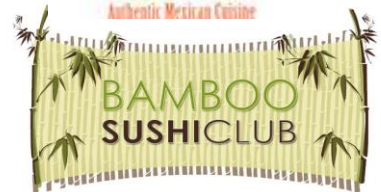




# MOBILE AREA COUNCIL 2017 Camp Card Leader's Guide



# THE CAMP CARD SALES PLAN

## THE CAMP CARD SALE

The Camp Card campaign is designed to help Scouts earn their way to Boy Scout Summer Camp, Cub Scout/ Webelos Scout Resident Camp, Cub Scout Day Camp or Boy Scout Winter Camp. Units participating in this program will earn 40% commission (\$2.00) for each \$5.00 Camp Card they sell. The sale will begin at your February District Roundtable (February 4th) and end on your May Roundtable (May 5th) giving units plenty of time to sell Camp Cards and close out their accounts.

This program is RISK FREE. Simply return any unsold cards with your unit settlement on or before your May Roundtable (May 4th). Camp Cards will be distributed based on the unit's past sales history. For units selling for the first time, your camp card distribution will be based on the size of your unit.

## COMMUNITY PARTNERS

Greer's Markets/ CashSaver/ Food Tiger, and many other businesses have offered generous one-time discounts that make the sale of this Camp Card "Easy to Sell." Take advantage of this partnership to help your Scouts go to camp.

**CAMP CARD:** There are two different cards that have great discounts for vendors specific to their areas. All Camp Cards are to be sold for \$5.00 each and the discounts can be used only once! Each Scout should receive 10 cards to start. (More are available through your District Executive or at the Council Office).

**EVERY UNIT:** Is encouraged to develop their own prize plan in addition to the rewards plan the Council provides. This will increase competition among the Scouts and increase your commission!

**RETURNS:** All remaining Camp Cards must be turned in with your money settlement on or before your May 4, 2017 District Roundtable. Due to the Camp Card Sales Plan & Process, **ALL** Camp Cards **MUST** be accounted for.

If your sale is complete before the May 4, 2017 Roundtable, please turn in your cards and money to your DE or Council Office. (Please do not hold on to cards if your sale is over. Return them to the Council Office for other units to attempt to sell.)

**COMMISSION:** The unit receives a 40% commission on each card sold as long as settlement is on or before your May District Roundtable (May 4th). After your May Roundtable, your commission will drop to 30%. On the Monday after your May Roundtable (May 8th), your commission will drop to 20%.

**REWARDS:** All Unit Rewards Reports are to be submitted to the council (see the Unit Rewards Report Form instructions) by your May 4, 2017 Roundtable.



## **2017 CAMP CARD SALES CALENDAR**

<b>February 2</b>	Council/ District/ Unit Kickoff Meetings.
<b>February Roundtable</b>	Unit Camp Card Coordinator Training and Camp Cards Distributed.
<b>February</b>	Unit Camp Card Coordinators conduct a Kick-Off meeting @ Unit Meetings...begin selling Camp Cards.
<b>Weekly Prize Drawings</b>	Weekly Prize Drawing Forms are due on each Monday before 12pm/Noon on: March 6, 13, 20, 27, April 3, 10, 17, & 24. A final Drawing will be held on Monday, May 1 for the Weekly Drawing Grand Prize.
<b>March – April</b>	Scouts report on status of sales to Unit Camp Card Coordinators. More Camp Cards are issued as needed and are available from your District Executive and at the Council Service Center.
<b>May 4 Roundtable</b>	Turn in the Unit Rewards Report Form, <u>ALL</u> Un-Sold Camp Cards, and money settlements as a Unit to the Council.

## **STEPS TO CAMP CARD SALES SUCCESS**

1. Hold a meeting to distribute cards and kick-off your unit's Camp Card sales plan.  
Explain the following:
  - Our Camp Cards
  - Importance of your Scouts/Families to select the camp that fits their summer schedule.
  - The importance of "outing" in Scouting.
  - Start out selling cards to everyone who lives in your house.
  - Always wear your uniform while you are out selling cards.
  - Be neat and clean. Be courteous and smile.
  - List your neighbors – those on each side of the street. Call on them soon.
  - Explain to your customers what it is all about.
2. Have each Scout/Family set a goal on how many Camp Cards to sell and select the rewards they wish to achieve.
3. Set a Unit Goal for the number of Camp Cards to sell, and make it a realistic one. Most units earn enough money to purchase new equipment, tents, sleeping bags, canoes, summer camp, day camp etc., for a year's operations.
4. Let them know that most grocery stores and shopping centers will let you sell cards outside (ask for permission first). Have the Camp Card blown up to poster size and display it outside the store.
5. Set up a buddy system. Ask Scouts to go out in twos. Have a team goal for each set of buddies and a prize for the two that have the highest sales.
6. Establish competition between Dens, Patrols and Crews. Provide extra incentives in addition to the card sales prizes.
7. Be Enthusiastic!
8. Have FUN!
9. BE SAFE!



### Unit Camp Card Coordinator Job Description

Skills: The ideal Unit Camp Card Coordinator has a “high energy” sales oriented personality and organizational skills.

