

**2021 Central NC
Council Camp Card
Leaders Guide**





Central North Carolina Council Boy Scouts of America

2021 Camp Card Fundraiser

- Camp Cards will be available starting at your February Roundtables!
- Camp Card sales is an easy, Central NC Council-approved fundraiser to help Scouts earn their way to summer camp, high adventure activity, or any other BSA program or activity. Units can use their commissions from the sale of Camp Cards to support any Scouting-related function, activity, or program/supply need they deem necessary.
- Participating units earn up to 50% commission (\$2.50) for each \$5.00 Camp Card sold.
- **The sale will begin in February (Cards distributed at District Roundtables) and end on May 21st, 2021.**
- The number of cards issued to each unit will be based on previous sales history and the unit's current membership.

CAMP CARD RETURN POLICY

- **Sale dates will be February-May 21st, 2021.**
- Units should review their sale history before checking out cards for the 2021 sale.
- All unsold cards and money are due to the Council Service Center by 5pm on May 21st, 2021.
- Unsold cards must be in new condition with breakoffs still intact. Treat every card as a \$5 bill.
- After May 24th, the commission to the units will drop to 40%. Please make sure all unsold cards and money is in the Council Service Center by May 21st.

SETTLING YOUR ACCOUNT and/or SELLING ADDITIONAL CAMP CARDS BEYOND ORIGINAL ALLOTMENT

- If your unit finishes your sale early, please settle with the Council Service Center and turn in leftover cards so they may be redistributed in the Districts.
- Communication (via email) will be sent if leftover or returned camp cards are still available for sale.
- Units may check out Camp Cards from their own district and other districts, please contact your District Executive to inquire about more cards.

PRIZES

- Scouts have an opportunity to earn a gift card based on how many cards they sell. They have a choice of Amazon or Visa Gift Card. For every 20 cards sold, they will be put into a drawing for a camp scholarship for the 2021 summer. Scouts must be entered online at www.centralnccouncilbsa.com.
- Scouts that sell 150 cards can earn free Day Camp, 250 cards sold can earn Webelos Adventure Camp or Scouts BSA Summer Camp, 500 cards sold can earn a \$200 Amazon or Visa gift card and 1,000 cards sold can earn a \$300 Amazon or Visa gift card. Scouts may only choose one, so choose wisely! **Prize order form must be turned into the Council Service Center by June 4th, 2021, no exceptions!**

What is a Camp Card?

Camp Card sale is an easy council Executive Board approved fundraiser to help Scouts earn their way to summer resident camp, high adventure trips or Cub Scout day camp.

Participating units will earn up to 50% commission (\$2.50) for each \$5.00 card they sell. The sale will begin in February and end on May 21st, 2021.

Community Partners

Each district has a number of local businesses that have agreed to participate in this fundraiser by offering a special discount, either as a one-time use discount or a discount to be used multiple times throughout the remainder of 2021.

In order for this fundraiser to provide the maximum benefit to them and therefore encourage future participation, units should not sell camp cards in front of a participating business, unless the management permits the unit to do so.

Unit Camp Card Coordinator

Each unit should have a person designated to coordinate the camp card sale. Responsibilities include managing all aspects of the sale, clearly communicate sale information to leaders, parents and Scouts. Coordinators should use the provided tracking sheets to track Scouts and how many camp cards they have taken.

Camp Card Important Dates

February:	Card distribution at District Roundtables
May 21st:	Camp Card Sale Ends
May 24th:	Deadline to receive 50% commission
May 28th:	Deadline to receive 40% commission
After May 28th:	Unit receives 15% commission

Policies & Procedures

- **Unit Card Orders & Distribution:** The Council places an order based on expected unit orders plus a few extras. Units should plan to pick up their order at their February District Roundtable or make other arrangements with your District Executive. Supplies are limited, we will not be reordering cards from the manufacturer. Units that sell out of cards and would like to get more should contact their District Executive to check availability.
- **2021 CAMP CARD RETURN POLICY** – Units must settle half of their initial order to receive more camp cards. Units may check out cards from other districts if desired. Any unsold card being returned must be in good condition with the breakoffs still intact. Please treat every card like a \$5 bill. We suggest each unit to review sales history to accurately project how many cards to check out prior to your District Roundtable.

