

2018 Camp Card Guidebook

A Unit Leader's Guide

Sell 1,000 Cards

Earn an a \$500 GIFT CARD!!



Sell 750 Cards

Earn a \$350 Gift Card



Sell 500 Cards

Earn a \$250 Gift Card



www.flintrivercouncil.org

**Flint River Council
Boy Scouts of America**

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Prior Year's Card

The Camp Card Sale

The Camp Card initiative is designed to help Scouts earn their way to summer resident camp, high adventure or day camp. Units participating in this program will earn 50% commission (\$2.50) for each \$5 Camp Card they sell. The sale will begin in February and end April 27th. This timeline gives units over 2 months to sell and close out their accounts.

This program is RISK FREE! Simply return any unsold cards at settlement on or before April 27th.

Community Partners

Local businesses have offered generous discounts that are redeemable all year round that make the sale of this card a no brainer. Several more community partners have offered one-time discounts. Take advantage of this partnership to help your Scouts get to camp.

Camp Card Chair: One who ensures their Scouts get to camp.

Each unit should have a Camp Card Chair. The Camp Card Chair's sale responsibilities are to manage all aspects of the sale and clearly communicate information about the sale and camping opportunities to your leaders, parents and Scouts.

The Camp Card Chair's ultimate goal: Get 100% of their Scouts to summer camp.

The Camp Card Chair should be an expert on *all things camp*, they must ensure Scouts know the myriad of summer camp opportunities available and are encouraged to attend. A good Camp Card Chair will have over 90% of their Scouts attend a summer camp.



Sales Techniques for Scouts

Don't miss the opportunity to use the Camp Card sale to train your Scouts in public speaking, sales and service. Your Scouts and parents will appreciate the effort and your sales will improve.

Have Scouts role play and practice during your Kick-Off. Find a way to make training fun and reward Scouts who do a good job.

Have your Scouts practice these simple steps:

- Wear your uniform.
- Smile and tell them who you are – first name only!
- Tell them where you are from (unit within Scouting).
- Tell them what you are doing (earning money toward Scout Camp, high adventure trip, etc.).
- Tell them what they can do to help (save money with the Camp Card).
- Close the sale, and thank them.

Example: "Hi! My name is: _____. Will you help me earn my way to camp by buying a \$5 camp card that has discounts to many of our local businesses....How many would you like?"

We're Selling Camp not just Camp Cards

Ensure your 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. The reason our sale will be successful is that people want to support Scouting.

Prepared. For Life.

Thank you for your support of Scouting!



HE EARNS HIS OWN WAY TO SUMMER CAMP

How to Sell Camp Cards

Your job as Camp Card Chair is to teach your Scouts how to sell; your team should employ all 3 sales methods. Create a plan and train your Scouts in all three methods; this will give you the best results.

Door to Door:

Take your SALES KIT and Cards for a trip around the neighborhood. Highlight the great discounts!

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. **Please do not sell cards in front of businesses without pre-approval and permission.**

Ask the Camp Card Support Team for a list of pre-approved locations.

Sell at Work:

A great way for parents to help their Scout is to take the CAMP CARDS to work.

Safety and Courtesy

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

- Sell with another Scout or with an adult.
- Never enter anyone's home.
- Never sell after dark, unless with an adult.
- Don't carry large amounts of cash.
- Always walk on the sidewalk and driveway.
- Be careful of dogs while selling.
- Say thank you whether or not the prospect buys a Camp Card .

Camp Card Chair Responsibilities

CAMP

- Be an expert in all Flint River Council summer camp opportunities.
- Encourage all your Scouts to select a camp that fits their summer schedule.
- Explain to parents the importance of the outing in Scouting!
- Set a goal for percentage of Scouts attending camp and achieve it!

CARD

- Communicate the purpose of the Camp Card sale and timeline to your Scouts and parents.
- Kick-off the Camp Card sale with a BANG, providing all members with a sales kit & cards.
- Inspect, coach, and praise your Scouts.
- Collect all money and turn in the amount due to the Council on time.

Value

The Camp Card represents opportunity to Scouts and value to the community. At 50% commission here is the value!

