

2020 CAMP CARD SALE GUIDEBOOK



BOY SCOUTS
OF AMERICA®

GREATER ALABAMA COUNCIL

The Greater Alabama Council is pleased to offer the Camp Card Sale initiative to support your unit's year-long program and help all Scouts attend Day Camp, Webelos Camp, or Summer Camp! A Camp Card is a discount card that sells for \$10 and has multiple discounts that the customer can use throughout the year. Participating Units earn a 50% commission, which is \$5.00, for each card they sell.

TIMELINE

- February 7th – Card sale begins
- February to May – Extra Cards available through your District Executive or Scout Office.
- May 8th - Sale Ends. Card Turn-in & Settlement

PRIZE PROGRAM!

IN ADDITION to earning the 50% commission (\$5.00 for each card sold), Scouts can earn the **PRIZE** of a youth campership (**FREE CAMP**) to one of our Council Camps this summer!

Cub Scouts:

SELL 45 CARDS = Campership Prize to attend Cub Scout Day Camp!

SELL 60 CARDS = Campership Prize to attend Webelos Resident Camp @ Camp Comer!

Scouts BSA:

SELL 100 CARDS = Campership Prize to attend Summer Camp @ Camp Comer or Camp Sequoyah!

Example: Cub Scout sells 45 cards; the unit earns \$225 in commissions (45 cards x \$5.00) and **IN ADDITION** the Scouts earns a campership prize to attend Day Camp! (A \$95 value).

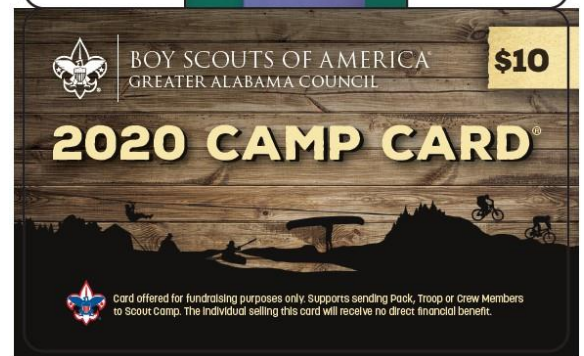
CARD PICK-UP!

- Order cards from 1bsa.org or speak to your District Executive.
- Pick-up cards at Roundtable, the Scout Service Center, or have them mailed to you.
- The program is **RISK FREE**; the unit pays nothing up front and can return unsold cards (In new condition).
- Friday, May 8th, 2020 is the last day for card settlement at the 50% commission

Optional: Buy & Go Orders

- You have the option to purchase cards upfront and receive a higher commission rate. 60% or \$4 per card.
- A minimum purchase of 50 cards required.
- No need for a final settlement. Scouts can sell the cards at any time until they expire.
- You WILL NOT be able to return unsold cards. (Purchase the cards & you own them outright)

2020 Camp Card



Back of Card



COMMISSIONS & RETURNS

Cards sell for \$10. Unit's earn a commission of 50% - \$5.00 per card sold if your unit is paid in full and all cards returned by May 8th, 2020; After this Date the unit's settlement is considered late, the commission drops to 30% - \$3 and campership prizes will not be honored. Commissions are encouraged to be applied toward youth summer camp programs or helping youth purchase camping gear, but they may be used as the unit committee sees fit. Unit's keep their commissions and only turn in unsold cards and money due.

RETURNS: Camp Cards can be returned to either Scout Service Center by Friday, May 8TH, 2020: The cards MUST be in new condition, including snap off discounts. Product that has been damaged or rendered unsalable will be refused. Units are financially responsible for unreturned cards, including lost, misplaced, damaged ones, so teach Scouts and Parents to treat each card as if it were a \$10.00 bill.

BUY AND GO Cards are pre-purchased at \$4.00 a card (60% commission). These cards cannot be returned. There is no requirement to opt for "BUY AND GO" cards, just the added benefit of earning 60% commission. Cards purchased through Buy and Go do qualify for the campership prizes.

