



Help Scouts earn their way to camp!

Tidewater Council is pleased to introduce the 2021 Camp Card Sale to help Scouts earn their way to the adventures of Scouting. This fundraiser is absolutely RISK-FREE.

What is a Camp Card? Camp Cards are cards that offer valuable discounts to local retailers. Some of the discounts are single-use, while many can be used throughout the year. Scouts sell the cards to family, friends, neighbors, and community members. Units earn a sales commission, which they can use to pay for camping adventures.

FAST FACTS

Retail value of one Camp Card: \$10.00

Unit commission: 50% (\$5.00 per Camp Card)

Sales dates: March 22 – July 3, 2021

Deadline for payments and returns July 3, 2021

RETURN POLICY

Unsold Camp Cards can be returned at no cost to the units if received no later than **July 3, 2021**. The unit must return cards in their entirety, including all break-off coupons. The unit is responsible for any unreturned cards (lost, misplaced, damaged, etc.).

THE VALUE OF SELLING CAMP CARDS

The unit's sales commission can be used to pay for camping and outdoor activities. For example, selling three Camp Cards would earn a commission of \$15.00, the cost of registering for Fall Festival. Units may elect to use proceeds in another way; but, are strongly encouraged to use this fundraiser to help Scouts pay for camp.

Approximate costs of upcoming camping events:

Fall Festival	\$15.00 = Commission from 3 cards sold
Cub Scout Family Camp	\$20.00 = Commission from 4 cards sold
Guns 'n' Grillin'	\$40.00 = Commission from 8 cards sold
Day Camp	\$125.00 = Commission from 25 cards sold
Summer Resident Camp	\$325.00 = Commission from 65 cards sold

KEY DATES

February 23 at 7 PM

Camp Card Training Webinar 1

Join Zoom Meeting:

<https://zoom.us/j/98559187697?pwd=QU9oWnRlVEYUDNlZE5PWdVZa2xWUT09>

Join by telephone: 301-715-8592

Meeting ID: 985 5918 7697

Passcode: 681634

February 25 at 7 PM:

Camp Card Training Webinar 2

Join Zoom Meeting:

<https://zoom.us/j/98368544254?pwd=V2ZxNXN0SDJnU2xaRndBZnNUb3VCQT09>

Join by telephone: 301-715-8592

Meeting ID: 983 6854 4254

Passcode: 556364

Due by March 12:

All Camp Card Contracts submitted to Susan Miley-Petrehn at

susan.miley-petrehn@scouting.org.

March – June:

Units pick-up and sign out cards. Coordinate a check-out time with your district executive.

March 22:

Camp Card Sale begins.

July 3:

Camp Card Sale ends.

Final date for return of unsold cards.

Final payment date.

HOW DOES MY UNIT SELL CAMP CARDS?

1. Learn All About the Camp Card Sale

Due to COVID-19, we will be holding two webinars as a complete orientation where you will learn:

- The advantages of a Camp Card sale
- How to turn your Scouts into great salespeople
- How to use the online feature on the card to increase sales
- Key dates of the Camp Card sale
- How to get started

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2. Sign Up to Get Camp Cards

You will receive a Camp Card Contract in a fillable PDF format. Each pack, troop, crew, ship, or post will complete a contract and email it to Susan Miley-Petrehn at susan.miley-petrehn@scouting.org by **March 12**. She will return your email to let you know your contract is approved. Call her at 757-284-0796.

3. Get Your Camp Cards

Initial card distribution will take place **March 22-25**. Due to COVID-19, we will be staggering times, so we can stay within government protocols.

Upon approval of your contract, you can sign up for a pick-up time by contacting your district executive.

4. Sell All of Your Camp Cards and Get More Camp Cards!

Units may request additional cards anytime throughout the sale by contacting their district executive. Units must remit payment for prior distributions before receiving an additional distribution.

NEW FOR 2021: WIN A WEEK OF CAMP

Win a campership with Camp Cards! For every 20 Camp Cards that an individual Scout sells, they will receive an entry ticket into a drawing for a campership.

Cub Scouts will have the opportunity to win a free registration into one of Tidewater Council's 2021 Day Camps. Older Scouts will have the opportunity to win a free week of 2021 summer camp (base camp) at Pipsico Scout Reservation.

A total of four camperships will be awarded. Two winners (one Day Camp campership and one Pipsico summer camp campership) will be drawn at the Council Pinewood Derby on April 10. Two additional winners (one Day Camp campership and one Pipsico summer camp campership) will be drawn at the Council Banquet on May 27.

