

# 2022 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 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, (\$5.00), for each card they sell. 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.

## TIMELINE

- Early March – Card sale begins.
  - Pick up cars at Roundtable, the Scout Service Center, or from your District Executive.
  - The program is **RISK FREE**; the unit pays nothing up front and can return unsold cards (In new condition).
- March to May – Extra Cards are available through the Scout Service Center or from your District Executive.
- Thursday May 19<sup>th</sup> – Sale ends. Card Turn-in & Settlement at the 50% commission.

## 2022 Card



## 2022 CARD INFO

Our 2022 card will feature 4 breakoffs (shown above) and a scratch off access code that provides customers discounts to thousands of local merchants based on their zip-code. Printable discount example guides will be available on our Council website to assist Scouts in selling.

## COMMISSIONS & RETURNS

Cards sell for \$10. Units earn a commission of 50% - \$5.00 per card sold if your unit is paid in full and all cards returned to either Scout Service Center by May 19<sup>th</sup>, 2022; After this Date the unit's commission drops to 30% - \$3. Unit's keep their commissions and only turn in unsold cards and money due. Product that has been damaged or rendered unsalable cannot be turned in. Units are financially responsible for unreturned cards, including lost, misplaced, damaged ones, so please teach Scouts and Parents to treat each card as if it were a \$10.00 bill.

# 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, or Summer Camp!
- Promote summer camping opportunities.
- 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 5 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 camping opportunities and distribute camping information.
  - *"Our pack is going to Cub Resident Camp in July at Camp Comer and it is going to be amazing!"*
- Check out a Sales Kit to every Scout with at least 5 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:

- Storefront: Sell cards in front of a local store. (Always get permission to sell in front the store).
- Friends and Family: Reach out to friends and family and invite them to purchase a camp card.
- 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.

## 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



[www.1bsa.org/camp-cards/](http://www.1bsa.org/camp-cards/)