



Help Scouts earn their way to camp!

Tidewater Council is pleased to introduce the 2022 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: April 4 – July 12, 2022

Deadline for payments and returns July 12, 2022

RETURN POLICY

Unsold Camp Cards can be returned at no cost to the units if received no later than **July 12, 2022**. 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.

Example costs of upcoming camping events:

Fall Festival	\$15.00 = Commission from 3 cards sold
Zomboree	\$25.00 = Commission from 5 cards sold
Winter Camp	\$78.00 = Commission from 16 cards sold
Day Camp	\$145.00 = Commission from 29 cards sold
Cub Scout Resident Camp	\$160.00 = Commission from 32 cards sold
Summer Resident Camp	\$332.00 = Commission from 67 cards sold

KEY DATES

February 22 at 7 PM

Camp Card Training

Virtual via Zoom

Zoom Meeting Link:

<https://us06web.zoom.us/j/86509241328?pwd=NIR4R052UGZmUUEyN3dObFJjTnFtQT09>

Meeting ID: 865 0924 1328

Passcode: Jziyq3

February 24 at 7 PM:

Camp Card Training

Virtual via Zoom

Zoom Meeting Link:

<https://us06web.zoom.us/j/85160269968?pwd=ZINNa0Y3eVhoYlo3TIVsVjIVbHVzZz09>

Meeting ID: 851 6026 9968

Passcode: fe1JnG

March 15:

All Camp Card Contracts submitted to Susan Miley-Petrehn at

susan.miley-petrehn@scouting.org.

April – June:

Units pick-up and sign out cards at **April Roundtable**

Additional check-out opportunities are available by contacting your district executive or

Susan at susan.miley-petrehn@scouting.org.

April 4:

Camp Card Sale begins.

July 12:

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

- 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 or give to your district executive.

3. Get Your Camp Cards

Initial card distribution will take place in **April at District Roundtables**.

Additional check-out opportunities are available 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.

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.

ROLE OF THE CAMP CARD CHAIR

- Attend one of the Camp Card Trainings.
- 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 12, 2022**.

HOW TO HOLD A UNIT CAMP CARD KICKOFF

- Promote the kickoff in advance to Scout families through email, flyers, and phone calls.
- Review the presentation with unit leaders prior to the kickoff.
 - 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.