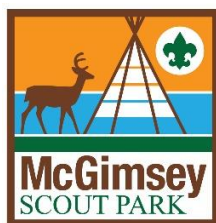


2021 CAMP CARD SALE

Alamo Area Council



A Scout Discount Card Made for Endless
Adventures....



UNIT LEADER'S & SELLER'S GUIDE



WHAT ARE CAMP CARDS?

Camp Cards have been gaining momentum and popularity with scout units across the country. Over the past few years this new type of fundraising product sale has been utilized by local scouts to raise money to support year round programs including summer camps, trips, outings, and special events.

The cards include discounts from various businesses represented in our local communities and have several one time use “break off” coupons along with multi-use offers.

The Alamo Area Camp Card is offered at the low price point of \$5.00 per card. Customers recoup their donation by using the one-time coupons, and enjoy multiple food, service, and entertainment discounts throughout the year.

Features of a camp card sale include the following:

- Risk free for the unit by returning unused cards to the council
- Unit can earn 50% commission on cards sold
- Major entertainment & retail discounts make the card desirable
- Customers receive high value (Tear offs alone account for >\$20)
- Council approved fundraiser (which allows the Scouts to wear their uniform)

2021 CAMP CARD TIMELINE

Mid-March 2021 – March Roundtables will continue to be Virtual Council wide. Therefore, Roundtable check out & distribution will not be possible this year. Due to shipment delays nationwide, we have been given a window for delivery. Once we have an “in hand” date we will announce district distribution dates to get cards to units promptly. We will be flexible with check out due to the ongoing circumstances.

Late March/ April/May- Units will be offered the chance to participate in a 6-week or 8-week sale with a specific kickoff and return date.

During check out, the unit camp card contact will choose which sales period the unit will participate in for 2021. Unsold cards and card payments will be expected to be turned in before unit specific deadline to avoid late fees.

June 11, 2021- Camp Card Sales program officially closes out. All outstanding cards and fee's will be invoiced to unit.

(CAMP CARDS CAN BE PAID FOR AND RETURNED AT ANYTIME DURING THE SALE AT THE COUNCIL OFFICE)



2021 SCOUT CARD - FREQUENTLY ASKED QUESTIONS

1. The Scout Card sells for \$5.00. What is the break down on where the money goes? Your unit retains \$2.50 per card sold. The other \$2.50 is turned in to the council via Roundtable, mail, or visiting the council service center at any time during the sales period. The council pays for production cost and the securing of the discounts and has the associated risk of unsold cards. If a unit does not return unsold cards, at the end of the sales they will receive an invoice detailing the amount due.

2. One of the Scouts said he/she lost the cards? What do we do? A. Due to the production costs of the cards and securing the vendors, we need to assume that the cards are used or sold. Therefore, units will be responsible for any cards not returned by the end of the sale. \$2.50 per card will be charged to the unit for each card not returned.

3. Are there any prizes or patches? Our goal is to keep this sale simple. We want to maximize the return to the unit and the council. If desired, you can establish an incentive in your unit. The card is designed to help offset camp fees for the Scouts and that takes actual cash.

4. Can I sell in front of the stores listed on the card? The stores listed on the camp card always like new customers in addition to their existing ones. Please consider other places to sell them before approaching the stores. When you approach the store, please work with the manager and respect their answer. Many will say yes. Some may indicate that the property does not permit sales.

5. Can my family buy \$50 worth and use the coupons? It seems too good to be true? Yes, as a family, you can buy the cards for your own use and use the coupons. Yes, it seems funny that you spend \$50 and get more back over time, but that is how we set the price point. We wanted to make it a win-win all around. Your family can recoup the cost of the cards in a few visits to the stores listed.

6. Can another group sell these cards on our behalf? Or only Scouts? These cards can be sold by any group that is officially chartered by the BSA or an Explorer Post. If a local civic club or group would like to assist please coordinate that with your local District Executive.

7. How do we get more cards? They are selling fast. Please contact the Alamo Area Council to request more cards. You will be requested to turn in the funds associated with your initial order so you can pick up more. The reason for this is because the success of the sale comes down to available inventory and motivated sellers. If Camp Cards are locked up in someone's trunk and turned in later, no one benefitted. Additional cards can be relayed through your district executive, mailed if needed, or picked up directly at the service center.

8. Can adults sell the cards too? Yes, please help your own Scouts by selling the cards at work, school, and your place of worship. Each friend should see the value in the \$5 camp card and getting their money right back. Encourage them to buy multiples. The cards are good all year.

