

BOY SCOUTS OF AMERICA® WEST TENNESSEE AREA COUNCIL

2023 Camp Card Guide

NEW THIS YEAR:

We are excited to share that our camp card vendor has now partnered with 'entertainment', the giant book of discount coupons that can be purchased to benefit schools, school bands, churches and more! Yes, that one! It is full great discounts, 2 for 1 and up to 50% off. There is access to over 500,000 savings opportunities throughout the U.S. and Canada. Coupons are available on your phone or online.

HOW THE CAMP CARD SALE WORKS:

- AWESOME DEALS, INSTANT CASH, E-Z MONEY!!!
- Camp Cards are designed to help **<u>Scouts fund their own way</u>**!
- Camp Cards provide a **Low Risk Unit Sales** project where all Scouts **can earn** their way to Cub Day Camps, Camp Mack Morris, BSA High Adventure Camps, other unit activities, or simply to support your overall unit program and camping needs. It is up to each individual Unit on what/how camp card commission will be spent.
- Camp Cards are sold for only <u>\$5.00</u> to the general public and have multiple food, service, and entertainment discounts for the customer to use throughout the year.
- The participating unit can keep **50% commission (\$2.50)** for each Camp Card sold!
- With all the great offers, the Card literally ... **PAYS FOR ITSELF.....** and is **very easy to sell** to your neighbors, friends, and family!
- Camp Card commissions can be used as the unit committee sees fit.
- A Win-Win opportunity to help others save money, build Scout confidence, support local businesses, and help "Keep the Campfires Burning" financially in West Tennessee!

<u>3 Best Methods to Sell Camp Cards:</u>

- 1. **Door-to-Door** take your Scouts and Camp Cards for a trip around the neighborhood. Don't forget your friends and local businesses.
- 2. Show and Sell schedule a group sale at a local business. (Keep in mind that many vendors on the card may have a policy against any store front sales.) Get a Debit/Credit card reader and you will triple your sales!!!
- 3. Mom and Dad Keep cards to sell at work and give as "thank you" gifts to teachers, friends or relatives. Don't forget to keep cards in your car to take advantage of savings at Dick's Sporting Goods and other businesses!

The Value of Selling Camp Cards:

Unit Participation allows each Scout to directly fund their way to various Camp programs:

Activity	Cost	Card Sales per Youth
1 Week of Cub Scout Day Camp	\$112.50	= 45 Cards
Spring Family Camp	\$95	= 38 Cards
Fall Family Camping Weekend	\$105	= 42 Cards
Webelos Adventure Camp	\$100 early/\$125	= 40 - 50 Cards
1 Week of Scouts BSA Summer Camp	\$270 early/\$305	= 108 - 122 Cards
Winter Camp	\$125 early/\$140	= 50 - 56 Cards
National Youth Leadership Training	\$275	= 110 Cards
2023 National Jamboree	\$3975	= 1590 Cards
New Derby Track or Troop Trailer	\$500 - \$3000	= 200 - 1,200 Cards

*Note—Program costs and sales per youth are not necessarily actual numbers; they are close approximations.

Camp Card Sale Timeline:

March 27 th	Pick up at the Council Service Center or contact your DE to arrange
	<u>a time for pick up from them.</u>
April 6 th and 13th	Camp Card Distribution @ Roundtables for those unable to pick up before.
Weekly	Collect funds, deposit, pay Council, get more cards!
Camp Experience Give Aways	Fridays - April 14 th , April 28 th & May 12 th (All entry forms must be submitted by 4PM on day of drawing.)
April 30 th – May 6th	Scouts return all sales money and any unsold Cards to Unit
May 11th	E-Z Settlement Nights @ Roundtables – 50% commission
	(Note—Units keep 50% commissions and need only submit unsold cards & a check due council)
By May 12th	Last day to turn-in money & unsold cards for 50% commission
	(Note—Units keep 50% commissions and need only submit unsold
	cards & a check due Council)
After May 12th	Unit Commission drops to 40%, all unsold cards returned (NO exceptions unless granted by Scout Executive or Development Director.)
After May 26th	Unit Commission drops to 30%, all unsold cards returned (NO exceptions unless granted by Scout Executive or Development Director.)

