

Pennsylvania Dutch Council, BSA

2020 Camp Card Program



Prepared. For Life.™

2020 Unit Guidebook

2020 Camp Card

HOW THE CAMP CARD SALE WORKS:

- The 2020 Camp Card is a Risk-Free Unit sales project designed to help youth and Units fund their way to 2019 Camp programs or other outdoor activities as the Unit designates.
- Each Camp Card will sell for only \$5.00 to the general public and will have multiple food, service and entertainment discounts for the customer to use throughout the year.
- The participating unit will keep 50% commission of the sales for each Camp Card sold!
- The Camp Card PAYS FOR ITSELF, by using any one of the breakoff tabs!
- Commissions from the sales are encouraged to be applied toward directly sending youth to Summer Camp programs, but they may be used by the unit committee to support the units camping and activities programs.

The Value of selling Camp Cards:

Participating in the Camp Card sale allows each Scout to directly fund their way to various Camp programs.

Program	Cost		Sales per Youth (in cards)
	Regular Fee	Team Player Fee	
Cub Scout Day Camp	\$135	\$125	= 54/50 Cards per youth to sell
Cub Scout Weekend Resident Camp	\$195	\$185	= 78/74 Cards per youth to sell
Cub Scout Weeklong Resident Camp	\$300	\$290	= 120/116 Cards per youth to sell
Boy Scout Summer Camp	\$380	\$370	= 152/148 Cards per youth to sell

*Note—Program costs and sales per youth are based on payment in full prior to May 15.

Camp Card Timeline:

February 2020

Camp Card promotion at Roundtables

Units continue to sign up

March 1 – June 1, 2020

Camp Card Sale

March 5 & 10, 2020

Card Kickoff at Roundtables – cards and Unit Kits

Distributed

June 1, 2020

Deadline for Oculus Drawing, Drawing June 5th

June 1, 2020

Camp Card Sale Ends

June 15, 2020

All monies submitted to council office. (Units keep commissions and turn in unsold cards and monies due)

2020 Camp Card At-A-Glance:

1. Bruno's Old Fashion Hoagies – Buy one Cold Hoagie get One for \$1 – Single use
2. Grocery Outlet – Save \$5.00 off a \$30.00 purchase – Single use
3. Dick's Sporting Goods – \$10.00 off a sale of \$50.00 or more – Single use
4. El Rodeo – 10% off – Multi use
5. Dutch Wonderland – \$5.00 off a ticket - Multi use
6. Sky zone – \$3.00 off any open jump pass – Multi use
7. Dairy Queen Lebanon – BOGO Free any size Blizzard – Multi use - Lebanon County Card only
8. Lazer Factory – Buy one session get one free – Multi use - Lebanon Card Only
9. Fiesta Mexico – 10% off – Multi use – **New for 2020**
10. Jack William's Tire & Auto - \$10.00 of a standard oil change – Multi use
11. Red Robin – 10% off your meal – Multi use
12. Promo code, which allows access to literally hundreds of offers both locally and nationally.
www.boyscoutscampcard.com follow provided instructions.

How to implement Camp Card sales for your Unit:

1. Determine NOW the Camp programs your youth plan to participate in for 2020
2. Determine the number of active families in your program
3. Set a per youth sales goal (number of Camp Cards he/she should sell)
4. Set an overall unit sales goal
5. Communicate unit needs clearly with each youth and parent
 - a. Explain how the sale of Camp Cards teaches youth the value of earning what they want
 - b. Explain exactly where the unit plans to allocate the revenue generated from the sales (i.e. Individual youth Camp fees, Camping equipment, outdoor activity costs, etc.)
6. Communicate Camp Card calendar clearly with all youth and parents
 - a. Have a Kickoff for your unit
 - b. Have a Turn-In date for money and unsold Camp Cards

Methods and Techniques to implement Camp Card sales for your Unit:

1. **Have a kickoff** – as with any fundraiser if the parents and youth are not excited you will not be as successful as you could be. Schedule the kickoff as close to the beginning of the sale as possible.
 - a. Emphasize what the Scouts will receive for hitting their goal; prizes, Scouting programs, camp, etc.
 - b. Educate parents so they know: 1) The purpose of the sale, 2) How the money raised will be used, 3) What the “per-Scout goal” is. How many cards would need to be sold to attend camp free. (*They will be much more interested when they know this information.*)
 - c. Get Scouts and families excited!
2. **Show and Sell** (March 1-June 1)
 - a. Show and Sell is designed for units to set up at locations such as grocery stores, local events, Wal-Mart, etc.... where they can display and sell actual product. You will need to estimate how many cards to have available at each location. Show and Sell successes are determined by location and the youth sharing with people what the

money is being raised for. When considering Show and Sell locations consider high traffic areas. Be sure to get approval from the operator of the store or event coordinator. It is not always the best strategy to sell directly outside of a vender on the card. REMEMBER a key reason for our partners to be on the card is for them to have new customers enter their business. When selling to current customers this defeats the intent. Look for locations nearby, maybe in the same plaza.

- b. When setting up Show and Sells set up as teams of youth. Make sure change is on hand, 5's and 10's. Have a cash bag to store the money and make sure someone responsible keeps the money. If doing multiple shifts it may be wise to have money periodically picked up. If working in teams make sure to fairly distribute sales. While Show and Sell may be a preferred method to sell popcorn the Show and deliver method is preferred for camp cards.

