



BOY SCOUTS OF AMERICA®  
MID-AMERICA COUNCIL

# 2022 Camp Card Sale Leader's Guide



The Camp Card Sale 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 \$5.00 Camp Card sold. The sale will begin at the March Roundtable and will end on April 30th. This will allow units and Scouts several full weeks to sell cards and earn **FREE** camping experiences in 2022!

**Order your unit's Camp Cards today!**

Visit: <http://www.tinyurl.com/2022CampCardOrder>

**Orders due by 11:59 PM on Thursday, February 3<sup>rd</sup>!**

## **TIMELINE**

### **Now - February 3, 2022:**

- ⇒ Hold your Scouting unit's summer camp presentation and promote your plans for summer adventures!
- ⇒ Promote the Camp Card Sale and its FREE summer camp incentives to families in your Scouting unit.
- ⇒ Place your Scouting unit's Camp Card order **by 11:59 PM on Thursday, February 3, 2022.**

### **March 1-3, 2022:**

- ⇒ Camp Cards are distributed at local District Roundtables.

### **March 1, 2022 - April 30, 2022:**

- ⇒ Sell Camp Cards to earn FREE summer camp incentives!
- ⇒ Submit forms to enter the "On My Honor" weekly drawings for great camping gear prizes.

### **May 3-12, 2022:**

- ⇒ All money collected and unsold Camp Cards are due at local District Roundtables.

### **June 1, 2022 - July 31, 2022:**

- ⇒ Enjoy your time at summer camp with less money spent out-of-pocket—you've earned it!

For more information, see the Camp Card page at:  
<https://www.mac-bsa.org/scouting-tools/campcards>

## Ordering & Redistributing Camp Cards

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The Mid-America Council will place an order based on unit orders and last year's sale history. Additional cards may be requested through the Durham Scout Center while supplies last. Supplies are limited.

Units that have completed their sale and have leftover cards should make plans to return the unsold cards to the Mid-America Council. All returns are subject to the Camp Card Sale Return Policy.

## Camp Card Sales Commission

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The 2022 Camp Card Sale commission is 50% (\$2.50 earned for every \$5.00 Camp Card sold) if you unit's balance is paid in-full by the May Roundtable.

We encourage units to track individual Scouts' sales so Scouts can pay for summer camp with Camp Card proceeds regardless of hitting the "Free Camp" level. However, this is up to the unit and depends on unit goals.

## Camp Card Sale Return Policy

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Returns of unsold Camp Cards must be made at your district's May Roundtable. Camp Card returns must meet the following conditions:

- Units may return up to **25%** of their Camp Card order.
- Returns beyond 25% of a unit's Camp Card order will be charged a \$0.25 per card stocking fee.
- **Returns will NOT be accepted after the district's May Roundtable. The unit will be held financially responsible for any unsold and unreturned Camp Cards.**
- Final payments are due at the district's May Roundtable.

The Mid-America Council reserves the right to refuse any Camp Cards that have been damaged or otherwise rendered unsellable. The unit is financially responsible for any unreturned Camp Cards, whether they are lost, misplaced, damaged, or otherwise. Be sure Scouts and parents treat each card as if it were a \$5.00 bill.

## Selling Camp Cards

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In order for your unit to have a successful Camp Card Sale, it is important to teach your Scouts how to sell! There are three key sales methods employed during the Camp Card Sale, and a successful sale involves the use of each method. Create a Unit Sales Plan and train your Scouts and families - this will help you achieve your unit's sales goal!

1. **Door-to-Door:** Take your Camp Cards for a trip around the neighborhood. Highlight the great deals on the card, including your favorite one!
2. **Show & Sell:** Set up a sales booth and sell Camp Cards on-the-spot. This can be an effective approach when done in the right location at the right time - but don't rely on this approach alone! Focus on multiple locations at the same time, but be sure to not over-schedule Scouts.
3. **Sell at Work:** This is a great way for Mom and Dad to help their Scout! Take some Camp Cards to work and ask coworkers to support your child's Scouting adventures. Highlight great lunch deals for nearby vendors!

## We're Not Just Selling Discount Cards

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Ensure your families that selling Camp Cards is not just selling a summer camp experience. It's selling character development, a better community, and personal growth. Each card sold helps a Scout earn his or her way to a summer camp experience. The Camp Card Sale is made successful not just by the discounts offered on the card but by the desire people have to support the Scouting movement and youth experiences.

Work with your Scouts to identify why they're selling. Do they want to attend a Day Camp, or do they hope to go to Camp Amikaro this summer? What are they most looking forward to during their week at Camp Cedars? What is their favorite memory of summer camp last year - what did they learn or do?

## FREE Camp Experiences

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We're selling summer camp experiences, not just discount cards! Each card sold helps a Scout earn his or her way to one of the Mid-America Council's summer camping experiences. Details on how many cards need to be sold to earn each experience are outlined in the chart below.