The Fine Print: Payment for the Camp Cards must be remitted to obtain the entry tickets. Entries for the first drawing must be received by 5 PM on Friday, April 9, 2021. Entries for the second drawing must be received by 5 PM on Wednesday, May 26, 2021. Scouts may enter multiple times, but may only win once. Entries not selected in the first drawing will be carried over into the second drawing. Camperships are non-transferrable. Each winner must authorize the use of their name, image, and testimonial in future promotions.

TIPS FOR A SUCCESSFUL SALE

- Identify a Unit Camp Card Chair who will attend a Camp Card Training webinar, oversee the unit's supply of cards, and manage funds.
- Use the Camp Card Sale to train Scouts in public speaking, sales, service, and courteousness:
 - Role play and practice.
 - Scouts should wear their uniforms while selling Camp Cards.
 - Always say "thank you," even to those who do not buy a card.
 - Ensure Scout families understand they are not just selling Camp Cards – they are selling character, a better community, and all the benefits of Scouting. Emphasize that every card sold helps a Scout go to camp.
 - Camp Card sales may qualify for some requirements towards the Salesmanship Merit Badge.
- Use a variety of sales methods:
 - **Door-to-door**
 - **Store front sales** – Always ask permission from the store manager in advance.
 - **Sell at work** – Parents and guardians offer their coworkers the opportunity to buy a card.
- Observe youth protection and safety procedures:
 - Two-deep leadership.
 - No one-on-one contact.
 - Never sell alone.
 - Never enter someone's home.
 - Never sell after dark.
 - Don't carry large amounts of cash.
 - Always walk on sidewalks and driveways – stay off the grass.
 - Be careful of dogs while selling.
 - With COVID-19, make sure card delivery is done in a safe manner, such as setting staggered times for card pick-up and delivery.
 - Throughout the sale, make sure you follow recommended COVID-19 policies.

ROLE OF THE CAMP CARD CHAIR

- Attend one of the Camp Card Training webinars.
- Tell Scout families the purpose of the Camp Card Sale and how the unit's sale will help provide camping opportunities for the Scouts.
- Communicate the timeline of the sale, including sale end date and deadline to return money and extra cards.
- Kickoff the sale with excitement.
- Coach and praise Scouts weekly.
- Collect money and distribute additional cards weekly.
- Turn in all money and unsold cards **no later than July 3, 2021**.

HOW TO HOLD A UNIT CAMP CARD KICKOFF

COVID-19 Update – Kickoffs can be conducted over your unit's online platform.

- Promote the kickoff in advance to Scout families through email, flyers, and phone calls.
- Review the presentation with unit leaders prior to the kickoff. Determine:
 - Everyone's role in the presentation.
 - How the unit will use its commission.
 - Sales goals for the unit and for the Scouts.
 - Details of any unit prize or incentive plan.
- Make it fun with prizes. Make the video presentation interactive and entertaining.
- Sample agenda:
 - Talk about the camping opportunities for the Scouts.
 - Explain key dates and details of the sale (weekly money turn-in, how to check out additional cards, dates for store front sales, unit prize or incentive plan).
 - Review sales goals.
 - Train Scouts how to sell. Have Scouts practice a simple sales pitch. For example:

Hello, my name is _____.

I'm a Scout with (Pack/Troop/Crew/Ship/Post) _____.

I'm trying to raise money to attend summer camp this year.

I'm selling Camp Cards that will not only help me go to summer camp, but also will help YOU save money.

(Point out a couple of the valuable coupons. Close the sale and remember to thank the customer.)
- Make sure every Scout gets an allotment of cards to sell. It is suggested to start with five cards per Scout. Encourage them to sell all five by the next meeting!
- Thank everyone for attending.

UNIT CAMP CARD ORDER & TRACKING FORM

(District Executive: Please return this form to Susan Miley-Petrehn)

PACK TROOP CREW SHIP POST

DATE _____ DISTRICT _____ UNIT# _____

NAME _____ PHONE _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

EMAIL _____

To be completed by District Executive:	To be completed by Council/District staff at card turn-in:
Number of youth registered in unit: _____	Checks: \$ _____
Number of youth likely to be going to camp: _____ <i>(Day Camp, Webelos Resident Camp, Scouts BSA Resident Camp)</i>	Cash: \$ _____
Number of cards to be issued to unit: _____ <i>(Initial allotment only: 10 cards per youth likely to be going to camp)</i>	Total: \$ _____
	Cards Sold: _____
	Cards Returned: _____
	Total Cards This Receipt: _____

I recognize that each of these cards has a cash value of \$10.00. There is no risk to our unit as long as all unsold cards are returned to the Tidewater Council office by July 3, 2021. By signing below, I recognize that our unit will be charged \$5.00 for every unreturned card.

Our unit will close out our account (money/unsold cards turned in) by July 3, 2021.

I agree to these terms: _____
Leader Printed Name

Leader Signature *Date*

Position: _____