



BOY SCOUTS OF AMERICA  
ALAMO AREA COUNCIL

Prepared. For Life.™



# 2015 CAMP CARD LEADER'S GUIDE



Download copies of the **Camp Card, Leader's Guide, Sales Poster, or Unit Tracking Form** at:  
**[www.AlamoAreaBSA.org/CampCards](http://www.AlamoAreaBSA.org/CampCards)**

**QUESTIONS?** Contact your District Camp Card Chair, District Executive, Amber Sizer or Courtney Bukowski, Development Directors, at (210) 341-8611 Ext. 125 & 140 or  
**[CampCards@AlamoAreaBSA.org](mailto:CampCards@AlamoAreaBSA.org)**

# 2015 CAMP CARD LEADER'S GUIDE

The Alamo Area Council is pleased to kick-off the third annual council wide Camp Card sale and *THANKS YOU FOR YOUR PARTICIPATION!* The intent of this sale is to allow Scouts, in raising funds, to pay their own way to a summer Scouting program, including Cub Day Camp, Cub-N-Ones, Camp Akela, Boy Scout Summer Camp, Philmont, etc. Units participating in this program will earn 50% commission (\$2.50) for each \$5 Camp Card they sell. The sale begins February 27 and ends May 8, giving units 10 full weeks to sell and close out their accounts. This sale is RISK FREE if the Unit balance is paid in full and any unsold Cards are returned on or before May 8, 2015.

## SCOUTS WHO HAVE A SUMMER CAMP EXPERIENCE

- ✦ Stay in Scouting longer
- ✦ Develop strong personal values and character
- ✦ Gain a positive sense of self-worth and usefulness through serving
- ✦ Develop deep caring and nurturing relationships with others
- ✦ Excel in their ability to learn through an outdoor classroom environment
- ✦ Are productive and creative in problem solving

## HOW THE CAMP CARD SALE WORKS

- ✦ **A Scout is Thrifty. . . He helps pay his own way!**
- ✦ **Each Camp Card will sell for \$5 each** and is valued at over \$40 with multiple food, service, and entertainment discounts for the customer to use throughout the year.
- ✦ The participating **Unit will keep 50% commission (\$2.50)** for each Camp Card sold, if paid by May 8.
- ✦ The Camp Card was designed for our Council's 13 counties (*Bexar, Atascosa, Bandera, Comal, Frio, Guadalupe, Karnes, Kendall, Kerr, La Salle, McMullen, Medina, and Wilson*). *It would be up to the vendors in any other area to decide if they accept our Camp Card or not.*
- ✦ The Council encourages that sales commissions be applied directly toward sending youth to summer camping events, but they may be used as the Unit Committee sees fit.
- ✦ At each **Sales Progress Check Point**, Units should report total number of Cards sold to date. A simple email to [CampCards@AlamoAreaBSA.org](mailto:CampCards@AlamoAreaBSA.org), including Unit and District, is sufficient. These Check Points will help us approximate Card returns and determine if a second production order is needed. Units that submit their progress reports will be entered into a drawing for various prizes.
- ✦ **Need more Cards??** Visit the Council Office and pay \$2.50 for the first round of Cards received; a second round may then be received. The process may continue throughout the sale. If Cards are not available, join the waiting list at the Council Office or email [CampCards@AlamoAreaBSA.org](mailto:CampCards@AlamoAreaBSA.org) for if/when Cards become available.
- ✦ For your Unit's protection and inventory control purposes, each Unit may have only have two Camp Card representatives designated to pick-up Cards from the Council Office. Units **MAY NOT** send individual families or other members of the Unit to pick-up additional Cards.
- ✦ **Cards may ONLY be issued and returned at the main Council Service Center** at 2226 NW Military Hwy, San Antonio 78213. Cards may NOT be issued nor returned at the Scoutreach Office on S. Zarzamora due to liability and tracking purposes. **However, payments CAN be made at either office.**

## UNIT AGREEMENT & RETURN POLICY

By accepting Camp Cards, we, the Scout Unit, recognize that each Card received has a cash value of \$5. There is no risk to our unit as long as all unsold Cards are returned, in sellable condition with snap-offs still attached, to the Council office no later than Friday, May 8, 2015. We understand that we are responsible for any Cards that are lost, stolen, misplaced, or damaged and that our Scouts and parents should treat the Cards like a five dollar bill. Furthermore, for our Unit's protection and inventory control purposes, we have designated only up to two (2) Camp Card representatives

who may pick-up our Unit's Cards and will not send individual families or other members of the Unit to pick-up additional Cards. By signing the agreement, we recognize that as of May 11, 2015 our unit will be charged \$2.75 for every unreturned or unsellable Camp Card.

## **SCOUT ADVANCEMENT OPPORTUNITIES**

Scouts can earn much more than money and Camp through the Camp Card Sale. They learn the value of planning, organization, and commitment. Scouts develop and practice new skills, and learn about sales and marketing.

## **WE'RE SELLING SCOUT CAMP, NOT JUST A DISCOUNT CARD**

Ensure your Scouts and their families understand that they are selling character, they are selling a better community, and they are selling the benefits of Scouting summer camp — not just selling discount Cards!!! Emphasize that each Card sold helps a Scout go to camp, purchase a new uniform, or additional equipment. The reason our sale will be successful is that people want to support Scouting. (\*Note – Scout Camp costs are close approximations.)

