2014 Camp Card Sale

Greater Yosemite Council, Boy Scouts of America

HOW THE CAMP CARD SALE WORKS:

- ➤ The Camp Card is designed to help units fund their way to 2014 Camp programs.
- ➤ The intent of the Camp Card sale is to allow Units to raise funds so all Scouts can earn their way to Day Camp, Resident Camp, Philmont, Sea Base, Northern Tier, other activities, or simply support unit program and supply needs.
- ➤ This program is completely *RISK FREE*, because any unsold Camp Cards can be returned to the Council office by Friday, June 6th, 2014. (**NOTE:** units/families will be financially responsible for all cards not returned by this deadline)
- ➤ Each Camp Card will sell for only \$5.00.
- ➤ The participating unit will keep 50% commission, or \$2.50 per card, of the sales for each Camp Card sold!
- ➤ The cards come in a promotional envelope with 10 cards in each envelope.
- ➤ We have partnered with local retailers to provide useful and valuable discounts for the customer to use throughout the year.
- ➤ With the various discounts each Camp Card more than PAYS FOR ITSELF!
- ➤ Commissions from the sales are *encouraged but not required* to be applied directly toward sending youth to Summer Camp programs. Unit Committees should determine at the outset of the sale how the commissions are to used.

The Value of selling Camp Cards:

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

Program	Cost	Sales per Youth
Day Camp	\$75	30 cards
Troop Cook Kit	\$80	32 cards
Complete Uniform	\$100	40 cards
Cub Adventure Camp @ McConnell	\$100	40 cards
New Tent	\$150	60 cards
National Youth Leadership Training	\$200	80 cards
Webelos Adventure @ Mensinger	\$220	88 Cards
Boy Scout Summer Camp @ Mensinger	\$320	128 cards
Pine Wood Derby Track	\$1,000 (40 Scouts at 10 cards each)	400 cards
Troop Trailer	\$5,000 (40 Scouts at 50 cards each)	2,000 cards

ALL SCOUTS WHO WLL BE APPLYING FOR CAMPERSHIPS FOR 2014 ARE REQUIRED TO PARTICIPATE AND MUST SELL A MINIMUM OF 10 CAMP CARDS.

Camp Card Timeline:

February-March Camp Card Promotions and Unit Sales Commitments begin.

February 28, 2014 Commitments (with card order) due to Council.

March 2014 Distribute Cards to Units at District Roundtables. Sale Begins.

April 17 – May 23 Weekly drawings for \$25 Amazon Gift Card

May 30, 2014 Sale ends

June 6, 2014 Money and unsold Cards due to Council.

(*Note—Units keep commissions and only turn in unsold cards & money due council)

Units/families will be financially responsible for all cards not returned by this deadline!

June 30, 2014

Top Seller prize announced.

2014 Camp Card At-A-Glance:

2 Versions

☐ Version #1: North (with vendors serving San Joaquin and Calaveras Counties)

☐ Version #2 South (with vendors serving Stanislaus, Tuolumne, Merced, and Mariposa Counties)

How to implement Camp Card sales for your Unit:

- 1) Determine NOW the Camp programs your youth plan to participate in for 2014
- 2) Determine the number of active youth in your program
- 3) Set a per youth sales goal (number of Camp Cards he/she should sell)
- 4) Set an overall unit sales goal
- 5) Communicate unit needs clearly with each youth and parent
 - a) Explain how the sale of Camp Cards teaches 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 calendar 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
- 7) Utilize the tools provided by the Council, e.g., the Sales Kit envelopes (one per selling scout) and the *Unit Camp Card Tracking Log* (see reproducible copy and example at back of Sales Guide access fillable spreadsheet at www.yosemitescouting.org).
- 8) Follow-up with Scouts on a weekly basis
 - a) Collect money and check out additional cards
 - b) Give immediate recognition for cards sold

Youth Sales Incentives:

- Council Top Seller will earn an Apple iPod!