Cub Day Camp **	\$100	40 cards
Webelos Adventure Camp*	\$155	62 cards
Winter Camp 2018*	\$175	70 cards
Boy Scout Summer Camp*	\$275	110 cards
Philmont (approximation)	\$1,750	700 cards
New Troop Trailer	\$5,000	2000 cards

* At Lawhorn Scouting Base/Camp Thunder

** At District Specific Locations



Camp Card Key Dates

- February Camp Card Distribution at Roundtable
- March
- March 5 Card Re-Distribution at Roundtable
- March 5 Camp Scholarship Drawing -1
- March 12 Camp Scholarship Drawing -2
- March 19 Camp Scholarship Drawing -3
- March 26 Camp Scholarship Drawing -4
- April
- April Card Re-Distribution or Settlement at Roundtable
- April 2 Camp Scholarship Drawing -5
- April 9 Camp Scholarship Drawing -6
- April 16 Camp Scholarship Drawing -7

April 27th Deadline for Card Returns and all prize forms Final Settlement

Sale Support

Contact your District Executive, District Camp Card Chair, or Suzanne Cummings anytime you have a question. (770) 227-4556. We are here to help you!

- Coweta County - Mickey Goodwin mickey.goodwin@scouting.org 678-378-9483
- Fayette County - Danny McCranie danny.mccranie@scouting.org 770-365-3175
- Henry & Butts Counties - Will McPherson william.mcpherson@scouting.org 404-293-9687
- Spalding, Pike, Lamar,
and Upson Counties - Rebekah Florence rebekah.florence@scouting.org 770-468-4479
- Council Office - Suzanne Cummings susanne.cummings@scouting.org 470-481-1059

Prizes!

Every Scout who sells 20 Camp Cards and registers online will receive a special prize! Prizes to be distributed through unit leaders at the May Roundtable.

Every Scout who sells 75 or more cards will also be able to select one prize from the list below. Prizes are not accumulative. Scholarships are not transferable and have no cash value; they may only be redeemed at a Scout Camp owned and operated by the Flint River Council in 2018. There are no partial scholarships and no substitutions.

Prizes are to recognize individual effort - No Den, Pack, Troop, Crew or Scouts may combine their sales to earn a prize. Scouts honor.

SELL THIS	GET THIS
75 CARDS	COPE & Climbing Weekend Scholarship OR Boy Scout Shooting Weekend
100 CARDS	Cub Scout Day Camp
200 CARDS	Cub or Webelos Adventure Camp OR Camp Thunder Traditional Camp OR Winter Camp Scholarship OR Cub Scout Day Camp AND Spookoree (up to a family of 6)
500 CARDS*	\$250.00 Gift Card
750 CARDS*	\$350.00 Gift Card
1000 CARDS*	\$500.00 Gift Card

*Prizes must be picked up by the Scout or his parent at the Council Service Center in Griffin.



Your Unit Kickoff

The objectives of your Camp Card Kick-Off are simple:

- Get Scouts excited about Summer Camp.
- Get parents informed about why their son should attend summer camp.
- Explain the value proposition of the camp card - sell enough - pay for scouting activities all year!

How can you ensure a successful Kick-Off?

- Make sure the Kick-Off is properly promoted through e-mail, social media and phone.
- Review the presentation with your Cubmaster prior to the meeting. Plan who is to do what.
- Be prepared to talk about summer camp opportunities.
- Have snacks, drinks, and music.
- Make sure EVERY Scout gets a SALES KIT and CARDS.
- Keep it short.
- Set a sales goal and track weekly by Den, Pack, Troop, or Crew.

Camp Card Kick-Off Agenda

1. Grand Opening with music, cheers, and excitement.
2. Review summer camp opportunities.
3. Review Unit and Scout Sales Goal and Explain Key Dates.
4. Scout Training: Role play sales Do's and Don'ts.
5. Prizes: Review Scholarship opportunities and weekly drawings.
6. Big Finish: Issue a challenge to your Scouts and send everyone home motivated to sell.
7. Check out a SALES KIT and CARDS to every SCOUT.

Follow up after the kick-off with important reminders like dates, scout sales goals and scholarships Scouts can earn and win. Be sure to promote the "Weekly Scholarship Drawing" program.



Commission

The 2018 Camp Card commission is 50% if your unit is paid in full by April 27th. We encourage units to set up Scout accounts so Scouts can pay for summer camp with Camp Card proceeds; however, it is up to the unit to elect to do this, we understand the unit may have another program goal. Units do not have to pay for any cards up front.

Orders & Re-Distribution

The Council's order is based off unit orders and sales history. A few extra cards will also be ordered. **While supplies last**, extra cards may be secured through the Scout Office or your District Executive. **Supplies are limited.** You must settle on your current order to get additional cards. A card re-distribution will occur at both March & April Roundtable. Units that have completed their sale and have left over cards should plan to return unsold cards at April Roundtable. These cards will be re-distributed to units that wish to sell more cards. All unreturned cards will be paid for at settlement. Units may settle their account at the Council Service Center between April 16th - April 27th. Each District will also hold a settlement at April Roundtable.