If your unit finishes your sale early, please settle with the council office and turn in leftover cards so we can redistribute the cards out to other units in need.

SPECIAL NOTE ABOUT RETURNING CARDS

COMPLETE camp cards can be returned without penalty.

We ask that caution be used in handling the cards to limit damages. If a large number of cards are returned with broken tabs, we will reevaluate this policy for the 2021 sale.

The unit is responsible for any unreturned cards (lost, misplaced, or missing tab(s)). The unit will be charged the appropriate council percentage for each unreturned or incomplete card. Scouts and parents should treat each card as if it were a \$5.00 bill.

Account Payment & Commission:

- unit is paid in full and closes its account by 5 PM, May 24th
- unit commission is 50% (\$2.50)
- unit will be charged \$2.50 (50%) for all unreturned or incomplete cards.

- unit pays in full 5 PM May 28th
- unit commission is 40% (\$2.00)
- units will be charged \$3.00 (60%) for all unreturned or incomplete cards.

- unit pays after May 28th
- unit commission is 15% (\$.75)
- units will be charged \$4.25 (85%) for all unreturned or incomplete cards.

- Deadline for prize sheet by 5PM on June 4th.

The Unit pays the Council for their portion of the card and they keep their commission based on their timeline of when they reconcile their account.

Units will be responsible for submitting monies based on the number of cards sold or cards unaccounted for. They will keep commission based on the payment schedule above. Please don't submit the full \$5 to the Council. The unit should deduct their own commission.

The unit should return their unsold cards when submitting monies to close out their account.

Scout & Unit Incentives

Scouts have an opportunity to earn a gift card based on how many cards they sell. They will have a choice of Amazon or Visa gift card. Deadline date to have names of Scouts earning prizes will be June 4th, 2021 (no exceptions).

Every Scout that sells at least 20 cards will be entered a prize drawing. The Scouts will be put into a weekly drawing for a camp scholarship that will begin on March 1st and end on April 5th. Scouts may sign up for the drawing at www.centralnccouncilbsa.com

Help

Contact your District Executive or Kyle Camp at Kyle.Camp@scouting.org if you have any questions!

How to get Started

Your Unit's Camp Card Kickoff

The objectives of your camp card kickoff are simple:

- Get Scouts excited about upcoming camping opportunities
- Get parents informed about why their son should attend camp and how they can fund the costs

How can you ensure a successful kickoff?

- Make sure the kickoff is properly promoted through email and phone calls.
- Review the presentation with your Cubmaster or Scoutmaster 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 at least 10 cards.
- Keep it short.

Camp Card Kickoff Agenda

- 1. Grand opening with music, cheers and excitement.**
- 2. Check out 5 - 10 cards to each Scout.**
- 3. Review summer camp opportunities.**
- 4. Review sales goal and key dates.**
- 5. Scout Training: Role play sales do's and don'ts**
- 6. Review prizes opportunities.**
- 7. Issue a challenge to your Scouts and send everyone home motivated to sell.**

How to sell Camp Cards

Be sure to teach Scouts how to sell using all three sales methods. Create a plan and train your Scouts in all three methods; this will give you the best results.

- Door to Door: Take camp cards around the neighborhood. Highlight the great coupons and discounts at your local restaurants and businesses**
- Show & Sell: Set up a booth and sell camp cards on the spot! This can be an effective approach in the right location and 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.**
- Sell at Work: A great way for mom and dad to help their Scout earn his way to camp or other pack/troop activities!**

UNIT CAMP CARD GIFT CARD SELECTION

(District Executive to turn in to Central NC Council)-June 4th Deadline (No Exceptions)

Pack Troop Team Crew Ship Post

DATE _____ DISTRICT _____ UNIT# _____

SCOUTS NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

EMAIL _____ PHONE# _____

Office Use Only

# of Cards Sold _____	Gift Card
Verified _____	Purchase Date: _____
<input type="checkbox"/> Amazon Gift Card	Mailed Date: _____
<input type="checkbox"/> Visa Gift Card	