3. Show and Deliver: "The Family Preferred Method of Selling" **(March 1 – June 1)**

- a. This is similar to a Show and Sell except a unit picks a neighborhood and goes door-to-door with the product. You will need to organize this a little different than a Show and Sell so that someone has a supply of the product to follow the boys around with. To provide the greatest impact on an area map out where you will be selling.

"A Scout can sell 5 times as much product vs. Show and Sell"

4. Safety concerns.

- a. Whichever method you use remember to follow BSA safety guidelines at all times.
- b. Always sell with another Scout or parent
- c. Never enter anyone's home
- d. Never sell after dark unless you are with an adult
- e. Don't carry large amounts of cash on you

5. Courtesy Points

- a. Always walk on the sidewalk and driveway
- b. Always smile and introduce yourself, no last name
- c. Always tell your customers why you are selling Camp Cards
- d. Always say thanks!
- e. Count change in front of the customer
- f. Make checks payable to unit

6. Uniform

- a. The Camp Card sale is a council sanctioned unit money earning project. As such the uniform should be worn. Be sure that the uniform is tidy and the Scout's appearance is neat, hair trimmed, hands and face washed. A Scout is Clean.

Sample Story pitch and Customer identification:

Hi, my name is (First Name Only) and I'm a Cub/Boy Scout with Pack/Troop # ____.
I'm trying to earn my way to (pick your activity).
(go to camp / pay for my Scouting program / earn a scholarship)

I have a camp card that can get you both local savings and savings around the country. The access code gives you have access to hundreds of chain offers. Can I count on your support?

**More effective than asking, "Want to buy a card?" don't you think? Key to remember is you are selling Scouting.

Unit Sales Incentives:

- Sign-up by February 28th and settle your account by June 15th to receive 50% commission throughout the entire sale

Council Champion Team:

- | | | | |
|--|-----------------|--|--------------|
| • Council | John Tomassetti | jftmat@comcast.net | 717-468-2960 |
| • Conestoga Christina Alagona-McKinney | | wspack58@gmail.com | 717-282-2425 |
| • Horseshoe Trail | Matt Kofroth | mattkof275@gmail.com | 717-669-3501 |
| • Harvest | Chet Bowen | bowen17@hotmail.com | 717-304-5268 |
| • Staff Advisor | Scott Arnold | scott.arnold@scouting.org | 717-553-4208 |
| • Staff | Robin Kotzmoyer | robin.kotzmoyer@scouting.org | 717-394-4063 |

Youth Sales Incentives for 2020

- **Council Top Salesman Prize - one**

The Top Council Salesman will receive a \$150.00 Amazon Gift Card. *must sell at least 250 cards. **Top Council Salesman is not eligible for Top District Salesman Prize.



- **District Top Salesman Prize – One per District**

The Top District salesman in each district will receive a \$100.00 Amazon Gift Card. *must sell at least 175 cards.

- **New for 2020**

For every five cards sold prior to May 17th the youth will be entered into a drawing for an Oculus Quest. It will be the responsibility of the Unit Champion to see that the paperwork is forwarded to the council by the June 1st. Winner to be announced June 5th.



Resources:

1. Council Website – www.padutchbsa.org
 - a. Forms – Camp Card Tracking Spread Sheet – <http://padutchbsa.org/wp-content/uploads/2019/01/Camp-Card-Card-Tracking-Spreadsheet-Youth-1.xlsx>
Incentive Report Form - <http://padutchbsa.org/wp-content/uploads/2013/11/Incentive-Report-Form.xlsx>
New Parent Camp Card Information - <http://padutchbsa.org/wp-content/uploads/2019/02/New-Parent-Camp-Card-information-sheet.pdf>
Scout Camp Card Receipt - <http://padutchbsa.org/wp-content/uploads/2019/01/Youth-Camp-Card-Receipt.pdf>
Scout Order Form - <http://padutchbsa.org/wp-content/uploads/2019/01/Youth-order-form.pdf>
Bonus Saving Card template, Lancaster - <http://padutchbsa.org/wp-content/uploads/2013/11/Bonus-Saving-Lancaster.pdf>
Bonus Savings Card template, Lebanon - <http://padutchbsa.org/wp-content/uploads/2013/11/Bonus-Saving-Lebanon.pdf>
2. Bonus Savings Website – www.boyscoutscampcard.com
3. Council Champion Team – See Above

SCOUT CAMP CARD RECEIPT

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

PACK TROOP CREW SHIP TEAM POST

DATE _____ DISTRICT _____ UNIT# _____

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

Camp Cards Issued	To be completed upon card turn in	
Total number of Cards Issued this receipt	Checks	\$ _____
Lancaster _____	Cash	\$ _____
Lebanon _____	TOTAL	\$ _____
	_____ Cards Sold	
	_____ Cards Returned	
	_____ Total Cards this receipt	

I recognize that each of these cards have a cash value of \$5. There is no risk to our unit as long as all unsold cards are returned to our unit by _____. By signing below I recognize that our unit will be charged \$2.50 for every unreturned card.

Our unit will close out our account (money/unsold cards turned in) by _____.

I agree to these terms: _____ Date: _____

Parent Signature

Name of Youth: _____

***NOTE—Per the request of the vendors participating in the 2020 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 by _____. This will allow our unit to reconcile our account with Pennsylvania Dutch Council by June 15th.**