



2016 CAMP
CARD
UNIT LEADER
GUIDE

BUILD AN ADVENTURE



Camp Card Basics

Camp Card

- Cost: \$5.00
- 9 total discounts—3 one time use, 6 reusable

Commission

- \$2.25 of each camp card sale goes directly to the unit.
- It is recommended that each sale goes to help the youth of the unit to go to camp whether that camp is a Scout Summer Camp, Cub Scout Day Camp, or unit family camp or outing.

Prizes

Sell 5 Camp Cards and receive a patch

Each Scout who sells 50 Camp Cards will be invited to our Star Seller event at Go Kart World on Saturday May 21st. The event will include 2 hours of go cart riding for the Scout and a parent plus food, drinks, and celebration

Return Policy

Units can only return 20% of Camp Cards checked out.

Closing Your Account

Your account must be closed by Friday May 6th. Please submit one unit check to pay for the balance of your account. The unit account must be closed on time for any youth to qualify for Star Seller Event

2016 Camp Card Timeline

Saturday, March 19	Sales kick-off and training event
Saturday, March 19	Camp Card Pick-up
Saturday, March 19 – Sunday May 1	Camp Card Sales
Monday, May 2 – Friday, May 6	Coupon card return and prize sheet turn in
Friday, May 6	Accounts must be paid in full
Thursday, May 12	Patch prize pick-up at Roundtable
Saturday, May 21	Star Seller Event at Go Kart World

Camp Card Contacts

Council Contact

Rebekah Havard (Staff Advisor)
562- 427-0911 ext 241
rebekah.havard@longbeachbsa.org



District Contacts

Los Fierros District:
Maria Guerra
562-427-0911 ext 243
Maria.guerra@longbeachbsa.org

Polaris District:
Rebekah Havard
562-427-0911 ext 241
rebekah.havard@longbeachbsa.org

New Frontier District:
Sherry Martinez
562-427-0911 ext 244
Sherry.martinez@longbeachbsa.org

Unit Camp Card Coordinator Job Description

Responsible to: District Camp Card Chairperson, District Activities Chair and District Chair,

Staff Partner: District Executive, Staff Advisor Rebekah Havard

Position Duration: appointed annually

Position Description:

- Encourage your unit Scouts to sell Camp Cards
- Attend related meetings to get trained on how to run your unit sale
- Work to achieve the Unit Camp Card sales goal
- Keep track of Scout sales
- Set up booth sales and Door to Door sales events
- Be the know-it-all person when it comes to camp card sales in your unit
- Coordinate an incentive structure in your unit to motivate the kids to sell
- Keep track of camp card inventory
- Collect money from Scouts
- Make sure that account is closed before the deadline.
- Get names of youth that qualify for prizes to Council by Deadline

Time Commitment:

- Attend unit meetings during the months of March—May
- Field questions March - May mainly by email or phone.
- Attend Kick-off / Training (March)
- Attend Camp Card Pick-up day
- Close Camp Card account at council



Ways to sell Camp Cards

BOOTH SALES

Meet with a manager at a location of your choice. Set a couple different dates that work in your unit calendar. Create a sign up sheet and start having families fill in the blanks. Give incentives for signing up and showing up. Make sure that if the store has two entry doors to cover both doors. Create a table display that showcases why the youth are selling the cards, example have pictures of the kids at camp. A suggestion is to have the Tiger Cubs work with the Webelos Scouts to allow for a learning opportunity for both ages.

DOOR TO DOOR

The best way to use this technique is to go around a neighborhood near where you meet. It is a great way to let the families know that you are there and an easy way to start off the conversation, "Hi My name is _____ from Pack / Troop/ Crew _____ that meets just around the corner at.... If your unit does this as a group, having a celebration afterwards is a great way to motivate the kids. Pizza or ice cream is a great way to thank them for a job well done.

If a scout does this on their own with family please iterate the importance of never going door to door alone. The Scout must always have a adult with them at all times. and never enter anyone's home

PEER TO PEER SALES

Selling to friends and family is the easiest way to make a sale. Don't forget to ask: teachers, coaches, doctors, dentists, bosses, co-workers, neighbors, real estates agents, pastors, youth group leaders, best friends, dog groomers, postman, gardener and many more.

Selling Script

Booth Sale:

Excuse me sir/ms my name is _____ from Pack/Troop/ Team / Crew/ Post _____ can you help me earn my way to camp.

I'm raising money by selling this \$5.00 camp card.

It has great coupons and you get your money back if you eat at El Pollo Loco just once.

YES: Thank you for helping to send me to camp! How many cards can I get for you?

NO: Thank you!! Have a great day.

Neighborhood Blitz:

Hello neighbor my name is _____ from Pack/Troop/ Team / Crew/ Post _____ that meets at _____ can you help me earn my way to camp.

I'm raising money by selling this \$5.00 camp card.

It has great coupons and you get your money back if you eat at El Pollo Loco just once.

YES: Thank you for helping to send me to camp! How many cards can I get for you?

NO: Thank you!! Have a great day.