



## They earn their own way to Summer Camp!

Westark Area Council is pleased to announce the 2019 Camp Card. This initiative is designed to help Scouts earn their way to a summer/day camp and additional programs. Units participating in this program will **earn up to 50% commission** (\$5.00) on each \$10 Camp Card they sell (see commission schedule). The cards will be distributed at March Roundtables. The sale will start March 23, 2019. The sale will end on May 16, 2019 giving units 6 weeks to sell. Accounts are to be closed out by May 30, 2019 to receive the full commission and be eligible for prizes.

This program is **RISK FREE**, simply return any unsold cards by the deadline date.

### Camp Card Program Designed For You!

*The Camp Card will feature offers designed to fit the best in our diverse communities. Camp Card sales will last multiple weeks depending upon your start date.*

### Camp Card Timeline

Now – March 23, 2019	Register to Sell Camp Cards.
March 2019	Camp Cards Distributed at Roundtables
March 23 thru May 16, 2019	Camp Card Sale
<b>May 18, 2019</b>	<b>End of Sale. 50% Commission</b>
May 29, 2019	<b>Last Day to Receive 50% Commission - Units turning in after May 30 commission drops to 35%.</b>
June 3, 2019	<b>Commission Drops to 25%</b>

Visit <https://bit.ly/2BBMaOb> for the online Commitment Form



## The Value of Camp Card Sales

The idea is to help youth earn their own way to Camp. This sale is designed to allow the youth of your unit the ability to help offset the cost of attending Day Camp, Resident Camp and Summer Camp.

<u>Camp</u>	<u>Cost \$</u>	<u># of Cards</u>
New Scout Uniform Shirt	\$25	Sell 5 cards
Cub Scout Twilight Camp	\$60	Sell 12 cards
Boy Scout Summer Camp	\$200	Sell 40 cards
Troop Trailer	\$5,000	Sell 1000 cards

## Camp Card Commission and Prize Schedule



Units will receive up to 50% commission for all Camp Cards sold **IF** their accounts are closed out **BY** May 29<sup>th</sup>. This equates to \$5.00 for each card sold. Units closing out **AFTER** May 29<sup>th</sup> will earn 35% on any remaining Camp Cards. This percentage equates to \$3.50 per card. June 3<sup>rd</sup> commission will drop to 25% or \$2.50 per card.

- **Note: Each unit must pay for checked out cards Before checking out additional Cards.**



We are Not Just Selling Discount Cards, We're Selling an Opportunity for youth to have one of the most life changing times of life, Summer Camp

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.

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# Camp Card

## Sales Strategy

- 🦋 **Set a Unit or sales goal!** Parents will support a fundraiser if there is a clear concise goal and reason (i.e. Summer Camp, Day Camp, Equipment, Trailer, Pinewood Derby Track, etc.). Best methods show that a unit should establish a Unit goal and then develop a per Scout expectation. Think in terms of 24 Camp Cards (Cub Scout Twilight Camp) or 80 Camp Cards (Boy Scout Summer Camp), minimum.
  - 🦋 **Start with your families!** Each family should be encouraged to purchase 10 cards (\$100). They can use a card each week and will receive 100% of their money back.....AND their son will earn **\$50 for camp! THAT'S A 150% RETURN!!!**
  - 🦋 Sell Camp Cards to local family members using the same philosophy above (10 cards, 10 weeks).....**\$50 for the Scout!**
  - 🦋 Mom and Dad should easily be able to sell 10 cards **each** at work.....**Another \$50 for their son!**
  - 🦋 Scouts should coordinate sales times in front of high traffic areas (stores, banks, churches, etc.).... **Another \$50 for the Scout!**
- 🦋 Each Scout will have the opportunity to win great prizes from a great Westark Area Council camping experience to a Nintendo Switch.
- 🦋 Units should consider, and are encouraged to develop, their own **Prize Program**. Youth like prizes and recognition! (Pizza Party, iPod shuffle, etc.)
- 🦋 **Conduct an ENTHUSIASTIC Kickoff!** A Boring and Dreary sales pitch to the Scouts and Families will result in Boring and Dreary commissions! Dream BIG! Small Dreams have no magic!
- 🦋 Be VERY clear with parents as to **what the money earned will be used for**. Especially important if it is to be used for anything other than camp!!!
- 🦋 **Create a sense of urgency!** People react to deadlines: Example - "We would like to have our campaign wrapped up by next week." If given 4 months to sell, families will take 4 months to sell, and sell everything the last week anyway.
- 🦋 **Turn money in early!** The Council will provide additional Camp Cards to units turning in money. The amount of additional Camp Cards that will be given will not exceed the number of cards which have been paid/submitted.
- 🦋 **Control your inventory!** You will also want the flexibility to provide additional cards to Scouts who are selling their Camp Cards quickly. Trying to collect unsold cards from Scouts in an effort to redistribute them is very time consuming.



