

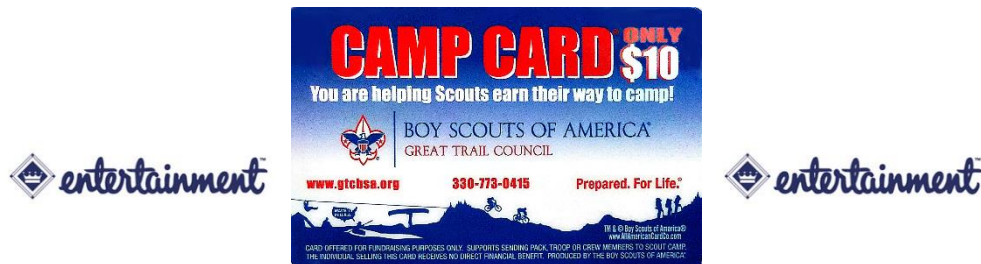
Guidebook

2018 Camp Card Sale



Helping Scouts throughout the Great Trail Council
earn their way to camp!

EACH CARD IS JUST \$10.00...UNITS EARN \$5.00 PER CARD



**Over 200,000 Offers.... Powered by The Entertainment
Network! Good Anywhere You Are!!!**

In these challenging economic times, we don't want family finances to keep a Scout from attending camp. One thing Scouting tries to teach is the value of "earning your own way." Participating in the Camp Card fundraiser can help!

Great Trail Council, Boy Scouts of America

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THE 2018 GREAT TRAIL COUNCIL CAMP CARD FUNDRAISER

Thank you for investing the time and energy to lead your Scout Unit's Camp Card Campaign. Selling Camp Cards is an easy way to teach Scouts the value of earning their way. This sale is designed to help Scouts attend Great Trail Council Summer Camps, high adventure treks and/or jamboree. Going to camp is the highlight of every Scout's year. Shouldn't they understand the value of that experience?

The Great Trail Council Camp Cards are just **\$10.00** and come with access to an online membership with local savings offers throughout the 2018 calendar year. Users get access to over **200,000** local and national offers through the **Entertainment discount network. Enjoy up to 50% savings in Dining, Shopping, Attractions, Travel, Services, and Online Deals.** Simply print your savings or redeem at the merchant by showing your Smartphone.

WHY SELL CAMP CARDS?

We offer this fundraiser so all Cub Scouts, Boy Scouts and Ventures' can earn extra money to attend Cub Day Camp, Cub Resident Camp, Scout Summer Camp, NYLT and other high-adventure opportunities. Units may also use funds to purchase equipment like sleeping bags, tents, uniforms, trailers, and much more!

- Each card has a registration # and needs to be registered online by the customer
- Over 200,000 offers nationwide...just enter the zip code
- Each card also has two one-time use "tear off" offers
- Free app for smartphones allows customers to redeem anywhere they are!

HOW THE CAMP CARD SALE WORKS

Step 1: Register your unit to sell Camp Cards at <http://www.gtcbsa.org/camp-cards>. Pre-order begins in February.

Step 2: Help each Scout in your unit set a personal goal. Add them all up to a unit goal. Make a chart and display at your meeting location.

Step 3: Pick up your cards at your March Roundtable.

Step 4: Distribute the cards to the Scouts and encourage them to sell (*employ the three sales methods on page 4*).

Units participating in this program will earn 50% commission (\$5.00) on each \$10 Camp Card sold.



IMPORTANT CARD INFORMATION

- Units are restricted to an initial max of 100 cards. After initial distribution, additional cards can be requested on a first come, first serve basis until the end of the sale.
- Units may return up to 50% of their Camp Cards on or before May 10th at Roundtable or to the Council Service Center in Akron. Cards must be in their original condition and cannot be returned after this date.

KEY DATES FOR THE SALE

February 8th – Units sign-up Online or at Roundtables

March 8th – Camp Card Kick-Offs at Roundtables / Commit to Sell / Pick-Up Cards – **SALE BEGINS!**

May 10th – Continue to pick up cards at Roundtables. Last day for units to return up To 50% of unsold cards.

June 7th – Sale ends. Camp Card payments due at Roundtables.

SCOUT ADVANCEMENT OPPORTUNITIES

Scouts may earn more than money through the Camp Card Sale. They learn the value of planning, organization and commitment. Scouts develop / practice new skills and learn about sales / marketing. In selling, Scouts practice public speaking, set and achieve challenging goals, learn money management, and demonstrate salesmanship and manners!

INCENTIVES

Unlike Popcorn, the Camp Card Sale does not have a Council incentive program. Scouts earn **cash** from each card sold!

SALES TECHNIQUES FOR SCOUTS

Don't miss this opportunity to use the Camp Cards Sale to train your Scouts in public speaking, entrepreneurship, and salesmanship. Your Scouts and their parents will appreciate the effort and your sales will improve. Have your Scouts role play and practice during your unit Camp Cards Sale Kick-off.

