale. Submit payment to Council by August 21, 2020.

- Pay for what's been sold. Unsold Camp Cards may be returned until August 21st.
- Your unit account will be charged if payment and unsold Camp Cards are not received.

A Scout is Safe! Tips for safe selling

A Scout is Safe. When conducting your sale, it is important to ensure safety of your youth. Below are some general safety and sales tips.

- When selling Camp Cards in your neighborhood always have an adult or buddy with you.
- ALWAYS wear your uniform. Everybody loves to support a Scout in uniform.
- Never enter a stranger's house.
- Keep checks and cash in an envelope with your name on it.
- ALWAYS walk on the sidewalk and driveway. NOT through the yard. Watch for traffic.
- Never sell at night.
- Not every house will buy so do not become discouraged.
- The more people you ask – the more people will buy.
- Put Camp Card sales articles in your school, church, and community bulletins/newsletters.
- ALWAYS act like a Scout. Be polite and courteous. Wear a smile and introduce yourself.
- Most importantly, when you are selling Camp Cards tell the people what the money is for.
- Ask your parent to be the first to buy Camp Cards.
- Ask your relatives to buy Camp Cards.
- Ask your neighbors to buy Camp Cards.
- Ask the parents of your friends to buy Camp Cards.
- Take your Camp Cards to your place of worship and ask people to buy during coffee/fellowship hour (get permission first).
- Ask your parents if they can take your Camp Cards to work and ask their co-workers to buy cards. (They may need to get permission first.)
- Ask a parent or fellow Scout to go door-to-door with you to sell your Camp Cards.
- 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 sell Camp Cards.
- ALWAYS SAY THANK YOU! Whether they buy or not.

Things to help make your location storefront sale successful:

- Boys need to clean the area before and after sale.
- Boys need to work the sale, no sitting.
- Stay outside of the store during their shifts.
- Remember to have something on hand to drink during the shifts.
- Adults: allow the Scouts to sell the Camp Cards, give the boys room to grow.
- Do not use chairs or tables at the location. They take up a lot of room and work against the sale.
- Do not allow horse-play.
- ALWAYS WEAR YOUR UNIFORM!

CAMP CARD CHAIR RESPONSIBILITIES

Leading your unit to the best year of Scouting

RECRUIT ONE OR MORE PARENTS TO HELP WITH THE SALE AS NEEDED

Explain the Camp Card program to your adult leaders:

- Establish your unit's sales goal and plan your sales activities.
- Prepare timetables to make there's time to meet your goals.
- Consider setting up sales coverage areas to ensure your neighborhood is covered.

Help find locations and coordinate Storefront Sales.

Prepare handouts for Unit Kick-Off meeting for Leaders, Parents & Scouts:

- Timeline showing sale dates, date card order is due, time & place for pickup, and card distribution.
- Unit goal and per boy sales goal.
- Storefront sale sign-up sheets with date, time and locations of Storefront Sales.
- www.ctyankee.org/campcards to download leaders guide and forms.

Arrange to pick up more Camp Cards at Scout Office if needed.

- To request more cards, contact Bill Amidon at William.Amidon@scouting.org.

Remind your Scouts of money due dates. Make sure checks are made payable to the Unit itself.

- Using the "2020 Scout Camp Card Tracking Worksheet" included in the appendix (Excel version available online), submit all Scout names for the individual incentives.
- Collect and tally money from Scouts and submit one check payable to the Connecticut Yankee Council for "Total Amount Due."
- Settlement is due Friday, August 21, 2020, at the Council Service Center.
- Update your Unit each week on sales total (post results at Unit meeting place).

**"A good camp card chair is organized, has a lot of energy,
Is creative and an excellent communicator."**

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UNIT CAMP CARD KICK-OFF AGENDA

Conducted by Camp Card Chair

1. Gathering:

- Display card samples, sample coupons, and cool Scout 'Stuff' for people see.

2. Opening

- Pledge of Allegiance
- Welcome Parents

3. Why Camp Cards?

- Make the case for Camp Cards. Why is our unit selling the camp cards?
 - Earn money for summer camp, field trips, and other activities.
 - New equipment.
 - So parents don't have to write a check for everything their Scout does.
 - So your Scout can learn to earn his way. A Scout is Thrifty.
- Make sure every Family has a copy of the Unit Calendar & Unit Budget.

4. So what's the plan

- Review camp card timeline.
- Our sale ends [month] [date], 2020 (Give yourself time to collect and submit payment)
- Money due date. Due at the Council Service Center by Friday, August 21, 2020.

5. So what's our goal?

- Our per Scout goal \$_____ (it is VERY import that you set a per Scout goal)
- Our Unit goal is \$_____ in total sales

6. Incentives

- Review Incentives: Unit Incentives and the Council's 50+ Card Camp Incentive

7. How to sell Camp Cards

- Ask family, friends, neighbors.
- Ask parents to take Camp Cards to work and sell to co-workers.
- Sell door to door in our neighborhood.
- Be Safe.
 - sell with a buddy or an adult.
 - don't sell after dark.
 - don't go into a stranger's house.
 - obey street and traffic signs.
- Be Courteous. Always say "thank you."
- Walk on the sidewalk.
- WEAR YOUR SCOUT UNIFORM.
- Say thank you *whether they buy or not*.
- When collecting money, keep cash and checks in an envelope.
- Count out loud when making change.
- Make checks payable to the Unit not the Scout or parents.
- Don't leave cards until the customer has paid for it.

8. Questions & Answers

9. Thank everyone for coming and wish them good luck.

Appendix of Helpful Forms



www.ctyankee.org/campcards

Index (all forms can be downloaded from www.ctyankee.org/campcards)

- **Thank You!** – A ‘thank you’ for your customer with instructions on how to activate their Camp Card and downloading their smart phone app.
- **Membership Savings** – customize then print this form. Highlight merchant discounts that you believe will be popular for your customers. (*PowerPoint* file)
- **Camp Card Tracking Sheet** – spread sheet to track your unit’s sale (Excel spreadsheet)
- **Youth Camp Card Receipt** – form to be completed and signed by parent/guardian when you issue camp cards.
- **Camp Card Sale Unit Commitment Form** – to be completed by the unit Camp Card Chairperson and submitted to Council Resource Center. This will ensure we have current contact information and can have your Camp Cards counted and ready for pick-up.