

# CAMP CARD PLAYBOOK

## 2025

**MID AMERICA COUNCIL**  
**MACSCOUTS.ORG**

## Why Camp Cards?

The Camp Card Sale is designed to help Scouts and units earn their way to camp. Units participating in this program will earn 45% commission for each \$10.00 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 2024!

**ORDER YOUR UNIT'S CAMP CARDS TODAY AT  
TRAILS-END.COM**

**ORDERS DUE BY 11:59 PM ON THURSDAY  
JANUARY 9TH, 2025**

## How to Order Camp Cards?

All Camp Card orders and transfers will take place in the Trails End system. If you or your unit has sold popcorn previously through Trails End, you will use the same login information. If you have not sold popcorn please email us at [mac@scouting.org](mailto:mac@scouting.org) and we will create an account for you. Please allow 2 business days for your account to be created as this is a manual process.

Once you have logged in to Trails End, you will select the "Order Camp Cards" button at the top of the page.

### Initial Orders

All units participating in the 2025 Camp Card sale must place their initial order online in the Trails End system by 11:59pm on Thursday January 9th. Orders placed by this date will be delivered at the March roundtables. Orders will not ship until January 2, 2025. To help your unit plan, use [this form](#) to gather information from your youth on their plans to sell. ***This form cannot be sent to MAC to order cards and is for information gathering purposes only.***

### Replenishment Orders

Unlike with popcorn sales, there will not be official "replenishment" orders due at specific times. If you need additional cards, your unit will need to contact your DE or [mac@scouting.org](mailto:mac@scouting.org). Additional cards are available on a limited, first-come basis. Units may also transfer cards to/from another unit.

## Transfers

Units may transfer any number of cards to/ from another unit at any point throughout the sale. All transfers must be done through the Trails End system.

### **To transfer product:**

- Go to the "Camp Card Orders" tab
- Click "View" next to the order with the inventory to be transferred
- Click the "Transfer Inventory" button and select the District and Unit from the dropdowns that is receiving the inventory
- Enter the quantities for each card to be transferred
- Click the "Submit Transfer Request" to complete the form

### **To receive product:**

- After the transferring unit submits the transfer request, the receiving unit will be notified via email.
- On your Trail's End account, go to the "Transfers & Returns" tab
- Review the pending product transfers. If correct, click the "Approve" button and the "Reject" button if they are incorrect
- Once the receiving unit has accepted the transfers, each unit's invoice will be updated

## Returns

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 with no penalty
- Returns beyond 25% of a unit's Camp Card order will be charged a \$0.25 per card restocking 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 \$10.00 bill.

## Timeline

December 2024 & January 2025

- Promote your Unit's plans for summer camp adventures!
- Promote the Camp Card Sale and it's FREE summer camp incentives to families in your Unit.
- Place your unit's Camp Card order by **11:59 PM on Thursday January 9, 2025.**

March 4th and 6th, 2025:

- Camp Cards are distributed at your local District Roundtables.

March 4/6, 2025- April 30, 2025

- Sell Camp Cards to earn FREE or discounted summer camp incentives!

May 1st and 6th, 2025

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

May 15th, 2025:

- Units and families will be notified of Scouts that have earned one or more FREE camps. The free camp discount will still need to be selected in the camp registration by the parent/ unit leader. No additional "Free Camp" report/ form is necessary due to the tracking in the Trails End system!

June 1, 2024 - July 31, 2024

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

## Camp Card Sales Commission

The 2025 Camp Card Sale commission is 45%. Additional incentives can be earned via the Trails End rewards system. Scouts will earn 1.25 points per every \$1 sold via App Credit/Debit cards and 1 point per every \$1 sold in cash. Points can be redeemed for Amazon gift cards.

Example:

If a Scout sells 50 Cards, they will qualify for FREE Amikaro, earn \$225 in commission, PLUS \$10 in Amazon gift cards.

## Selling Camp Cards

In order for your unit to have a successful Camp Card Sale, it is important to teach your Scouts how to sell! There are four 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! Point out the high value of the card and that it pays for itself with just a few uses.
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. Always get permission before selling in front of a store or business.
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!
4. Social Media: Have your Scout write a short blurb or record a video about the sale and their goal. Parents/ guardians can share the video on Facebook or other social medias to help spread the word even further. If your Scout has already attended camp in a previous year, have them highlight their favorite activity/ memory and what they are most excited to do this summer!

## We're Not Just Selling Discount Cards

Reiterate to your families that selling Camp Cards is not just about selling the card, or even a great summer camp experience. It's also 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 & Discounted Camp Experiences

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	Commission Earned
Cub Family Weekend Campouts Multiple Sessions	Varies	10	\$45
1 Day Day Camp Multiple Locations in Local Communities	Varies	10	\$45
3 Day Day Camp Multiple Locations in Local Communities	Varies	20	\$90
5 Day Day Camp Multiple Locations in Local Communities	Varies	30	\$135
Camp Amikaro Cub Scout Resident Camp Multiple Sessions at Camp Cedars	\$160	50	\$225
Camp Cedars Scout BSA Resident Camp Multiple Sessions at Camp Cedars	\$450	125	\$562

## Trails End Rewards Points

Trails End rewards do vary from year to year. Scouts will earn points based on dollars sold. Points can be redeemed for Amazon gift cards. Unused points from the Spring 2025 camp card sale can be rolled over and combined with points earned during the Fall 2025 popcorn sale. Currently, Scouts will earn 1.25 points per every \$1 sold via App Credit/Debit cards and 1 point per every \$1 sold in cash. Point values and rewards system subject to change based on Trails End policy.

## Additional Incentives for Selling

Camp Amikaro: \$10 off per Scout who sells popcorn 2024 and/or Camp Cards in 2025  
Camp Cedars: \$15 off per Scout who sells popcorn 2024 and/or Camp Cards in 2025

To learn more about these experiences, please visit our website at [www.mac-bsa.org](http://www.mac-bsa.org)  
IMPORTANT NOTE: camp incentives must be redeemed during the 2025 camping season.

## Conducting a Unit Camp Card Sale Kick-Off

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.
- Plan your presentation with your unit leaders 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!
- Create a Tracker to show progress at weekly meetings throughout the sale. Maybe a thermometer each Scout can color in as they sell cards to reach their goal or some other way to visualize their progress to the finish line. Post it in your meeting room for all to see.
- 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 deadlines, turn-in dates, and family sales goals.

## 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 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 by purchasing a Camp Card).
- Close the sale and thank them for their support.

**Safety and Courtesy:** Be sure to review these safety and courtesy tips with your Scouts and parents:

- Sell with an adult. If selling with another Scout, be sure to take turns.
- Never enter anyone's home.
- 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. Be sure to have permission from the owner or manager before selling in front of a business.
- Say "Thank You!" whether the customer buys a Camp Card or not.