HAVE YOUR SCOUTS PRACTICE THESE SIMPLE STEPS:

1. Wear your Scout uniform.
2. Smile and tell them who you are – first name only!



3. Tell customers what unit you are with.
4. Tell customers what you are going to use the money for.
5. Tell them what they can do to help (save money with the Camp Card).
6. Close the sale and always say "**thank you.**"

METHODS FOR SELLING CAMP CARDS

There are three methods for selling Camp Cards. To be successful, your unit needs to employ all three sales methods. This will give you the best results.

1. **Door to Door** – Take your cards for a trip around the neighborhood. Highlight the great coupons. Parents and leaders: PLEASE DO NOT ALLOW SCOUTS TO GO ALONE!
2. **Show & Sell** – Set up a sales booth and sell Camp Cards on the spot. This can be an effective approach in the right location at the right time, but don't hang your hat on this approach alone. Focus on multiple locations at the same time. Be sure not to over schedule Scouts.
3. **Sell at Work** – This is a great way for parents/guardians to help their Scouts! Take cards to co-workers.

SAFETY & COURTESY

Be sure to review these safety and courtesy tips with your Scouts and parents:

1. Sell with another Scout or with an adult.
2. Never enter anyone's home even if invited.
3. Never sell after dark, unless with an adult.
4. Don't carry large amounts of cash.
5. Count change in front of the customer.
6. Make checks payable to your unit.
7. Always walk on the sidewalk and driveway.
8. Be mindful of dogs while selling.
9. Say "thank you" whether or not the person buys a Camp Card.

SIMPLE CAMP CARD SCRIPT

*"Hello, my name is _____ (first name only). I am a Scout/Cub from troop/den _____. I am earning my way to summer camp by selling these amazing \$10 Camp Cards that have more than 200,000 local offers! You can use them anywhere you are. On the back is a website to register your unique code, then you can start saving on dining, shopping, and activities. You can print the offers from your computer or use the free app on your Smartphone. You will get your money back in no time. How many would/could you use? **THANK YOU** for supporting Scouting!"*



YOUR UNIT CAMP CARD KICK-OFF

The objectives for your Unit Camp Card Kick-off are simple:

- Get Scouts excited about going to camp.
- Ensure parents are informed about why their Scout should attend camp.

CAMP CARD KICK-OFF SAMPLE AGENDA

1. Grand opening with music, cheers, and EXCITEMENT!
2. Issue cards to EVERY SCOUT with at least 10 cards. Record the information on your Unit Tracking Sheet
3. Review summertime camping opportunities in the Great Trail Council online at gtcbsa.org or manatoc.org.
4. Review goals and key dates.
5. Scout training and role play.
6. Cover safety and courtesy tips.
7. Big finish and send Scouts / parents' home excited to sell.

COMMISSION

Your commission is 50% (\$5.00) of the total \$10.00 per card.

FINALIZING THE SALE

All money (\$5.00 per card) must be turned in at June Roundtables or to the Council Service Center, 1601 South Main St, Akron OH **by June 7th, 2018**. Invoices will be issued electronically via email. Please make Unit checks payable to: Great Trail Council, BSA.

Units are responsible for any cards they are issued whether sold, lost, stolen, misplaced or damaged. **Cards should be treated like a \$10.00 bill.**

2018 Camp Card Commitment Form

The Camp Card fundraiser is designed to help Scouts pay their own way to camp or other Scouting adventures! Cards are only \$10.00 each. **Units earn 50% commission or \$5.00 per card sold.** The cards will be distributed at March Roundtables. All money (\$5.00 per card) must be turned in at June Roundtables or to the Council Service Center, 1601 South Main St, Akron OH by June 7th, 2018. Invoices will be issued electronically via email. Please make Unit checks payable to: Great Trail Council, BSA.



***Please note, units May return up to 50% of their unsold cards at May Roundtables or to the Council Service Center by Thursday, May 10th. All returns must be in good condition. Returns will not be accepted after this date.**

Complete the following form to reserve cards for your unit:

District: _____ Unit Type: _____ Unit Number: _____

Unit Camp Card Chair (Contact):

Mailing Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____ Alternative Phone: _____

E-mail Address: _____

Please indicate the number of cards your unit is requesting. The suggested amount is 10 per participating Scout with an initial max of 100 per unit. After initial distribution, additional cards can be requested on a first come, first serve basis until the end of the sale.

Number of Cards: _____

Signature: _____

Complete form online at GTCBSA.ORG, email to Nique Hart-Saxton at veronique.saxton@scouting.org or fax to 330-773-4084. Questions? Call 330-773-0415 ext. 216

Office Use Only

Initial Issue Date: _____ Supplemental Issue Date: _____

2018 CAMP CARD Unit Tracking Sheet

	Scout's Name	Phone Number	# Cards Issued	Number of Cards Returned	Number of Cards Sold	\$ Amount due from Scout (\$10 x cards sold)
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						
11						
12						
13						
14						
15						
16						
17						
18						
19						
20						
Unit Totals						

Total Due to Great Trail Council BY June 7, 2018	(Total Cards Sold x \$5.00)
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