

2019 Camp Card Sales Book

DRAFT

Baltimore Area Council

The Baltimore Area Council is pleased to kick-off the 8th annual council-wide Camp Card Program. This program is designed to help Scouts earn their way to Cub Day Camp, Cub Resident Camp, Scouts, BSA Summer Camp, NYLT, or a National High Adventure activity.

***PLEASE NOTE funds do not have to be used for Camp. Many units choose to use the camp card sale to purchase camping equipment such as tents, backpacks, and sleeping bags or to fund other summertime Scouting activities, or other unit expenses.**

What is a Camp Card?

A camp card is a value/discount card which features coupon deals for local and national businesses in and around the greater Baltimore area.

On the back of the card are reusable discounts, valid from February 1, 2019 – December 31, 2019. In addition to the reusable coupons, each card is outfitted with two one-time use, “break off” coupons.

Each card is sold for \$5.00, and provides the customer with no less than \$100 in savings.

With our community partnerships, the sale of the Camp Card is a no brainer!

This program is completely RISK FREE, because any unsold Camp Cards may be returned.

Commission Structure

Units participating in this program will earn 50% commission (\$2.50) in cash, or a 60% (\$3.00) camp credit for resident summer camp at Broad Creek Memorial Scout Reservation on each \$5.00 Camp Card they sell. Included programs are:

- Scouts, BSA Summer Camp
- Cub Scout Resident Camp
- Webelos Week Summer Camp

Details

Each Camp Card has a value of over \$100. The cards are packaged in shrink-wrapped packs of twenty (20). Promotional posters and Sales Kits are available free of charge when signing out cards. Simply contact your District Camp Card Chair or District Executive to make arrangements.

Unit Incentive Returns for 2019!

Units that sell 500 Camp Cards over the course of the sale will receive a \$50 gift card to the Scout Shop. This offer is cumulative; for example:

- Sell 500 Camp Cards, unit receives a \$50 gift card to the Scout Shop
- Sell 1,000 Camp Cards, unit receives an additional \$50 gift card to the Scout Shop
- Sell 1,500 Camp Cards, unit receives a total of \$150 in gift cards (and so on...)

The value of selling Camp Cards:

(Listed below are the approximate costs of each of these items)

New Uniform - \$100 = 40 cards

New Tent - \$150 = 60 cards

Cub Scout Resident Camp - \$200 = 80 cards (67 using Camp Commission)

Boy Scout Resident Camp - \$375 = 150 cards (125 using Camp Commission)

High Adventure Base - \$1,400 = 560 cards

2019 Camp Card Sale Timeline

Feb. 11-15

Pick up Cards at District Kickoffs

March 25

Mid-sale Checkpoint

April 15*

Deadline to Register for Camp to Qualify for Camp Credit

May Roundtable

Reconcile Cards & Payment

May 17**

Last Day to Reconcile – All Cards & Monies due to BAC

Notes:

**Any unit not registered for camp by the April 15th deadline defaults to the 50% commission rate on all card sales.*

***All units must reconcile by May 17, 2019. On a case-by-case basis, units may continue selling after May 17, however accounts must still be reconciled in full by May 17. Additional cards checked out / purchased after this date will be subject to the 50% commission structure.*

Accounts not reconciled in full by May 17 receive a reduced, 30% commission on their remaining Camp Card account.

YOUR UNIT CAMP CARD KICK-OFF

THE OBJECTIVE FOR UNIT CAMP CARD KICK-OFF IS SIMPLE:

- Get Scouts excited about camping
- Ensure parents are informed about why their Scout should attend camp

HOW CAN YOU ENSURE A SUCCESSFUL KICK-OFF?

- Make sure the Kick-Off has maximum attendance
- Be prepared to discuss summer camping opportunities in the Baltimore Area Council
- Make sure every Scout receives a packet of 20 Camp Cards

CAMP CARD KICK-OFF SAMPLE AGENDA:

1. **Grand Opening** with music, cheers and EXCITEMENT
2. Ensure each **Scout signs out at least one packet of 20 Camp Cards**
3. Explain **Commission and Incentives**.
4. **Review summertime camping opportunities** in the Baltimore Area Council (Cub Day Camps, Boy Scout Resident Camps, Cub Scout Resident Camp)
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**
9. Identify top 20 customer prospects for each Scout

REMEMBER, WE'RE SELLING SCOUTING, NOT JUST DISCOUNT CARDS

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

FOR A SUCCESSFUL SALE, ENSURE YOUR SCOUTS:

- Wear a Scout Uniform, smile, and say their first name.
- Tell the customer their unit number.
- Tell the customer how much **THEY** can save with a Camp Card.
- Tell the customer how the Scouts are going to use the money.
- Close the sale, and always say Thank You!

RETURN POLICY

Camp Cards may be turned in to the council office without penalty until May 17th, 2019. The cards must be in new condition, including snap-offs still attached. Camp Cards may also be turned-in without penalty at the scheduled turn-in, May 2019 Roundtables.

Units are responsible for any cards that are lost, stolen, misplaced, or damaged. Scouts and parents should treat the cards like a five dollar bill.

SUPPLEMENTAL ORDERS

The council will order Camp Cards based on the Unit Commitment Forms. A few extra cards will be ordered. While supplies last, additional cards may be requested through your District Executive/Director or at the Council Office.

Scout Sales Strategy:

Step 1 - Sell 30 cards to your parents. If they plan on spending \$50.00 or more at the grocery store at least 30 times between now and the end of the year, they will redeem their \$150.00 by simply shopping at the grocery store and you will earn \$75.00 for camp at no cost to them.

Step 2: Repeat Step 1 by selling 30 cards to all of your neighbors, relatives and friend's parents.