How to have a \$uccessful Card \$ale:

- Recruit a "Camp Card Chair" within your Unit to manage all aspects of the sale. Communicate the purpose and timeline of the sale to parents. Host an exciting Unit kick-off. Track all money and cards and turn them in to the Council on time.
- 2. Set a Unit sales goal! Parents will support a fundraiser if there is a clear concise goal and reason (ie: 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 goal. "Our Unit goal is \$2,500 so that we can help pay for all our Scouts to go to camp this summer. Each one of our boys needs to sell 20 cards."
- 3. **Conduct an ENTHUSIASTIC Kickoff!** 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!
- 4. Encourage every Scout to be a "20 Card Seller" and enter the Council prize drawings.
- 5. Units should consider, and are encouraged to develop, their own **Prize Program**. Youth will sell more for prizes and recognition! (ie: Pizza Party, gift card, etc.) "All of our Scouts that sell 20 cards will be invited to the unit swim and pizza party in May."
- 6. **Create a sense of urgency!** People react to deadlines. "We would like to have our campaign wrapped up in three weeks." If given too long to sell, people will push the task off and it will no longer be a priority.
- 7. **Turn money in early!** The Council will provide additional Camp Cards to Units turning in money for previously sold cards.
- 8. **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. Keep a small amount of cards in reserve to give Scouts that are selling their cards quickly.

NOTE: Most Scout families can EASILY sell 20+ cards with minimal effort!

- **5 cards** just keep some cards in your car and shop at Dick's Sporting Goods or another vendor 5 times!
- **5 cards** Thank You Gifts for Friends! Examples include: a teacher/principal, a church member, a community volunteer, a brave person (police, fire, EMS, military, etc.), a co-worker, etc.
- **10 relatives or neighbors** People want to help Scouts! You don't want to upset anyone because your Scout did not ask them! People generally like to meet and learn about a youth's Scouting experiences and support them!

Sale Tips:

Don't miss the opportunity to use the Camp Card Sale to train your Scouts in *public speaking and salesmanship*. Scouts and their parents will appreciate the effort and your sales will improve. Have Scouts role play and practice during your Camp Card Sale Kick-off.

For a Successful Sale:

- Wear your Scout uniform!
- Smile and tell customers who you are FIRST NAME ONLY.
- Sell Scouting....We Race cars, Go camping, Help others.
- Ask if they will help a Scout vs. buying a discount card.
- Would you like 1 or 2?
- Always say "Thank You!"

Safety and Courtesy:

- Sell with another Scout or with your parents.
- Never enter anyone's home.
- Never sell after dark, unless with an adult.
- Don't carry large amounts of cash. Patrons can make checks out to your unit for deposit.
- Always say "Thank You", even when a person chooses not to buy a Camp Card.

Unit Sale Incentives:

• 50% COMMISSION - Settle your account ON-TIME and you keep \$2.50 per card sold!

Scout Sale Incentives:

• GREAT CAMP EXPERIENCE GIVEAWAY!

For every 20 cards sold, a Scout can enter into the drawings on Fridays - April 14th, <u>April 28th & May 12th</u>. Winning Scouts can attend their choice of: Cub Scout Day Camp, Webelos Resident Camp, Camp Mack Morris Scouts BSA Summer Camp, NYLT, BSA Winter Camp, or a family registration for Fall or Spring Family Camp.

- All entries must be in by 4 pm to be entered into the drawing for that date.
- E-Mail the Camp Card Contest Entry Form.

All entries will remain in the drawing pot. So, get out and sell early for more chances to win!

(A Scout can only win 1 of the 3 drawings.)

A Sample Letter to Parents – Front Page

Dear Parent,

The popular "Camp Card" sale provides the most exciting, easy, no-risk fund-raising opportunity that the West Tennessee Area Council - Boy Scouts of America offers for Scout Units and families. By participating, your Scout can help our Unit earn the money we need to have a quality program and help fund his/her way to camp.

When your Scout participates, they:

- 1. Build confidence and communication skills while having the opportunity to talk to others about their Scouting experience.
- 2. Learn effective salesmanship skills valuable skills that last a lifetime!
- 3. <u>May complete some Scouting achievements or merit badge requirements</u>.
- 4. Help to earn their way by helping us raise funds for_____
- 5. Helps provide for more local Scouting programs! Funds from the sale directly impact your local Council's ability to provide more support to leaders, recruit more youth, effectively train leaders, maintain camps and provide more quality programming for every youth.