Return Policy

Camp Cards can be returned to the Council Service Center in Griffin without penalty between April 16th and April 27th or at your District's April Roundtable. The cards **MUST** be in new condition (including snap off discounts). **NO cards will be accepted for return after April 27th.** The Camp Card Support Team reserves the right to refuse product that has been damaged or rendered un-sellable. The **UNIT is RESPONSIBLE** for ANY unreturned cards (lost, misplaced, damaged etc.) Be sure Scouts and parents treat each card as if it were a \$5.00 bill.

Camp Scholarship & Prize Policy

Prize forms must be submitted at the time of settlement. Additional prize forms are located on the council website. **No additional prize entries will be accepted after settlement.** Scholarships cannot be sold or transferred to another Scout and have no cash value. Camp Scholarships are only good for camps operated by the Flint River Council during the 2018 calendar year. Only one camp scholarship may be earned per Scout. "I sold 20 card" prizes will be distributed to unit leaders at the May Roundtable for Scouts who registered online for the prize. See page 8 for a list of prizes.

Scouts that earned a \$500, \$750, or \$1,000 gift card prize may pick up their selected prize from the Council Service Center after May 8. **The Flint River Council will not be responsible for lost forms or late entries, whatever the reason.**



Make yourself an expert on summer camp opportunities!

Find out more at FlintRiverCouncil.org/camping

Cub Scout Day Camp

5 days in June, Packs should encourage their Dens to attend together! Den Leaders and parents are encouraged to spend the week with their son. Packs who have strong day camp attendance are stronger units, plus their Scouts and families have memories for a lifetime! Day camps are organized during the summer in various locations in each district. Day Camps offer archery, BBs, field sports, arts and crafts, Scout skills and much more.

Cost \$100

Webelos Adventure Camp (Resident Camp)

Spend 5 days and 4 nights at the Lawhorn Scouting Base in late July. Webelos entering 4th or 5th grade will receive a special introduction to Boy Scouting. From earning activity pins, belt loops, and badges to canoeing, swimming, BB's & archery, fun is sure to be had by all. Webelos Dens are encouraged to attend together.

Cost \$155 Scout / \$50 Parent

Cub Scout STEM Camp

Spend 3 days and 2 nights at the Lawhorn Scouting Base in late July. Days are packed with exciting learning activities and nights are spent under the stars. This program is designed for Scouts to engage Science, Technology, Engineering, and Mathematics in a fun Scout setting. Encourage Dens to attend camp together OR send a contingent from your Pack. Meals will be served in an air conditioned dining hall. Parents must accompany their Scout.

Cost \$100 Scout / \$30 Parent

Camp Thunder Traditional Boy Scout Summer Camp

Select a week from June 3 - July 7, 7 days, 6 nights. Come with your Troop, your patrol, Crew or by yourself in our provisional Troop. Offering great programs to develop new scouts (Buckskin and Pathfinder) and encouraging advanced Scouts to sharpen their abilities (Mountain Man and the Flint River Challenge) there is something for every scout! The activities range from rifle & shotgun, climbing, mountain boarding and several Eagle required merit badges. In-council rate \$275.

Cost \$275

COPE & Climbing Weekend

Come with your Pack (Webelos) or Troop on any weekend in 2018. Choose from 2-3 sessions of COPE & Climbing. Includes weekend camping. Just bring your own grub! If your Pack or Troop isn't planning a trip, come as an individual to Boy Scout Climbing Day (November-December).

Cost varies

Shooting Weekend

Come with your Troop, Crew or as a family on a Boy Scout Shooting Weekend. Enjoy unlimited archery & rifle... plus 25 shotgun rounds! Includes weekend camping. (May & September)

Cost varies

Winter Camp 2018

5 days, 4 nights in December. Take your Boy Scout or Crew winter break at Lawhorn Scouting Base. Medieval engineering, mountain biking, outdoor survival and the polar bear swim are a few of the fun programs planned for Winter Camp 2018. Embark on a different type of adventure!

Cost \$175

Sell 20 Cards and Register online for the weekly drawing of a camp scholarship!

* Register for the Drawing: To be entered into the weekly drawings, you must sell 20 cards, then submit your name, phone number and address online at flintrivercouncil.org. Register only once to be included in all 7 drawings.

SCOUTS MUST REGISTER ONLINE TO RECEIVE THE SPECIAL PRIZE.