## Selling Techniques!

- Show and Sell signups
  - All location sign ups (Call and set up all locations. Do not just show up!!)
  - Minimum of 2 youth and 2 adults at ANY time
  - Stick to the set hours you are assigned
  - Check in and check out. Thank the location!
  - Clean up (do not leave a mess)
  
- Door-to-Door
  - **Do not let youth sell door-to-door unsupervised!!** Always accompany any youth during door-to-door sales.
  - Minimum of 2 youth and 2 adults at ANY time (unless a youth is selling with his parent)
  - **Do not under any circumstance enter the house of any customer.**
  - Be polite and always **thank the customer** whether they buy or not.



## Suggested Sells Script

**GREETING:** Hello.....


**WHO ARE YOU?** My name is .....

**WHAT ARE YOU SELLING?** I am selling BSA Camp Cards.....

**WHY?** My den/troop is raising money for Summer Camp this year, and **I AM TRYING TO PAY MY OWN WAY.**

**ASK THEM TO BUY:** How many Camp Cards would you like to buy?

**THANK THEM!!!!!!**



**Up to \$5.00 from each sale can be used for the Camp of your choice!!**



# Camp Card Prizes



**Sell 300 Cards and registered to win the Grand Prize – a Nintendo Switch**

Complete and Return the Grand Prize Verification Drawing Form Below

**Register to Win a Free trip to camp**

Sell 25 Cards to be eligible to win a free trip to a WAC camp  
Complete the "On My Honor Drawing form below

**Register to Win a Tent, Sleeping Bag and Sleeping Mat**

Sell 100 Cards to be eligible to win.  
Complete the 2<sup>nd</sup> Prize Verification Drawing Form Below



Any Unit that sells a minimum of 750 camp cards  
Will receive an additional 50 camp cards for the Unit to sell  
for 100% profit. That's an additional \$500 bonus to the Unit.



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# 2019 Camp Card Weekly Report Incentive



To help the council accurately evaluate the progress of the 2019 Camp Card Sale, a weekly report incentive has been added to give the units added encouragement to report sales.

Prize incentives are developed to make sure all units selling have the chance to win each week. (This is not the first unit to sell 350 cards, but the unit that reports the 350<sup>th</sup> card sold in the council.) These incentives are spaced for weekly reporting.

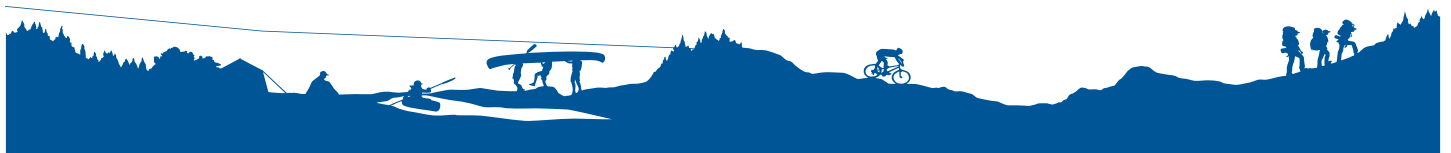
1. The unit that reports the 350<sup>th</sup> card sold
2. The unit that reports the 1000<sup>th</sup> card sold
3. The unit that reports the 1750<sup>th</sup> card sold
4. The unit that reports the 4000<sup>th</sup> card sold
5. The unit that reports the 6500<sup>th</sup> card sold
6. The unit that reports the 10000<sup>th</sup> card sold

The prize will be a \$25 Wal-Mart gift card that goes to the unit per report.