AS A PARENT YOU CAN HELP YOUR SCOUT BE SUCCESSFUL BY:

- Helping your Scout set a sales goal and encouraging them to reach it. Every 20 cards or \$100, earns them a chance in the council drawings and our Unit contest.
- 2. Walking or taking your Scout door-to-door in your neighborhood to sell.
- 3. Keeping some cards with you at work for co-workers.
- 4. Encouraging your Scout to do their best!
- 5. Making sure your Scout wears their uniform to increase sales.

A Sample Letter to Parents – Back Page

Keys to Teaching your Scout(s) to Sell:

- 1. Selling Camp Cards is easy!
- Most Scouts will be given 5-10 cards to start. When they sell those cards, they will get some more from their leader. Every 20 cards earns a chance to win a ______ and \$______ towards our Scouting program.
- 3. Units can also conduct group sales efforts in front of local stores.
- 4. Your Scout should practice their sales presentation with you. Use these tips:
 - Stand tall, still and proud.
 - Speak slowly and clearly.
 - Ask the customer if they will help you go to camp or earn a prize.
 - Wear your uniform!
 - Ask if they have any friends who might like some cards.
 - Always say "Thank You!"
- 5. Remember the more your Scout (and you) sell, the more your Scout can earn.

<u>HERE IS HOW YOU DO IT!</u>

(Sample Sales Script)

- 1. Hello, my name is ______. I'm a Scout with Troop or Pack # ______. sponsored by ______.
- 2. I am earning money so we can do ______ or go to ______ or go to ______. This Camp Card is full of valuable discount coupons. Will

you help me?

- 3. Our card includes (give an example from back of the card, show the card) local discount and can literally pay for itself.
- 4. Your support helps our local Scouting program. Each card is only \$5, or you can get 2 for \$10! How many would you like? (*Be sure to collect \$5 for each card.*)
- 5. Do you have any friends that would like some cards?
- 6. Thank you for your support!

Frequently Asked Questions!

Q: How do I get my cards?

A: From your District Executive, at the Scout Service Center or attend your District Roundtable in April. A Unit registers to sell and can request a specific number of cards. The Unit leadership distributes their cards to the Scouts to sell.

Q: Can I sell Camp Cards if my Unit does not?

A: Yes. In the <u>rare</u> occurrence that a Unit does not sell cards, a parent/family can complete the same forms and follow the same rules as a Unit. You are a Single Seller. Speak with your District Executive.

Q: Do we have to spend the money on camp attendance?

A: No. The Unit committee leadership (and the Scouts) can decide how best to use the funds in support of their Scouting program. The card sale can help fund any Scouting expense such as uniforms, weekend camping trips, new camping gear, Scout Life magazines, etc. Additionally, this sale helps your local Council subsidize the real costs of operating a Scout camping facility and Unit field service.

Q: When is the sale?

A: The sale is from March 27th to May 12th, 2023. All sales and unsold cards are expected to be returned at the May roundtables, or by published deadlines to the Scout Service Center. Units and Parents can purchase cards at the end of the sale and keep selling if they wish.

Q: How many cards should I order?

A: Base your order on the number of selling Scouts in your unit times the goal that the unit sets per Scout. Last year's sales are also a good tool for consideration when making your order. If you see that you greatly over or under ordered, the sooner you notify the Council the better for everyone. If you under ordered, we can reach out to other units to see if they over ordered and have extra cards. And by the same token, if you over ordered, please turn in your cards as soon as you see this is the case so that Scouts in other units can sell them.

Q: How should I handle the money and cards?

A: <u>Treat the Camp Cards like money!</u> Camp cards can also produce a lot of **CASH**. Please collect money from your Scouts regularly to avoid potential issues such as loss and mishandling of funds. <u>ALL cash and checks should</u> be properly deposited into the unit's checking account. The unit will submit ONE single check to WTAC.

Q: Can we accept debit or credit cards?

A: "What's in your wallet?" Because, many people do not carry <u>any</u> cash, you will sell more cards if you get a card reader for a smart phone. The fees are inexpensive compared to the potential sales lost by not having a card reader. Plus, patrons are likely to purchase more cards with a debit card vs. cash.

Q: How do I settle my account?