Summer Camp Experience	Cost	# of Cards to Sell
<b>Cub Family Weekend Campout</b> <i>Multiple Sessions at Camp Cedars and Little Sioux Scout Ranch</i>	\$15.00	15
<b>Cub Scout 1-Day Day Camp</b> <i>Multiple Sessions in Local Communities</i>	Varies	20
<b>Cub Scout 3-Day Day Camp</b> <i>Multiple Sessions in Local Communities</i>	Varies	60
<b>Cub Scout 5-Day Day Camp</b> <i>Multiple Sessions in Local Communities</i>	Varies	80
<b>Camp Amikaro Cub Scout Resident Camp</b> <i>Multiple Sessions at Camp Cedars and Little Sioux Scout Ranch</i>	\$115.00	80
<b>Camp Cedars Scouts BSA Resident Camp</b> <i>Multiple Sessions</i>	\$310.00	180
<b>Jubilee 2022</b> <i>Friday, Oct. 7th - Sunday, Oct. 9th, Mahoney State Park</i>	\$25.00	40

To learn more about these experiences, please visit our website at <https://www.mac-bsa.org!>

## Additional Incentives

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While the Camp Card Sale is designed to help Scouts earn their way to camp. On top of selling the required number of Camp Cards to earn free camp, Scouts have some additional incentives:

**GRAND PRIZE:** The top-selling Scout will receive a \$250 Scout Shop gift card to fund their camping needs!

**Top Individual Sellers:** Our Top 3 Individual Scout Camp Card Sellers will receive an Omaha Storm Chasers "VIP Package" including 2 Sleepover Packages for Scout Night, Leading the On-Field Parade, Pre-Game On-Field Video Board Recognition, Participation in Between-Inning Game, and Leading the 7th Inning Stretch.

The **Top 3 Scouts** will also receive a collectible "Slushie Pass" for Summer Camp 2022, worth 5 slushies.

**Top Selling Unit:** The Scout unit selling the most Camp Cards will receive a group overnight outing at Omaha's Henry Doorly Zoo & Aquarium for up to 20 people. If the unit has fewer than 20 people, the unit can include parents and/or siblings. If the unit has greater than 20 people, the remaining balance must be covered by the unit. This unit incentive must be redeemed by October 1, 2022.

**"On My Honor" Weekly Drawings:** Weekly prize drawings will take place on Fridays starting March 18th and ending April 29th. Winners will receive a camping gift from the Scout Shop. To enter, simply fill out the "On My Honor" form below each time a Scout sells 25 Camp Cards.

Entry forms must be submitted to [mac@scouting.org](mailto:mac@scouting.org) and must be received **by 12:00 PM on Friday** during each week of drawings.

Please note, "On My Honor" weekly drawing prizes will be awarded at the conclusion of the sale once unit accounts have been settled and sales have been verified.

## Conducting a Unit Camp Card Sale Kick-Off

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The objectives of a Unit Kick-Off are simple: get Scouts excited about camping, and get parents informed about why their Scout should have a summer camp experience.

### What can you do to ensure a successful unit kick-off?

- Make sure the kick-off is properly promoted to unit families through e-mail, phone, social media, and other methods you use to communicate unit information.
- Review the presentation with your Unit Leader prior to the kick-off meeting. Plan who is to do / say what.
- Be prepared to talk about summer camp opportunities. (**Pro-Tip:** Have your unit's camp session(s) picked out to promote attending as a large group. The more the merrier!)
- Have snacks, drinks, and music - make it a festive atmosphere!
- Make sure EVERY Scout gets at least 5 Camp Cards to start selling.
- Keep the kick-off presentation short.

### Sample Unit Camp Card Sale Kick-Off Agenda

- Have a **Grand Opening** with music, cheers, and excitement!
- **Check Out** at least five (5) Camp Cards to every Scout.
- **Review** summer camp opportunities, highlighting your Scouting unit's plans.
- **Review** your Scouting unit's Sales Goal and Camp Attendance goal.
- **Conduct Scout Training** by role-playing Sales Do's and Don'ts. Make it fun!
- Time for the **Big Finish** - Issue a challenge to your Scouts and send everyone home motivated to sell!
- **Follow Up** with unit families after the kick-off with important reminders like "On My Honor" weekly drawing deadlines, turn-in dates, and family sales goals.

## Sales Techniques for Scouts

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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 efforts, and your unit's sales will improve.

Have Scouts role-play and practice techniques during the kick-off - make the training fun and reward Scouts who do a good job demonstrating sales skills.

### Have your Scouts practice these simple steps:

- Wear your Scout uniform.
- Smile and tell the customer who you are (first name only).
- Tell them which Scout unit you are with.
- 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 a Camp Card).
- Close the sale and thank them for their support.

## Safety and Courtesy

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

- Sell with another Scout or with an adult. If selling with another Scout, be sure to take turns.
- 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 the driveway, not through someone's yard.
- If selling at a storefront, be sure to allow a clear path in and out of the store.
- Say "Thank You!" whether the customer buys a Camp Card or not.