



Help Scouts earn their way to camp!

Tidewater Council is pleased to introduce the 2025 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 1 – June 12, 2025

Deadline for payments and returns: June 12, 2025

RETURN POLICY

Unsold Camp Cards can be returned at no cost to the units if received no later than **June 12, 2025**. 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 five Camp Cards would earn a commission of \$25.00, the cost of registering for Cub Family Camp. 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:

Cub Family Camp	\$25.00 = Commission from 5 cards sold
Zomboree	\$29.00 = Commission from 6 cards sold
Winter Camp	\$100.00 = Commission from 20 cards sold
Day Camp	\$140.00 = Commission from 28 cards sold
Summer Resident Camp	\$425.00 = Commission from 85 cards sold

KEY DATES

February 27 at 6:30 PM

Camp Card Training
Council Service Center or via Zoom Meeting

March 1:

Camp Card sale begins.

March 31:

All camp card contracts should be submitted to your District Camp Card chair or District Executive.

March – June:

Units' pick-up and sign out cards from your District Camp Card chair or District Executive. Some may be doing this at the **March Roundtables**.
Additional check-out opportunities are available by contacting your District Executive.

June 12:

Camp Card sale ends.
Final date for return of unsold cards.
Final payment date.
Incentive items will be honored if units return all unsold cards and payment by June 12, 2025.
Incentive items will be fulfilled after June 12, 2025, and unit has reconciled their account.

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

Camp Card Kick-off and Training

February 27 at 6:30 PM Council Service

Center or via Zoom link:

<https://us06web.zoom.us/j/84059608310?pwd=wQVmEQdeuLjAGR9HGvfkTzhTaduDpt.1>

Meeting ID: 840 5960 8310

Passcode: campcard

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 your District Camp Card chair or District Executive.

3. Get Your Camp Cards

Initial card distribution will take place at the training on February 27, 2025. Additional opportunities may be offered at **March 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 manages 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. Be cautious not to show the card code in any pictures.
 - **Social media** - Your out of town friends and family can enjoy with the online offers.
- 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 June 12, 2025.**

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.

Incentive

Sell 10 camp cards and receive a patch

Sell 25 camp cards and receive a movie ticket

Sell 50 camp cards and receive a \$25 Amazon gift card

Sell 75 camp cards and receive an additional \$25 Amazon gift card

Sell 100 camp cards and receive an additional \$50 Amazon gift card

Receive an additional \$25 Amazon gift card for each 25 Camp Cards Sold

The Fine Print: Payment for the Camp Cards must be remitted to obtain the prizes. Information for the prizes must be received by 5 PM on Thursday, June 12, 2025. In order to qualify for awards, the unit will need to turn in the money and all unsold camp cards by June 12, 2025.

Tidewater Council, BSA

2025 Unit Camp Card Record

(District Executive submits to Tidewater Council Development Director)

PLEASE USE THIS FORM TO KEEP TRACK OF CARD TRANSACTIONS FOR ONLY ONE UNIT

PACK
 TROOP
 CREW
 SHIP
 POST

DATE _____ DISTRICT _____ UNIT# _____

NAME _____ POSITION _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____ BEST PHONE _____

Email (please print) _____

Agreement: By signing for the Camp Cards below, your Unit is accepting full responsibility of ALL cards issued and will either pay the full amount due for ALL cards issued and/or return ALL cards NOT sold.

# Cards Issued	Issue Date	Received By (please print)

AUTHORIZED BY: _____

----- Office Use Only -----

Date	Cards Sold	Money Submitted	# Cards Returned	Receipt #	Balance Outstanding

***NOTE—Per the request of the vendors participating in the 2025 Camp Card and because each Camp Card has a cash value above and beyond the unit selling price, 100% of all unsold Camp Cards must be returned to Tidewater Council by June 12th, 2025.**

