The “Camp Card” is designed to help Scouts and units earn their way to camp. Units participating in this program will earn 50% commission ($2.50) for each $5 Camp Card they sell.

Due to the COVID-19 Pandemic, we’ve revised the sale dates to June 1—July 31st, giving units several full weeks to sell. With this change, the weekly “On My Honor” incentive drawing dates have been updated and there will be NO restocking fee in 2020!

The more cards Scouts sell, the closer they get to funding their Pack, Troop or Crew’s summer camp experience!

FULL DETAILS AT: www.mac-bsa.org

Timeline
March: 
→ Camp Card Kickoffs & Distribution
June 1 - July 31st: 
→ Sell Camp Cards and earn $$ for camp!
August Roundtable: 
→ All money and unsold cards due.
July - October 
→ Have fun at summer camp and Jubilee, with less money out of pocket!

<table>
<thead>
<tr>
<th>Event</th>
<th>Cost</th>
<th># of Cards to Sell</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cub Scout 1-day Day Camp</td>
<td>Varies</td>
<td>20</td>
</tr>
<tr>
<td>Cub Scout 3-day Day Camp</td>
<td>Varies</td>
<td>60</td>
</tr>
<tr>
<td>Cub Scout 5-day Day Camp in your Community</td>
<td>Varies</td>
<td>80</td>
</tr>
<tr>
<td>Camp Amikaro at Little Sioux Scout Ranch</td>
<td>$105</td>
<td>80</td>
</tr>
<tr>
<td>Scouts BSA Camp at Camp Cedars</td>
<td>$310</td>
<td>180</td>
</tr>
<tr>
<td>Jubilee (includes Scout and 1 parent)</td>
<td>$25</td>
<td>40</td>
</tr>
</tbody>
</table>
Camp Coordinator: One who ensures their Scouts get to camp.

Each unit should have a Camp Coordinator. The Camp Coordinator’s Camp Card sale responsibilities are to manage all aspects of the sale, clearly communicate sale information to your leaders, parents and Scouts. The Camp Coordinator’s ultimate goal: Get 100% of their Scouts to summer camp/day camp. The Camp Coordinator should be an expert on everything camp, they must ensure Scouts know the myriad of summer camp opportunities available and are encouraged to attend. A good Camp Coordinator will have 100% of their Scouts attend summer camp.

Camp Coordinator Responsibilities

• Be an expert in all Mid-America 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!
• Communicate the purpose of the Camp Card sale and time line to your Scouts and parents.
• Kick-off the Camp Card sale with a BANG providing all members with at least 5 cards.
• Inspect, coach and praise your Scouts
• Collect all money and turn in the amount due to the Council on time.

Timeline

February 7, 2020 Pre-order Camp Cards online
https://mac-bsa.org/scouting-tools/campcards/

March Roundtable Cards distributed

June 1st Sale Begins

July 31st Sale Ends!

August Roundtable All cards and money must be turned in!

Orders & Re-Distribution

The council will place an order based on pre-orders and last year’s history. While supplies last, extra cards may be secured through the council office. Supplies are limited. Units that have completed their sale and have left over cards should plan to return unsold cards to the Mid-America Council, subject to the return policy.
2020 Camp Card Leaders’ Guide

Commission

The 2020 Camp Card commission is 50% if your unit is paid in full by August Roundtable. We encourage units to track Scouts’ sales 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 goal.

Return Policy

Returns of unsold cards must be returned at your August Roundtable with the following conditions.

* A unit may return up to 25% of their order. Removed for 2020
* Any additional returns after 25% will be charged a $.25 per card restocking fee. Removed for 2020
* Returns after August Roundtable will not be accepted and the unit will be financially responsible.
* Final payments are due at August Roundtable as well.

The Mid-America Council reserves the right to refuse product that has been damaged or rendered unsellable. 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.

Your Unit Kickoff

The objectives of your Camp Card kick-off are simple:
- Get Scouts excited about camping!
- Get parents informed about why their Scout should have a camp experience.

How can you ensure a successful kick-off?
- Make sure the kick-off is properly promoted through e-mail, e-mail groups and phone.
- Review the presentation with your unit leader prior to the meeting. Plan who is to do what.
- Be prepared to talk about camp opportunities.
- Have snacks, drinks and music.
- Make sure EVERY Scout gets five (5) cards.
- Keep it short.

How to Sell Camp Cards

Your job as Camp Coordinator is to teach your Scouts how to sell. To get there, your team needs to employ all three sales methods. Create a plan and train your Scouts in all three 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!
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**: A great way for Mom and Dad to help their Scout. Have Mom and Dad take the cards to work.
Safety and 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.
3. Never sell after dark, unless with an adult.
4. Don’t carry large amounts of cash.
5. Always walk on the sidewalk and driveway.
6. Say thank you whether or not the prospect buys a card.

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 the kick-off.
Find a way to make training fun and reward Scouts who do a good job.

Have your Scouts practice these simple steps:
1. Wear your uniform
2. Smile and tell them who you are –first name only!
3. Tell them where you are from (unit within Scouting)
4. Tell them what you are doing (earning money toward Scout Camp, high adventure trip, etc.)
5. Tell them what they can do to help (save money with the Camp Card)
6. Close the sale and thank them

We’re selling Camp, Not Just Discount 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.

Contact your district executive with any questions or to acquire additional Camp Cards for your sale or visit:

www.mac-bsa.org

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