Are your Scouts looking forward to their summer camp adventure this summer? Are they also having a hard time selling Camp Cards during the current “stay at home” mandate? Here are some great tips on how your Scouts can still sell Camp Cards and “earn their way to camp”!

**Tip #1: Set a Goal and Craft a Message**
Scouts should set a goal and create a message that explains their goal to their customers. This could be a poster, a video… get creative! Potential customers want to support kids who are working toward an exciting experience. Explain that the Camp Card will benefit the customer because of the discounts -- families are still grocery shopping, so now is the perfect time to use the Shop Rite $5.00 off one-time-use break-off coupon on the Camp Card -- but will also benefit the Scout because of the experiences!

**Tip #2: Define the Market**
Scouts can define their market. They can work with their parent/guardian to develop a list of every family member, neighbor, co-worker, and other contacts they have, and make a plan for the best ways to contact them. Who can you reach through email? Who can you reach through social media? Who is best reached with a phone call? Units can also support the Scouts by promoting the sale on their websites and social media channels.

**Tip #3: Customer Convenience**
Make transactions easy with contactless delivery and even digital payments. With proper safety measures in place, you can make pickup/delivery arrangements with your local customers. Digital payment tools like PayPal, Venmo, and the Cash App carry no fees with person-to-person transactions; and these digital tools can help parents keep track of a Scout’s sales.

**Share Your Success**
If your Scout or Unit has an innovative and effective way to sell Camp Cards while “staying at home,” please let us know so we can share it with all of our Units that are selling Camp Cards! Let’s help our Scouts “earn their way to camp”!

**Need Camp Cards?**
If your Unit is not involved in the **2020 Camp Card Program**, there is still time to participate in this great unit fundraising opportunity! Contact your District Executive or the Scout office to get your Camp Cards today!

**Stay Safe & Be Well!**