 Units will submit a completed Unit Camp Card Tracking Log by June 6th for any of that unit's scouts to be eligible for the Top Seller prize see log at end of Sales Guide.
- Scouts that sell 30 Camp Cards will be eligible for the 6 weekly drawings (the week of April 14 the week of May 23) for a \$25 Amazon Gift Card. For every 30 cards sold that week, they will be entered into the weekly drawings. (See Contest Verification Forms toward end of Sales Guide)

Unit Kick-off

- ➤ Get Scouts excited about Camping!
- Ensure that Parents are informed about why their Scout should attend Camp.
- ➤ Make sure the Kick-off has maximum attendance.
- ➤ Be prepared to discuss summertime camping opportunities.
- ➤ Make sure every Scout gets a Sales Kit and 10 cards.
- ➤ Track the number of cards checked out with the *Unit Camp Card Tracking Log*.

Sample Agenda

- 1. Grand opening with music, cheers and EXCITEMENT!
- 2. Check out a Sales Kit to every Scout with at least 10 cards.
- 3. Review Summer Camp opportunities.
- 4. Explain Commission and Incentives. No combining of orders for incentives.
- 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!

Sales Techniques for Scouts:

Don't miss this opportunity to use the Camp Card Sale to train your Scout 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're selling CAMP not just Discount Cards

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

Safety	and	Courtesy	7
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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	

Scout Advancement Opportunities:

Scouts can earn much more than money through the Camp Card Sale. They learn the value of planning, organization, and commitment. Scouts develop and practice new skills, and learn about sales and marketing.

Boy Scouts

SALESMANSHIP: All requirements for this merit badge can be completed through the Camp Card Sale.

ART: For requirements 2, 5 and 6 – Produce a Camp Card Sale poster for display using pen and ink, watercolor, pencil, pastel, oil, tempera, acrylic paint or marker.

CIMEMATOGRAPHY: For requirements 1 and 2 – Create a storyboard for a video designed to show how to sell Camp Cards.

COMMUNICATIONS: For requirement 1 – Show your counselor how you would teach others to sell Camp Cards. For requirement 2 – Make a Camp Card sales presentation to your counselor.

COMPUTERS: For requirements 2, 3, 4 and 5 – Design a personal sales spreadsheet to keep track of the Camp Card Sale and money made for your Troop.

PHOTOGRAPHY: For requirement 2b – Take photographs of Camp Cards, Scouts selling Camp Cards, and other activities related to the sale, and arrange the prints with captions to tell a story of the sale.

PUBLIC SPEAKING: For requirement 1 – Prepare and give a speech to your Troop describing the benefits of the Camp Card sale to the Troop. For requirement 2 – Prepare and give a speech to your Troop describing the steps to a successful Camp Card Sale.

JOURNALISM: For requirements 2a and 2b – Create a newspaper story or radio news announcement reporting on your Troop's Camp Card Sale.

<u>Webelos</u>

ARTIST BADGE: As one of the five requirements design a Camp Card sales advertising poster for display at your show and sell.

COMMUNICATOR BADGE: As a requirement, explain to a group of Cubs the proper way to conduct a Camp Card Sale.

SHOWMAN BADGE: As a requirement, demonstrate the "right" and "wrong" ways to sell Camp Cards.

Cub Scout Arrow Points

ART ELECTIVE: As one of the requirements, make a poster to announce your Pack's Camp Card sale.

PHOTOGRAPHY ELECTIVE: To fulfill requirements, make photos showing the best ways for Cubs to look and act when they sell Camp Cards. Explain your photos to your Den.

SALES ELECTIVE: The Camp Card Sale fulfills all the requirements for this elective.

2014 Camp Card Contest Verification

This is to verify that	of
	Name of Youth
Pack / Troop / Team / Crew / Post #	District
(Circle One)	
has sold 30 camp cards the week of	and is qualified for this week's prize
drawing.	
Unit Leader's Name	Position
Unit Leader Signature	Date
•	543-6321 or scan and email to ienni.long@scouting.org by NOON on
FRIDAY)	
COUNCIL USE: Rec'd at office	
2014 Camp Card Contest Verification	
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11113 13 to verify that	Name of Youth
Pack / Troop / Team / Crew / Post #	
(Circle One)	
	and is qualified for this week's prize
drawing.	
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This is to verify that	Name of Youth
Pack / Troop / Team / Crew / Post # (Circle One)	
•	and is qualified for this week's prize
drawing.	and is qualified for this week 5 prize
•	Docition
Unit Leader's Name	
OHIL LEAUEL SIGNALUTE	Date
	Date
(Fax to Greater Yosemite Council, Attn: Jenni Long 209-5	Date 543-6321 or scan and email to jenni.long@scouting.org by NOON on



2014 Greater Yosemite Council Camp Card Unit Commitment Form

To insure that we have enough cards for every unit that would like to participate, register early.