Example:

- Cost of 30 Camp Cards = \$150.00
- Benefit of the grocery store coupons alone for 30 Camp Cards = \$150.00.
- Commission the Scout earns on 30 Coupons = \$75.00

***NOTE** - Every time a Scout parent spends \$50.00 or more at Safeway and does not use a Camp Card, they are actually losing \$2.50 in commission.

$$\begin{array}{r} \$5.00 \text{ grocery store saving} \\ + \$2.50 \text{ commission for their Scout} \\ \hline \$7.50 \text{ return} + \text{the rest of the coupons} \end{array}$$

Set a Unit sales goal!

Parents will support this program if there is a clear, concise goal and reason (i.e. Summer Camp, Day Camp, Equipment, Trailer, Pinewood Derby Track, etc.). Best methods show that a unit should establish a unit goal and then develop a per Scout expectation. Think in terms of 67 Camp Cards (Cub Scout Resident Camp) or 125 Camp Cards (Scouts, BSA Summer Camp), minimum. Encourage every Scout to earn his or her way to camp

Scouts should coordinate sales times using a poster in front of high traffic areas (stores, banks, churches) Bass Pro Shop, Safeway, and Modell's are allowing scouts to sell Camp Cards at select locations.

Conduct an ENTHUSIASTIC Kick-off! A boring and dreary sales pitch to the Scouts and Families will result in boring and dreary commissions! Dream BIG! Small dreams have no magic! Be VERY clear with parents as to how the money earned will be used for the Scouts. This is especially important if it is to be used for anything other than camp!!!

Create a sense of urgency! People react to deadlines. "We would like to have our campaign wrapped up by next week." If given three months to sell, families will take three months to sell, and sell everything the last week anyway.

Control your inventory! You will also want the flexibility to provide additional cards to Scouts who are selling their Camp Cards quickly. Trying to collect unsold cards from Scouts in an effort to redistribute them is very time-consuming.

Sample Unit Budgeting Form

Unit _____ Fundraising Chair _____

1. Number of Scouts _____
2. Number attending Camp _____
3. Cost of camp per Scout _____
4. Total Camp fees for unit _____ (line 2 x line3)
5. Number of cards to sell per Scout (with 60% commission) *(line 3 x 0.4)*

Unit Sales goal, in cards *(line 2 x line 4)* _____

*This budget form is based on a unit selling camp cards primarily for the purpose of paying for summer camp, with a 60% camp credit commission rate.

Camp Cards can be sold to fund your entire Scouting year in whole or in part by using this following budget (use annual totals):

Number of Scouts in unit _____
Cost of awards per Scout _____
Unit's annual dues per Scouts _____
National registration and insurance fees per Scout \$37.00
Total monthly activity costs per Scout _____
Summer Camp fee per Scout _____
Unit equipment annual depreciation per Scout _____
Additional unit expenses per Scout _____
Total cost per Scout *(lines 2 through 8)* _____
Total income needed for annual budget *(line 1 x line 9)* _____

Now it is time to figure out how you are raising that money. Camp Cards can supplement additional fundraisers; ideally your NET Camp Card sale should be at least as much as your total camp fees *(line 1 x line 6)*.

Projected Popcorn sales _____
Other fundraisers (car wash, spaghetti dinner, etc.) _____
Camp Cards _____

2019 Camp Card Sign-Out Form

District: _____ Unit: _____

Name (Please Print): _____

Address: _____ City: _____ Zip: _____

Email Address: _____

Day Time Phone: _____ Evening Phone: _____

Number of Cards Issued: _____

Unit Sales Goal (Total Number of Cards): _____

Number of Scouts Selling: _____

I recognize that each card I have ordered has a cash value of \$5. There is no risk to our unit as long as all unsold cards are returned to the May district roundtable or the council office no later than the May 17, 2019. By signing below, I recognize that our unit will be charged \$2.50 for every unreturned card and that cards returned must be in sellable condition. I have read, understand and agree to abide by all Camp Card program guidelines, dates and commission structure.

Signature: _____ Date: _____



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2019 Camp Card Settlement Form

District: _____ Unit Type & #: _____

Name (on record): _____

Email Address: _____

Total Cards OUTSTANDING: _____ = _____
(not previously settled)

Total Cards SOLD for this transaction: _____ = _____

Total Cards being RETURNED today: _____ - _____

Cards sold for commission _____ x \$2.50 = \$ _____

Cards sold for Camp Credit _____ x \$5.00 = \$ _____
(At least one member of the unit must have been registered for Broad Creek before April 15, 2019.)

Total DUE = \$ _____

Camp Credit earned (cards sold x \$3.00) \$ _____
Towards 2019 Summer Camp

You may request ALL commission, ALL Camp Credit, OR split your sales between commission and Baltimore Area Council camp credit if you desire.

Example: A troop sells 200 cards and wants to split sales evenly between commission and camp credit.

200 total cards sold

100 cards Commission x \$2.50 = \$250 due

100 cards Camp Credit x 5.00 = \$500 due
\$300 Camp Credit earned

Total = \$750 due with \$300 Camp Credit earned

Camp Credit can be used for 2019 Summer Camp or week-long activity at any BCMSR camp.

District Rep Signature: _____ Date: _____

Please return form, cards and/or money to your May District Roundtable or to Baltimore Area Council, BSA, (701 Wyman Park Dr, Baltimore, MD 21211). All sales must settle by May 18, 2018, or unit commission will be reduced to 30%. If you have any questions, please contact your District Camp Card Chair or the Council Service Center at 443-573-2500.



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White (Council)

Yellow (District)

Pink (Unit)