1. Develop the Unit’s Boy Scout Camp Card sales plan including:
  - A Unit Sales Goal for your unit and promotion plan including contest incentives.
  - Establish a “Sales Goal” for each Scout/Family.
  - Establish safe selling guidelines.
  - Secure and supervise “Show & Sell” sites, dates and times.
2. Attend the District Camp Card Sales Kick-Off Training that will be on February 2, 2017. to receive your unit’s sales materials and instructions for Camp Cards.
3. Organize and conduct a Unit Kick-Off.
  - Promote the unit’s plan and rewards incentives.
  - Distribute the Camp Cards and sales materials to the Scouts, Parents and Leaders.
4. Submit the funds due to the council (gross receipts – unit commission = due to council) to your District Executive on or before your May Roundtable to receive your 40% commission.
  - The unit’s commission is reduced to 30% if received after 8:00 PM at your May 4, 2017 Roundtable.
  - The unit’s commission will be reduced to 20% if received after 5:00 PM on Monday, May 8, 2017 following your May Roundtable. After this date – no commission is guaranteed.
5. **To be eligible for Unit & Scout Rewards, a copy of your Unit Master Record, AND your Unit & Scout Rewards Report Form, AND all unsold cards MUST be received with your payment of money due to the Council at or before your May Roundtable or mail/turn into:  
Mobile Area Council, BSA / 2587 Government Blvd. / Mobile, AL 36606**



## **CUB SCOUT CAMPING OPPORTUNITIES**

### CUB SCOUT DAY CAMP

Offered in June in each district. Cub Scout Day Camps are exciting day-time adventures that include Archery, BBs, Field Sports, Arts & Crafts, Scout Skills, Advancement Opportunities and MUCH MORE!  
Cost: \$80.

### CUB SCOUT RESIDENT CAMP

Cub Scouts (entering the 2nd & 3rd grades/Wolf & Bears) spend 3 days and 3 nights at camp. The days and evenings are packed with lots of Cub Scout fun and activities. Meals will be served in an air-conditioned dining hall. Parent/ Guardian must accompany their Scout. Cost: \$145 (includes fee for 1 scout and 1 scout parent, additional adult will cost \$55).

### WEBELOS SCOUT RESIDENT CAMP

WEBELOS (entering the 4th or 5th grade) Scouts spend 3 days and 3 nights at camp. The days and evenings are packed with lots of WEBELOS Scout activities working on activity pins and an introduction to Boy Scouting. Meals will be served in an air-conditioned dining hall. Parent/ Guardian must accompany their Scout. Cost: \$145 (includes fee for 1 scout and 1 scout parent, additional adult will cost \$55).

## **BOY SCOUT CAMPING OPPORTUNITIES**

### BOY SCOUT SUMMER CAMP AT MAUBILA SCOUT RESERVATION

Select a week from June 11<sup>th</sup> or June 18<sup>th</sup> for 7 days and 6 nights of Boy Scout Summer Camp. Come with your Troop or by yourself as a Provisional Scout. The activities range from Shooting Sports, Boating, Swimming, First Year Camper Program to Merit Badge Advancements including Eagle Scout required merit badges. Cost: \$235.

### BOY SCOUT WINTER CAMP AT MAUBILA SCOUT RESERVATION

Take your winter break in December and spend 4 days and 3 nights with your Troop or by yourself as a Provisional Scout. The activities include Shooting Sports, Boating, Merit Badge Advancements including Eagle Scout required merit badges. Cost: \$130.



# Parents/ Leaders/ Scouts



Parents, you can just write a check, but what does that teach your Scout?

Your Scout can earn a Campership and help his unit at the same time.

## The Best Way, he earned his way to camp!

<u>Program</u>	<u># of Cards Scout Sells to Earn a Campership</u>
Cub Scout Day Camp	55
Cub/Webelos Resident Camp	80
Boy Scout Winter Camp	90
Boy Scout Summer Camp	130

A Cub Scout that sells 55 or more cards:

Congratulations, your Scout has earned a Campership to Cub Scout Day Camp!

***An example of another option is a Scout does not earn a complete free Campership, but the Unit could help him go to Camp.***

A Cub Scout sells 50 cards.

- Your Unit can use this option to help pay a Scout's way to Cub Scout Day Camp for \$80 and earn \$20.

\*\*\*All money needs to be turned in no later than May 4<sup>th</sup>, 2017\*\*\*

\*\*\*If paid on time\*\*\*



# CAMP CARD WEEKLY & GRAND PRIZE DRAWING FORM



We will be doing two (2) Drawings each week for the camperships.

## WEEKLY PRIZE DRAWINGS

Scouts can mail or fax this Camp Card Sales Weekly Prize Drawing Form in each week to the council office to be eligible for the Weekly Prize Drawing for a Camp Scholarship to a Mobile Area Council camp. Forms must be in the office before noon on the day of the drawing.

## WEEKLY PRIZE GRAND PRIZE DRAWING

On May 1<sup>st</sup> we will conduct a Grand Prize Drawing from all of the Weekly Prize Drawing Forms submitted...the winner will receive a \$100 Gift Card for the Mobile Area Council Scout Shop.

**SCOUTS THAT HAVE SOLD 10 OR MORE CAMP CARDS DURING THE CURRENT WEEK'S CAMP CARD SALES TO QUALIFY. PLEASE DO NOT COUNT PRIOR WEEK'S SALES.**

Weekly Prize Drawing Forms are due by **12 pm/Noon** on the dates below:

For the drawing held on (circle one): March 6, 13, 20, 27, April 3, 10, 17, & 24.  
(Only submit if you have sold cards in increments of 10 cards).

I have sold # \_\_\_\_\_ Camp Cards this week by date circled above!

Scout's Name \_\_\_\_\_

Pack / Troop (circle one) # \_\_\_\_\_

If my Camp Card Weekly Prize Form is selected, I request a Campership for the following camp (circle one):

Cub Scout Day Camp

Cub Scout Resident Camp

Cub Scout WEBELOS Resident Camp

Boy Scout Summer Camp

Boy Scout Winter Camp

Drop off or mail or fax to: Mobile Area Council – 2587 Government Blvd. – Mobile, AL 36606  
Fax: 251-650-0298 Email: rsamarri@scouting.org