Unit Type: Pack Troop (Please circle one)	Team Crew	Post	☐ Participatin	g as an individ	ual family
Unit #:	District:	Gold Country	Sierra Valley	Rio del Oro	Outreach
# of active members:					
Gross Sales Goal?		<u> </u>			
Mix & match your Cam			multiples of	1 10):	
# Northern Cards					
Door to Door See Leader's Guide for Camp Card Key Contac	or more informat			Other:	
Name:		Positio	on in Unit:		
Address:					
City:					
Contact #s: Mobile:		D Home:		_ □ Work:	
E-Mail Address:					
Return to either Council Service You may FAX to 209-545-632 Cub Scouts and B	1 or scan and em	ail to <u>jenni.long@</u>	Oscouting.org		
are required to					
Date received:		Staff member s	signature:		
Cards distributed:			ng cards:		

2014 Council Camp Card Sale

Unit Camp Card Tracking Log

	Unit Type/#:		Troop 99	9		_	Camp	Card Key Co	ontact:	<u>J</u>	ose Smith_					
			e-mail: _j	st999@	otroop.cor	mTotal:		Phone:	555-9999	9						
	Cards checked out by unit:		100	+	100	I]		# cards to	return	to Council:	137	\$	owed the	Council:	\$157.50
	Scout Name	N or S	Date, # (Card Value	Date, # (Checked		Card Value (cumulative)	Date, # (Checked		Card Value (cumulative)	Date, # (Return		Total Cards Sold	\$ Owed	\$ Turned in
1	B Smith	N	3/15	10	\$50	3/22	10	\$100	3/29	10	\$150	5/20	5	25	\$125	
2	B Smith	S	3/15	10	\$50	3/29	10	\$100			\$100	5/20	7	13	\$65	
3	C Jones	N	3/15	20	\$100	3/29	10	\$150			\$150	5/20	5	25	\$125	
4					\$0			\$0			\$0			0	\$0	
5					\$0			\$0			\$0			0	\$0	
6					\$0			\$0			\$0			0	\$0	
7	,				\$0			\$0			\$0			0	\$0	
8					强	\sqrt{N}		/ SD	П		\$0			0	\$0	
9					\$6./		YUV.	\$D			\$0			0	\$0	
10					\$0			\$0			\$0			0	\$0	
11					\$0			\$0			\$0			0	\$0	
12					\$0			\$0			\$0			0	\$0	
13					\$0			\$0			\$0			0	\$0	
14					\$0			\$0			\$0			0	\$0	
15					\$0			\$0			\$0			0	\$0	
16					\$0			\$0			\$0			0	\$0	
17					\$0			\$0			\$0			0	\$0	
18					\$0			\$0			\$0			0	\$0	
19					\$0			\$0			\$0			0	\$0	
20					\$0			\$0			\$0			0	\$0	
	Totals:			40	\$200		30	\$350		10	\$400		17	63	\$315	

2014 Council Camp Card Sale

Unit Camp Card Tracking Log

Unit Type/#:					-	Camp	Card Key Co	ontact:				 		•
		e-mail: North:			Total:		F	Phone:						
Cards checked out by unit:			+		Total.]		# cards to	return	to Council:		\$ owed the	e Council:	
Scout Name	N or S	Date, # (Card Value	Date, # (Card Value (cumulative)	Date, # (Checked		Card Value (cumulative)	Date, #	Total Cards Sold	\$ Owed	\$ Turned in
1														
2														
3														
4												<u> </u>		
5														
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Totals:														