

2019 CAMP CARD SALE

The Greater Alabama Council offers the Camp Card Sale initiative to support your unit's year-long program and help all of your Scouts attend Day Camp, Webelos Camp, or Summer Camp!

\$5

Each Card Sells for
\$5

Sale begins
March 1st

Sale ends on
May 10th



Card Pick-up!

- Order cards from lbsa.org or speak to your District Executive.
- Pick-up cards from Roundtable, at the Scout Service Center, or have them mailed to you
- Scouts sell as many cards as they can before the sale ends
- The program is **RISK FREE**; the unit pays nothing up front and can return unsold cards in NEW* condition at either Scout Service Center or at the next District Roundtable
- **Friday, May 10th, 2019**, is the last day for card settlement at 50% commission (\$2.50 a card)

Optional Buy and Go Orders

- Purchase the cards upfront and receive a higher commission rate 60% or \$2 per card.
- Order cards from lbsa.org and pick them up from the Scout Service Center
- Minimum purchase of 100 cards required.
- **No need for a final settlement** and 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)



BOY SCOUTS OF AMERICA®
GREATER ALABAMA COUNCIL

Prize Program!



IN ADDITION to earning the 50% commission (\$2.50 for each card sold) Scouts can earn the **PRIZE** of a youth campership (**FREE CAMP**) to one of our Council Camps!

- SELL 100 CARDS** - receive a FULL Campership Prize to attend Cub Scout Day Camp!
- SELL 125 CARDS** - receive a FULL Campership Prize to attend Webelos Resident Camp!
- SELL 225 CARDS** - Receive a FULL Campership Prize to attend Summer Camp at Camp Comer or Camp Sequoyah!

Examples:

A Cub Scout sells 100 cards, the unit earns \$250 in commissions (100 cards x \$2.50) and **IN ADDITION** the Scout earns a campership prize to attend day camp! (A \$75 value)

A Webelos sells 125 cards, the unit earns \$312.50 in commissions (125 cards x \$2.50) and **IN ADDITION** the Scout earns a campership prize to attend Webelos Resident Camp! (A \$150 value)

A Scout sells 225 cards, the unit earns \$562.50 in commissions (225 cards x \$2.50) and **IN ADDITION** the Scout earns a campership prize to attend Summer Camp! (A \$295 value)



Win Tickets to the **IRON BOWL!**

One lucky Scout will win 2 tickets for the 2019 Iron Bowl on November 30th in Auburn! Scouts will be placed into a drawing, **1 chance for every 50 cards sold**, the winning Scout will be announced following the end of the sale.

*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 2019 camps operated by the Greater Alabama Council

CAMP CHAMPION!

Each unit should have a Camp Champion who ensures all Scouts get to camp this summer. The Camp Champion manages all aspects of the Camp Card Sale and clearly communicates sale information to leaders, parents, and Scouts. The Camp Champion should be 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 20 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 2019 camping opportunities; Distribute camping information to parents
- Promote the AMAZING campership prize program and the Iron Bowl drawing
- Check out a Sales Kit to every Scout with at least 20 Camp Cards
- Review the Sales Techniques for Scouts Document
- 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

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: Work with a local store to set up a booth and sell cards



How to Sell

- STEP 1: Have the Scout set their own 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 card?"
- Tell them your Pack/Troop and what you are doing (Tip: ask them to buy 4 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



Timeline and Procedures

Timeline

March 1 - Camp Card Sale Begins

March to May - Extra Cards available through your District Executive or Scout Office

May 10th - Turn in cards & money by 4 p.m. for 50% commission

Commission

Unit's earn a commission of 50% - \$2.50 per card sold if your unit is paid in full and all cards returned **by 4pm on May 10, 2019**; After this Date the unit's settlement is considered late, the commission drops to 30% - \$1.50 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.

BUY AND GO Cards are pre-purchased at \$2.00 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.

Return Policy

Camp Cards can be returned to either Scout Service Center **by 4 p.m. Friday, May 10, 2019**: The cards **MUST** be in new condition, including snap off discounts. Camp Card support members may refuse product that has been damaged or rendered unsalable. 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 \$5.00 bill. Units who purchase "BUY AND GO" cards at the discounted rate will not be able to return cards.

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.

Sales Support

Contact your District Camp Card Chair or your District Executive with any questions you have.