The unit that reports the 10000<sup>th</sup> card will receive a \$100 Wal-Mart gift card

All sales reports are due to [cathy.mcdaniel@scouting.org](mailto:cathy.mcdaniel@scouting.org) on Mondays at 4pm starting March 30.

Visit <https://bit.ly/2BBMaOb> for the online Commitment Form



## 2019 Camp Card Grand Prize Verification

This is to verify that \_\_\_\_\_  
of Pack/Troop/Crew/Post # \_\_\_\_\_ District \_\_\_\_\_

Has Sold 300 camp cards and is qualified for a chance to win  
the Grand Prize, a Nintendo Switch, at the June 30 Drawing.

Unit Leader's Name \_\_\_\_\_ Position \_\_\_\_\_

Unit Leader's Signature \_\_\_\_\_ Date \_\_\_\_\_

Send to [cathy.mcdaniel@scouting.org](mailto:cathy.mcdaniel@scouting.org)  
For more information, contact Christian Swaim at [christian.swaim@scouting.org](mailto:christian.swaim@scouting.org)

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This is to verify that \_\_\_\_\_  
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Has Sold 100 camp cards and is qualified for a chance to win the 2nd Prize, a Tent,  
Sleeping Bag and Sleeping Mat at the June 30 Drawing.

Unit Leader's Name \_\_\_\_\_ Position \_\_\_\_\_

Unit Leader's Signature \_\_\_\_\_ Date \_\_\_\_\_

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# “On my Honor” Forms

Please submit an “On my Honor” form each time a Scout sells at least 25 Camp Cards. This form may be emailed to the Westark Area Council Office to the attention of [cathy.mcdaniel@scouting.org](mailto:cathy.mcdaniel@scouting.org)

Unit Leaders Signature: \_\_\_\_\_

**I have sold 25 Camp Cards**



Scout's

Name: \_\_\_\_\_

District: \_\_\_\_\_

Unit Type and

Number: \_\_\_\_\_

**I have sold 25 Camp Cards**



Scout's

Name: \_\_\_\_\_

District: \_\_\_\_\_

Unit Type and

Number: \_\_\_\_\_

**I have sold 25 Camp Cards**



Scout's

Name: \_\_\_\_\_

District: \_\_\_\_\_

Unit Type and

Number: \_\_\_\_\_

**I have sold 25 Camp Cards**



Scout's

Name: \_\_\_\_\_

District: \_\_\_\_\_

Unit Type and

Number: \_\_\_\_\_

**Westark Area Council  
2019 Camp Card  
Unit Commitment Form**



**Unit Information:**

Unit Type:    Pack            Troop            Crew            (Please circle one)

Unit #: \_\_\_\_\_ District: \_\_\_\_\_

We will participate in the 2019 Camp Card Sale: \_\_\_\_\_ Yes \_\_\_\_\_ No

Number of active Scouts in your unit: \_\_\_\_\_

Number of cards your unit like to start the campaign with: \_\_\_\_\_

Unit sales goal: \_\_\_\_\_

**Unit Camp Card Chairperson:**

Name: \_\_\_\_\_ Position in Unit: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Best Contact Number: \_\_\_\_\_ Work Number: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

Please email completed form and email to Cathy McDaniel at [cathy.mcdaniel@scouting.org](mailto:cathy.mcdaniel@scouting.org) or Christian Swaim at [christian.swaim@scouting.org](mailto:christian.swaim@scouting.org), or visit <https://bit.ly/2BBMaOb> to complete the online commitment form.