ORDERS & RE-DISTRIBUTION

Our Council will place an order based off pre-orders received. Extra cards will be ordered. Cards can be secured through your District Camp Card Chair, the Scout Office, or through your District Executive. Need more cards? Unit's may pick-up more cards as needed, while supplies last. If you're done with your sale, please return unsold cards QUICKLY so another unit can sell them.

CAMPERSHIP PRIZES

All prizes have no cash value and can't be sold or transferred. Units must settle their accounts on time to qualify for prizes. Only one campership prize can be earned per Scout. Unit's cannot bundle sales to achieve prize levels. Prizes are valid only for 2020 camps operated by the Greater Alabama Council. Day Camp: includes the 4 Council Day Camps, Westmoreland, & Arrowhead District Day Camps; Prize does not include early drop-off & late pick-up fees.

UNIT CAMP CHAMPION!

The Camp Champion ensures all Scouts attend and experience summer camp. This is a unit committee member position. The Camp Champion manages all aspects of the Camp Card Sale and clearly communicates sale information to leaders, parents, and Scouts. The Camp Champion is an expert on all things "Camp"; they promote the various summer camp opportunities that are available and encourage all to attend.

The Camp Champion's goals - Camp Promotion:

- Get 100% of the unit's Scouts to Day Camp, Webelos Camp and/or Summer Camp!
- Promote summer camp opportunities to the youth at multiple unit meetings.
- Explain to parents the importance of summer camp in Scouting!
- Set a goal for getting Scouts to camp and achieve it!

The Camp Champion's goals - Camp Cards:

- Promote the Camp Cards sale with Scouts and Parents!
- Order and pick-up your cards.
- Kick-off the sale with a BANG!
- Provide all youth with a sales kit of at least 10 cards.
- Support, coach, and praise your Scouts. Follow up multiple times during the sale.
- Collect all money and turn in the amount due to our Council on time.



THE UNIT KICK-OFF

The objective of the unit kick-off is to get Scouts excited about attending camp and then providing them a way to financially get there. Inform parents about why their child should attend summer camp. Promote both Camp and the Card Sales kick-off via email, newsletters and phone calls.

Agenda:

- Grand opening should have music, cheers, snacks, drinks & EXCITEMENT!
- Communicate the 2020 camping opportunities; Distribute camping information to parents
- Promote the AMAZING campership prize program
- Check out a Sales Kit to every Scout with at least 10 Camp Cards
- Review the Sales Techniques for Scouts
- Do a Scout Training: role play sales Do's and Don'ts
- Review Sales Goals, Timeline, and Important Dates
- Finish big with a challenge to your Scouts, sending them home motivated to sell

Follow up multiple times during the sale Provide important reminders on dates, sales goals, and campership prizes

SALES TECHNIQUES FOR SCOUTS

Where to Sell:

- Door to Door: Take your Sales Kit and Cards for a trip around the neighborhood.
- Sell at Work: A great way for Mom and Dad to help their Scout. Bring your Scout to work and have them sell at the workplace.
- Friends and Family: Reach out to friends and family and invite them to purchase a camp card.
- Storefront: Sell cards in front of a local store. (Always get permission to sell in front the store).

How to Sell:

- Set a sales goal! (VERY IMPORTANT)
- Wear your uniform (This is an official BSA fundraiser)
- Smile, and say "Hi, would you like to help me go to camp by purchasing a camp-card?"
- Tell them your Pack/Troop and what you are doing (Tip: ask them to buy 2 cards)
- TIP: Stand in front of the table, not behind it.
- TIP: Make eye contact with the customer and don't lose eye contact.
- TIP: Use square or anything that allows you to take credit cards (VERY IMPORTANT)

Remember that you are NOT selling "Discount Cards", you are selling Scouting!

Safety & Courtesy

- Use the Buddy System and Two-Deep Leadership when not with your parents
- NEVER enter anyone's home or sell after dark unless with an adult
- Don't carry large amounts of cash
- Be careful of dogs
- Always walk on the sidewalk and driveways
- Be safe and courteous to those you meet