Scout Camp	Cost	Sales Per Youth
Cub N' Ones*	\$75	= 30 Cards
Cub Scout Day Camp*	\$100	= 40 Cards
Camp Akela*	\$170	= 68 Cards
Boy Scout Winter Merit Badge*	\$65	= 26 Cards
Boy Scout Summer Camp*	\$260	= 104 Cards

## **Camp Card Timeline**

♣ November - February	Camp Card promotions and Unit sign-ups
♣ January - February	Camp Card promotions at District Roundtables
♣ <b>February 27 - March 1</b>	<b>Sale Begins - Camp Cards distributed at Council Office</b>
♣ <b>March 20</b>	<b>Sales Progress Check Point</b> – Submit # of Cards sold to date
♣ <b>April 10</b>	<b>Sales Progress Check Point</b> – Submit # of Cards sold to date
♣ <b>May 1</b>	<b>Sales Progress Check Point</b> – Submit # of Cards sold to date
♣ <b>May 8</b>	<b>Sale Ends - Units turn in money and unsold Camp Cards</b>
♣ <b>May 11</b>	<b>Units will be charged \$2.75 for every Card not returned</b>
♣ <b>May 11</b>	Purchase for \$2.50 each at Council (if available)

## **2015 Community Partners**

These area businesses have offered generous multi-use (plus 1 one-time use) discounts that make the sale of the Camp Card a *no-brainer*.

- ♣ **Corner Store** - FREE 20oz DrPepper Bottle (all flavors) with the purchase of any size coffee, fountain, or ICEE (a reusable snap off coupon; valid only until 6/30/15)
- ♣ **Alamo Drafthouse Cinema** - \$10 off \$20 worth of food and beverages (one-time use snap-off)
- ♣ **Express Lube** - \$8 off an oil change
- ♣ **Burger King** - 50 cent soft serve cone; no other purchase required
- ♣ **Carl's Jr.** - Buy a Thickburger Combo and get a Western Burger FREE
- ♣ **Lennys Subs** - Buy one 5" or 7.5" sub and fountain drink and get an additional sub of equal or lesser value for 99 cents
- ♣ **Pizza Hut** - FREE order of breadsticks with the purchase of a large pizza at regular menu price
- ♣ **Popeye's** - Buy a 3 piece combo and get a 2 piece dinner FREE

## **APPROVED UNIT MONEY EARNING ACTIVITY**

The Camp Card Campaign is an approved Unit Money Earning Activity sponsored by the Alamo Area 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.

## **HOW TO IMPLEMENT YOUR UNIT'S CAMP CARD SALE**

- ✦ **Determine NOW the camping events** your Scouts want to participate in and/or program needs for 2015.
- ✦ **Based upon the costs of those events and program needs, set a Unit Sales Goal!** Parents will support this program if there is a clear, concise goal and reason (i.e. Summer Camp, Day Camp, Equipment, Trailer, Pinewood Derby Track, etc.). Best Practices show that a Unit should establish a goal and then develop a per Scout expectation. Think in terms of 40 Camp Cards = Cub Scout Day Camp or 104 Camp Cards = Boy Scout Summer Camp.
- ✦ **Consider a Unit Prize Program** - Units should consider and are encouraged to develop their own prize program. Youth like prizes and recognition like a pizza party, tablet, or gift cards.
- ✦ **Conduct a Unit Kick-Off!**
  - a. **Be ENTHUSIASTIC!** A boring and dreary sales pitch to the Scouts and families will result in boring and dreary commissions!
  - b. **Dream BIG!** Small dreams have no magic! Be VERY clear with parents as to how the money earned will be used (i.e. individual camp fees, uniform, etc.).
  - c. **COMMUNICATE! A Scout is Thrifty. . . He helps pay his own way!** Explain how the sale of Camp Cards teaches youth the value of earning what they want. Encourage every Scout to earn their own way to camp.
  - d. **Get Scouts EXCITED about CAMPING!** Review dates, costs, etc. for upcoming camping opportunities in the Alamo Area Council (i.e. Day Camp, Summer Camp, Philmont, etc.).
  - e. **Set DEADLINES!** Create a sense of urgency! People react to deadlines... "We would like to have our campaign wrapped up by next week." If given three months to sell, families will take three months to sell, and sell everything the last week anyway.
  - f. **Conduct Sales Training** - Include role play exercises and cover safety and courtesy tips.
  - g. **For A Successful Sale, Ensure Your Scouts:** Wear a Scout Uniform, smile, and say their first name. Tell the customer what Unit they are with, how much THEY can save with a Camp Card, and what they are going to use the money for. Close the sale and always say THANK YOU!
  - h. **Big Finish** - Send Scouts and parents home EXCITED to sell.
- ✦ **Track all Cards issued and returned and payments** made for each Scout family. See tracking form attached or Excel version available by emailing [CampCards@AlamoAreaBSA.org](mailto:CampCards@AlamoAreaBSA.org).
- ✦ **Sell! Sell! Sell!** Start with your families, then sell to friends, co-workers, neighbors, church members, and businesses you frequent like dry cleaners, restaurants, etc. Units may also coordinate sales times in front of high-traffic areas like banks, stores, and churches. A Camp Card Sales Poster is also available to promote your sale.
- ✦ **Turn money (\$2.50 per Card) in early!** If available, the Alamo Area Council will provide additional Camp Cards to units turning in money. **All previously received Cards MUST be paid for before more Cards will be issued.**
- ✦ **Control your inventory!** This will provide you with the flexibility to provide additional Cards to Scouts who are selling. Trying to collect unsold Cards from Scouts in an effort to redistribute them is very time consuming. **HOWEVER, if your Scouts are NOT selling.....PLEASE RETURN THE CARDS TO THE COUNCIL OFFICE ASAP SO THAT OTHER UNITS MAY SELL THEM.**

**THANK YOU FOR YOUR PARTICIPATION  
IN THE 2015 CAMP CARD CAMPAIGN!!!**