9. Can we wear uniforms to sell the Scout Card? Yes, since it is a council level money earning project, you are permitted to wear the BSA uniform. Popcorn and Camp Cards are the only council level approved money earning projects. All other projects must have approval to wear the uniform.

10. For the \$2.50 that is retained as a unit commission, where does that go? It is essential that the unit committee establish how camp fees will be offset by the sale of Camp Cards. Most groups use the sale to lower everyone's cost by paying a portion of fees. The front of the card indicates that the overall Scout unit benefits, not just one person. This \$2.50 does not have to be used for camp but can be used for anything Scouting related.

11. Can we sell the card for a different amount? The front of the card says, "Just \$5", so your customers may lose confidence in you and the product. Please do not discount the card or sell it for above the asking price. The price point has been proven in other nationwide sales to be on target with the discounts offered.

12. My unit has decided not to sell Camp Cards. Can my scout sell them independently? Absolutely! Forms, cards, and information is available at the council office or on the Alamo Area website. Scouts and their families will keep track of their own cards sold and be responsible for returning any unsold cards.

Individuals that sell will be credited in their unit's account at the office with the designated fund raised. It is highly suggested that you make the unit aware of your intention to sell independently.

Additional Information:

Card Accountability: Before a unit card sales chairperson signs for cards, he/she should count the cards and make sure the count agrees with the amount on the receipt. He/she should keep a complete and accurate records of all cards distributed on the card sales unit record sheet and should keep copies of receipts for all money submitted and unsold cards returned.

Remember, a unit card sales chairperson must submit \$2.50 for each card sold or not returned. All unsold cards must be returned. The unit is responsible for all cards checked out. Either the card or the money must be submitted at the end of the sale. **Camp Cards should be treated like cash.**

Payment by check: Unit sales chairperson must submit their monies to the Alamo Area Council by submitting a single unit check per turn. This will speed up the accounting process and prevent the need of your district sales chairperson handling large amounts of cash. Be sure that the check is identified with your unit type and unit number (ex. Pack 123, Camp Card Sales). Checks should be payable to the Alamo Area Council.



SHARE THIS SALES INFORMATION WITH YOUR SCOUTS

BE PREPARED

1. Selling Scout Cards is easy. Make sure to stay safe and practice COVID friendly etiquette to respect customers (Ex. Wear mask, hand sanitizer readily available, and wipes)
2. Most Scouts will be given 5 to 10 cards to start. If you sell those cards, get another set from your leader. **Treat these cards like money**
3. Units will also conduct group sales efforts in front of local stores. Please coordinate that with your unit camp card contact. For advise on best practices contact the Council Camp Card Coordinator, Aaron Elizondo @ Campcards@alamoareabsa.org
4. Practice your sales presentation on your parents. Use these tips:
 - A. Stand still and proud.
 - B. Speak slowly and clearly.
 - C. Tell them why you are selling (to earn your way to camp).
 - D. Wear your uniform.
 - E. Ask if they have friends who might like cards.
 - F. Say thank you.
5. Remember - the more you sell, the more money you can earn for you den, pack or troop.

HERE IS HOW TO DO IT!

(Sample Sales Script)

1. Hello, my name is _____. I'm a Scout with Troop or Pack _____
2. I'm selling Scout Cards to help my (PACK, TROOP, CREW) earn money and to earn my way to camp this summer. Our Scout Cards are full of valuable coupons and only cost \$5. Our camp card includes (give example from the back of the cards).
3. (Show the buyer your cards) Ask if they have a favorite on the card!
4. Your support will help the local Scouting program. Each card is only \$5. How many would you like? ***(Be sure to collect \$5.00 for each card sold when the sale is made.)***
4. Thank you for your support!
(Be sure to say thank you even if they did not buy a card!)



HOW MANY CARDS WILL GET ME TO MY/ OUR GOAL?

Scout Registration Fee- \$60 or **24 Cards**

CUB SCOUT DAY CAMP - \$145 or **58 CARDS**

SUMMER CAMP at Bear Creek – \$310 or **124 CARDS** or
62 CARDS for ½ off.



Helpful Tips for Successful Sales

- ✓ You can't sell a product you have never used.
Make sure your first customer is you! When people see you use it they will inquire on how to get one of their own.
- ✓ Practice your pitch to family members and friends who will most likely buy no matter what!
- ✓ Use your popcorn list to revisit customers comfortable buying from you
- ✓ Visit your local school, church, or civic club. All these locations will be familiar with the importance of the scouting program!