A: The money due to the Scout Service Center should be remitted with one <u>single unit check, or a money order</u>. Your unit only owes the cost of how many cards you sold minus your commission. If you turn your remaining cards and money in on time you will need to pay the Council \$2.50 for every card not returned to the Council. Please be sure that your check is identified with your unit type and unit number (*ex. Pack 123, Camp Card Sales*). Unsold cards must be returned.

Q: When and where do I settle my account?

Units are encouraged to submit their funds and unsold cards at their scheduled <u>May Roundtable</u>, OR the settlement may be done with your District Executive, or preferably at the Scout Service Center.

Q: How should my Unit set a sales goal?

A: Units should set a goal based on the number of active Scouts. Units may want to set individual goals for their Scouts to help pay a certain portion of their trip to camp by selling the Camp Cards.

Q: What are the rules for returning any unsold cards?

A: Units can return unsold, intact cards. Returns are due along with payment by published dates. However, it is important that parents and volunteers recognize that the design and production of these plastic discount cards require a significant investment of both time and money! Please make every effort to sell all your cards because every card sold helps all Scouts across our 20-county service area.

Q: Can I get more cards once the sale is underway?

A: Yes, a Unit can receive additional cards if they run out. More cards can be obtained from your District Product Sales Chairman, your District Executive, or at the Scout Service Center in Jackson. In order to get more cards, you need to submit money for cards you have sold.

Q: Can we also sell the other District cards?

A: Yes! Each of the districts has a card designed for their counties with the TN River district having two cards, one for Highlands and one for Shiloh. Different card offerings can increase your sales. You may check-out the different district cards at the Scout Service Center in Jackson if you DE doesn't have any.

Q: How do I start my sale?

A: Begin with your immediate local family members: parents, cousins, grandparents, aunts and uncles, etc. Consider purchasing some cards as a great "Thank You Gift" for teachers, pastors, co-workers, community heroes, etc. Keep some in your car for shopping at local vendors!

Q: Where should Scouts sell these cards?

A: Door to door, Church gatherings, neighborhoods, parent's workplace, sponsoring organization, festivals, ballgames, local businesses with permission (especially at those with a high-value discount ON the card) etc.

Q: My unit is going to another summer camp; can we participate in the sale?

A: Yes, a Unit can use its share of the proceeds of this sale toward any Scouting adventure it chooses. The Unit committee decides how the funds can be used.

Q: Can a Scout wear his uniform while selling Camp Cards?

A: <u>YES, this is a Council approved money earning project</u>. So, just like the popcorn sale, a Scout is encouraged to wear their uniform while participating. As a reminder, other unit fundraisers such as BBQ sales, car washes, bake sales, etc. do require that a "Unit Money-Earning Application" be reviewed and approved by both your sponsoring Charter Partner <u>and</u> your District's Finance Committee Chairman, or submitted to the Council for review by the Council Finance Committee.

Q: How can I help get a great local business on the Camp Card for next year?

A: <u>Many</u> of the discounts on the card are locally owned businesses of Scout Parents, former Scouts, and community minded individuals that just want to support local youth. Our parents and volunteers often suggest businesses and then help "open the door" for the local District Executive to speak with the owner about becoming a card vendor. Currently, there is not a vendor fee to advertise on our card, the businesses simply honor the discount. Contact your District Executive if you can help. Thank vendors for supporting local Scouting!

2023 Contest Entry Form- One entry for every 20 cards sold!

"Great Camp Experience Give-A-Way" Drawings to be held Fridays - April 14th, April 28th & May 12th

Winning Scouts can attend their choice of: Cub Scout Day Camp, Webelos Resident Camp, Camp Mack Morris Boy Scout Summer Camp, NYLT, BSA Winter Camp, or a family registration for Fall or Spring Family Camp. A Scout can only win the Great Camp Experience Give-A-Way drawing 1 time.

All Entry Forms must be submitted by 4pm

Drawings will be held at 4:30pm and the winner announced by 5pm

This is to verify that (Scout name) ______ has sold (#) _____ camp cards to date and is eligible for an entry into drawing.

