### OVERVIEW

#### What Camp Cards Provide
- Helps achieve the Mission of Scouting
- Provides financial resources for Scouts and units
- Brings more youth into the outdoors
- Increases camp attendance
- Teaches self-reliance and responsibility

#### Benefits to Vendors
- Creates additional store traffic
- Encourages the consumer to purchase more
- Improves customer loyalty
- Builds brand awareness
- Vendor viewed as helping the community

#### Why Camp Cards are Successful
- Community outreach and perception
- Price point-only $5
- Perceived value-more than $100
- Easy to transport and store
- Digital access to local & national offers

#### Benefits to Scouts and Units
- 50% Commission
- Earn your way to an outdoor adventure
- Purchase equipment
- Provides experience in sales, money management, planning and goal setting
- Minimal risk to unit-no up front cost

#### Benefits to Council
- Helps grow and fund our programs
- Assists our youth to get outdoors
- Promotes and increases summer camp attendance, especially for at-risk youth
- Helps maintain and improve camp properties

#### Scout Success Stories
- Scout selling at bowling alley, paid for himself and a friend to attend camp
- Scout selling at the mall, paid for camp, full uniform and handbook in a weekend
- Scouts selling outside church after service, paid for entire unit to attend camp

#### Pre-order Your Camp Cards
- Camp Cards can be pre-ordered through your District Executive prior to January 15th
- Pre-ordering your camp cards guarantees you will get the number your requested pending approval
- Units that Pre-order their cards will receive them prior to the start of the campaign
- Pre-ordering your scouts started earlier than units who have not Pre-ordered

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**Prepared. For Life.™**
VENDORS

Single Use Offers:

ShopRite—$5 off a purchase of $75 or more at all locations

Philly Pretzel Factory—$5 off any Large Party Tray at participating locations

Back of the Card: Bonus Savings

The back of the card features member access for one year after activation to an Entertainment Digital Savings site featuring hundreds of thousands of additional offers for up to 10 discount coupons.
UNIT DETAILS

The Camp Card is a discount card to local and national businesses that Scouts sell to help raise money to attend summer camp and other programs. Program features include:

- **Attractive Pricing:** Cards sell for only $5.
- **Great Return for Units and Scouts:** 50% commission on each card.
- **Great Time to Sell:** Program runs March through May providing commissions in time for summer camp registration.
- **Provides Experience:** Scouts can learn sales, money management, planning and goal setting.
- **Great Value to Consumers:** Cards have a value of over $100 with multiple saving opportunities.
- **Minimal Risk to the Unit:** No money due upfront. Unsold cards can be returned up until May 2nd with no penalty. **After May 2nd there is a $0.50 per card re-stocking fee.**

**Unit Coordinator Responsibilities**

- Give leadership to the Camp Card Campaign.
- Understand all aspects of the Camp Card Campaign.
- Sign your unit up for the Camp Card Campaign.
- Set a challenging goal that pays for their program needs and gets Scouts to camp.
- Promote Camp Card Campaign in your unit.
- During the sale, stay in touch with your Scouts to monitor progress and offer assistance as needed.
- Assist Scouts with goal setting.
- Reconcile the unit account by 05/30/2020.

**Key Dates**

- **03/02/20** - Sale Begins
- **05/02/20** - Return Unsold Cards With No Re-Stocking Fee
- **05/30/20** - Sale Ends
- **05/30/20** - Payment Due @ 50% Commission
- **06/01/20** - Late Payment Due with reduced unit commission to 40%
- **After 06/30/20** - Late Payment Due with reduced unit commission to 35%
SALES OPPORTUNITIES

Where you can sell Camp Cards is really only limited by your imagination. In past sales, Scouts have sold at various locations. Brainstorm some ideas and add to the list below.

- After Church
- Door to Door
- Parent’s Workplace
- Gas Station
- Sports Events
- Unit Blitz Events
- Neighbors
- Public Transit Stops/Stations

- College Students
- Blue/Gold; Court of Honor
- Retail Outlets
  - Home Improvement Stores
  - Pharmacies
  - Convenience Stores
  - Department Stores
  - “Big Box” Stores
  - Diners & Restaurants

REMINDERS:

When selling in front of or at another business location make sure you ask for permission from the owner or manager before you start selling.

DO NOT sell Camp Cards in front of Card vendor locations. This is against our agreements with them and does not support them by attracting new customers.

