

# LEADER'S GUIDE

## 2018 CAMP CARD

### Cornhusker Council, BSA

## A Scout that is Thrifty.... earns their own way to ADVENTURE!

The Cornhusker Council is excited to announce the continuation of an exciting Fundraising Program for Units... ***The Camp Card program!*** This initiative is designed to help Scouts earn their way to camp. Units participating in this program will **earn 50% commission** (\$2.50) on each \$5 Camp Card they sell.

***Now is the time to Commit for your unit to participate in the Sale!***

### New this Year!

- **A NEW Card, with "District Specific" Cards for each district.**
  - Each card will have more than 20 offers on them, many of them are able to be used more than once!
- **No minimum commitment! Your Unit can return any unsold cards without additional fees!**
  - Aim High to sell record numbers!

Go to [www.CornhuskerCouncil.org/CampCard](http://www.CornhuskerCouncil.org/CampCard) and fill out the on-line commitment card, or email [Michelle.Austin@Scouting.org](mailto:Michelle.Austin@Scouting.org) . The sale will begin on **March 19<sup>th</sup>** and run through **April 27<sup>th</sup>** giving units 6 weeks to sell and close out their accounts.

***New This Year! No penalties for returned cards! Check out enough cards to put them into the hands of every Scout in your unit!***

***Last year more than 4,000 cards were sold, bringing over  
\$10,000 to support Unit Programs!***

The value of selling Camp Cards:			
• New Uniform	\$100 = 40 cards	• Registration & Boy's Life	\$45 = 18 cards
• New Tent	\$150 =60 cards	• Summer Camp	\$250 =100 cards
• Troop Trailer	\$5,000 = 2,000 cards	• Philmont	\$1,900 = 760 cards
(40 Scouts each selling 50 cards)			

## IMPORTANT DATES

### Camp Card Timeline

Now – March 19 <sup>th</sup>	Fill out On-line Camp Card Commitment form so your unit can participate in the sale.
March Camp Cards Distributed <b>March 19<sup>th</sup></b>	<b>Sale Begins</b>
March 19 <sup>th</sup> -April 27 <sup>th</sup>	Camp Card Sale
<b>April 27<sup>th</sup></b>	<b>End of Sale – ALL ACCOUNTS CLOSED</b> Units closing out <b>AFTER</b> May 7 <sup>th</sup> , 2018 will earn 30% on their remaining Camp Card account.

### Camp Card Commission Schedule



Units will receive 50% commission for all Camp Cards sold if their accounts are closed out **BY** May 7<sup>th</sup>, 2018. (after May 7<sup>th</sup> Units earn 30% Commission)

#### **\$2.50 for every \$5 card sold!**

Units closing out **AFTER** May 7<sup>th</sup>, 2018 will earn 30% on their remaining Camp Card account.

### Families can receive 150% return on investment!

There are 6 weekends between March 19<sup>th</sup> and April 27<sup>th</sup>. If a family buys 6 cards for \$30 and uses a card each week they will have the opportunity to receive 100% of their investment back. **In addition to the family receiving all their money back.... their son will earn \$15 for his Scouting unit.**

### Approved Unit Money Earning Activity

The Camp Card program is an approved Unit Money Earning Activity sponsored by the Cornhusker Council. Scouts are authorized and encouraged to wear their Class "A" Uniform for all local Council sponsored money earning activities. Please refer to the Unit Money Earning Application for requirements and guidelines for all other unit money earning activities.

## *We're Selling Camp, Not Just Discount Cards*

Each card sold helps a Scout go to camp. People buying cards are supporting Scouting in their community. Emphasize to our families that they are teaching their Scouts important skills in public speaking, sales, and service while selling the benefits of Scouting summers camps, not just great discount cards.

### UNIT TIPS FOR SUCCESS

#### 1. Establish a Unit Goal!!!

Unit Goal	\$5,000
# Scouts	25
# Cards per Scout	80 ( <i>this is 14 cards/week</i> )
Total Cards	2,000

Total Sales	\$10,000
-------------	----------

Unit Commission	\$5,000
-----------------	---------

2. Establish "a per" Scout Goal to achieve Unit Objective.
3. Schedule Sales Date and Time in Prominent Location (Locations that are on Camp Card, locations with "high traffic, banks on payday, etc.)
4. Sale to Friends, Family Members, Places of Worship and Work Sites.
5. Approved Council Fundraiser – ***CAN WEAR UNIFORM!!!!***
6. Close Out on Time.
7. Emphasize Value of Card. Over \$15 in direct discounts!!! Year Round offers on others.
8. Minimal Risk! This year there will not be a return fee on unsold cards (previously Units were responsible to 50% of cards signed up for) So aim high!
9. Remember.....In the end, the customer is investing in a Scout!

### Kickoff Camp Card Sales

- Get Scouts excited about the opportunities Camp Cards can help fund.
- Inform parents on purpose of cards and the benefits of a camp experience.
- Make sure every Scout gets checked out at least 5 cards to start!
- Emphasize dates for sale start and end.
- Review Sales Goal and how that gets the experiences Scouts look forward to.
- Teach and Remind Scouts good and safe Sales Techniques.

***The more cards sold, the less money out of pocket for the Pack, Troop, or Crew's Summer Camp Experience!***