Unit Leader Name_____

Leader or Parent Signature_____

Pack/Troop/Crew/Post #_____ Date

Fax entry form to 731.668.3788, or scan and e-mail to <u>Susan.Gall@Scouting.org</u>

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cards to date and is eligible for an entry into drawin	g.
Unit Leader Name	Pack/Troop/Crew /Post #
Leader or Parent Signature	Date
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Unit Leader Name	_ Pack/Troop/Crew /Post #
Leader or Parent Signature	_ Date
Four entry form to 721 CCO 2700, or even and a m	ail to Susan Call@Sacuting arg

Fax entry form to 731.668.3788, or scan and e-mail to Susan.Gall@Scouting.org



(Scout Parent to turn-in to Unit Camp Card Leader)

				□SHIP	□POST	
DATE	DI				UNIT#	
SCOUT NAME						
ADDRESS						
CITY		STATE	ZII	P	BEST PHONE	
PARENT E-MAIL (PL	FASE PRINT)					

Camp Cards Issued			To be cor	npleted upon card turn-in
Total number # cards issued	of Cards Issue	ed this receipt: Parent Initial	Checks Cash TOT/	\$ \$ AL \$
	FOTAL CARD	S	Cards Sold Cards Returned Total Cards	x \$5 =

	I recognize that each card has a cash value of \$5. I understand there is no risk to our Unit as long as all unsold cards and funds are returned to our Unit by By signing below I understand that our Unit will be charged \$2.5 for every card not returned on-time.					
	I will return any unsold cards and <u>\$5</u> per card sold by		(date).			
l ag	ree to these terms:	_ Date:				
Nar	ne of Youth:					

*NOTICE

Per the request of the vendors participating in the Camp Card and because each Camp Card has a cash value above and beyond the Unit selling price, 100% of unsold Camp Cards must be returned to our Unit. This will allow our Unit to reconcile our account with West Tennessee Area Council on-time.

THANK YOU FOR PARTICIPATING IN THE CAMP CARD SALE!

For many Scouts, the <u>difference</u> between an average program and a great program is simply the money earned from their Camp Card participation. Of course, money alone <u>does not</u> make a Scouting program good, but it <u>CAN</u> help provide resources to supplement a <u>quality planned program</u>. The Camp Card is offered for a \$5 donation, and most offers can be redeemed until December 31st.

West Tennessee Area Council, BSA

Unit Camp Card Participation & Tracking Form

PLEASE USE THIS FORM TO KEEP TRACK OF UNIT CAMP CARD TRANSACTIONS ONLY ONE UNIT PER FORM, PLEASE

DATE	 DISTRICT		 UNIT#	
NAME	 		 POSITION	_
ADDRESS				
СІТҮ	 STATE	ZIP_	 BEST PHONE	_
EMAIL (please print)	 			

UNIT CAMP CARD CONTACT or LEADER SIGNATURE: *

*By signing this form, you agree to PAY the West Tennessee Area Council \$2.50 per Camp Card checked out and not returned by May 12th, 2023. After this date, the amount you owe to Council per card increases per the percentages stated in the 2023 WTAC Camp Card Leader Guide . You further agree to return all unsold cards to the Council by May 12th, 2023.

-----WTAC Office Use Only ------

Date	Type/# Cards Issued	TOTAL # of Cards Issued	Received for Unit by PRINTED NAME	Received for Unit by INITIALS	WTAC STAFF INITIALS
	WESTERN				
	CENTRAL				
	TR HIGHLANDS				
	TR SHILOH				
	WESTERN				
	CENTRAL				
	TR HIGHLANDS				
	TR SHILOH				
	WESTERN				
	CENTRAL				
	TR HIGHLANDS				
	TR SHILOH				

Date	Type/# Cards Returned	TOTAL # Cards Sold &/or Not Returned	Amount Due	Amount Paid	Receipt #	Balance Due	WTAC STAFF INITIALS
	WESTERN						
	CENTRAL						
	TR HIGHLANDS						
	TR SHILOH						
	WESTERN						
	CENTRAL						
	TR HIGHLANDS						
	TR SHILOH						
	WESTERN						
	CENTRAL						
	TR HIGHLANDS						
	TR SHILOH						

*NOTICE—Per the request of the vendors participating on the Camp Card and because each Camp Card has a cash value above and beyond the Unit selling price, 100% of any unsold Camp Cards must be returned to West Tennessee Area Council by May 12th, 2023.

CENTRAL CARD





WESTERN CARD





HIGHLANDS CARD





SHILOH CARD