The packs, troops and crews who have been the most successful in the Camp Card Program used the following best practices for managing their sale:

- Have each Scout set a goal and relate it to their summer camp costs. Use visual charts to track each Scouts’ progress and inspire competition.
- Set unit camp card calendar with distribution dates, unit sale events and date for Scouts to return cards and money to the Unit Coordinator.
- Check in weekly with all Scouts by collecting money for sold cards and issuing/moving cards as necessary. Keep track of the unit’s overall progress including cards sold and cards with each Scout.
- Provide each scout a sample list of vendors in their area by downloading information from the back of the card.
Incentives

Monthly Incentive Drawing

Each month there will be a monthly drawing for a $100 Visa Gift Card. For each month of the Camp Card Sale, a scout will get their name entered into the drawing for each 25 Camp Cards they sell (sell 25 cards get one entry, sell 50 get two entries, etc...). The drawing will take place the first Friday after the month ends. A drawing will be held for the months of March, April, and May. To be eligible for each month’s drawings, the money and totals for each scout must be made to the Scout Office before the end of the month. All entries will be saved for the Final Drawing in June.

Top District Unit Sellers

A $100 Visa Gift Card will be awarded to the Top Selling Unit in each of the five traditional districts.

Top Council Selling Unit

A $250 Credit to the Scout Shop will be awarded to the Top Selling Unit in the Council.

Grand Prize Drawing

At the end of the Campaign (May 30th), there will be a Grand Prize Drawing for a full campership to any of the Garden State Council Camps (or $250 towards camp at an Out-Of-Council-Camp. Check will be made payable to the council of the camp the scout will be attending.) The Grand Prize drawing will be held on June 1, 2020.
SCOUT SALES TIPS

Selling Camp Cards is an excellent way for every Scout to earn their way to camp. This easy to sell card pays for itself with one visit to the single use offer. The added feature of the membership access to thousands of Entertainment™ Digital Savings increases the value of the card to over $100. The Camp Card Program provides every scout the opportunity to participate in a summer camp experience!

What Do I Say?

- Above all else; make sure your customers know they are supporting Scouts through the program, not just buying a discount card(s).
- Be sure to know your product, read through the discounts on your card so you can learn the offers.
- Be ready to answer the question “What type of offers are on this card?”
- Personalize your presentation and practice it.
- Most of all be polite and enthusiastic!
- The sale of camp cards can help fulfill requirements for advancement opportunities for Cub Scouts and Scouts.
- With practice, hard work and these selling tips, you are ready for success!

6 Quick Tips

1. Tell them who you are: “Hi, my name is _______________” (first name only)
2. Tell them where you are from: “I’m a Scout with Pack/Troop/Crew ______here in town.”
3. Tell them what you are doing: “My Unit is working hard to earn our way to camp.”
4. Tell them what they can do to help you: “You can help us get to camp by purchasing one or more $5 discount cards.”
5. Ask them to help: “How many camp cards would you like? Would you like to buy one for a friend as well?”
6. THANK THEM!

Safety Rules for Selling Camp Cards

Always keep these safety tips in mind while selling. Nothing is more important than a Scout’s personal safety. Make sure both scouts and parents understand them:

1. Always sell with another Scout or an adult, never by yourself.
2. Never sell after dark, unless you are with an adult.
3. Never enter anyone’s home, even if invited.
4. Don’t carry large amounts of cash on you. Frequently give your money to your parent or guardian.
5. Always walk on the sidewalk or driveway.
6. Carry your cell phone and make sure it is charged.

The Value Of Selling Camp Cards

Participating in the Camp Card Program allows Scouts to earn their way to various Camp programs. Based on the Scout earning $2.50 per card sold:

<table>
<thead>
<tr>
<th>If you sell</th>
<th>You Earn Your Way To</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>18</td>
<td>Tiger Twilight Camp-Pine Tree</td>
<td>$45.00</td>
</tr>
<tr>
<td>44</td>
<td>Cub Scout Day Camp-Belleplain</td>
<td>$110.00</td>
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<tr>
<td>86</td>
<td>Cub Scout Day Camp-Grice</td>
<td>$215.00</td>
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<tr>
<td>86</td>
<td>Cub Scout Day Camp-Pine Hill</td>
<td>$215.00</td>
</tr>
<tr>
<td>86</td>
<td>Cub Scout Day Camp-Pine Tree</td>
<td>$215.00</td>
</tr>
<tr>
<td>84</td>
<td>Webelos Resident Camp-Roosevelt</td>
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<tr>
<td>20</td>
<td>Cub Family Overnight-Pine Tree</td>
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<td>Scout Resident Camp-Roosevelt</td>
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<tr>
<td>80</td>
<td>STEM Day Camp-Rowan Training Center</td>
<td>$225.00</td>
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The card can also be sold by Explorers, Venturers & those attending any of the High Adventure Bases.
Thank you for supporting the Garden State Council 2020 Camp Card Program!
See you at Summer Camp!