2021 Camp Card

Leader’s Guide

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Boy Scouts of America

Grand Canyon Council

8840 E Chaparral Rd #200, Scottsdale AZ

602-955-7747 [www.grandcanyonbsa.org/campcard](http://www.grandcanyonbsa.org/campcard)

Your Scouts can earn their week at a

Grand Canyon Council Camp this summer!

Welcome to the 2021 Camp Card Sale,

First, thank you for investing the time and energy to lead your Scouting unit’s 2021 Card Camp Campaign! The Camp Card sale is an opportunity for Scouts to earn money to pay for their summer camp fees, equipment, or year-round programming without burning a hole in their parents’ pockets. Each card offers discounts from local vendors that are valid during the 2021 calendar year. Most offers can even be redeemed multiple times!

Imagine being able to pay for a MAJOR portion of your unit’s expenses for an entire year with Camp Card profits. Trips…camp outs…trainings…advancements…Blue and Gold banquets...courts of honor…trailers… uniforms…day camp...resident camp…summer camp…National Jamboree!

Our goal is to give each member of your unit the opportunity to earn the money needed to have the best Scouting summer ever and to help fund their Scouting adventure.

This “Leader’s Guide” will help you with your 2021 Camp Card Sale. It includes important information about how selling camp cards benefits your Scouts, timelines, the card vendors, how to sign up, and the people who can help you.

Thank you for making a difference in the lives of the Scouts in your unit! Be sure to visit the Grand Canyon Council website at [www.grandcanyonbsa.org/campcard](http://www.grandcanyonbsa.org/campcard) for important updates during the campaign.

**Have a question?**

**Sondra Wendt Matthew Graham**

Council Fundraising Co-Chair Council Program Director

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IMPORTANT DATES

**Feb. 11** Camp Card Kickoff (Zoom, evening) at 6:30pm

**March 4**  Camp Cards available at District Round Tables or through arrangements with your District Executive to deliver cards.

**March 30** Recommended Unit checkpoint date. Scouts confirm sales and return monies to unit leaders; units check out additional cards or return excess cards as necessary.

**April 30**  Recommended date that units gather all cards and money

**May 6** Units return cards and Council's portion of money to your District Executive.

**May 14** Grace period ends: Units charged for each outstanding camp card.

NEW FOR 2021

* Scouts now earn **50% commission** on each card sold, an increase from 35% in prior years.
  + Simplified commissions and incentives so that units can benefit more quickly.
  + This will allow youth to use their funds to attend other councils’ programs and provides more funding without having to hit specified sales levels.
* **Five regional variants** of the cards have been produced to allow for local business participation and to remove businesses that may not be relevant in all regions of our council.
* **The Camp Card Kickoff will take place over a webinar** on Feb. 11th at 6:30PM so that all units, regardless of geographic location, may participate, ask questions from the Council Volunteer Fundraising Chairs and Council Program Director, and even review the video after the kickoff in case their schedule did not permit attendance during the original kickoff.

CAMP CARD CHAIR RESPONSIBILITIES

Leading your unit to its best year of Scouting!

**RECRUIT ONE OR MORE PARENTS TO HELP WITH THE SALE AS NEEDED**

**Explain the Camp Card program to your adult leaders:**

* Establish your unit’s sales goal and plan your sales activities.
* Add any planned unit activities to the 2021 commission plan options table on page 4.
* Prepare timetables to ensure there is time to meet your goals and that Scouts are completing sales throughout the campaign and not procrastinating.
* Consider setting up sales coverage areas to ensure your community is covered.

**Help find locations and coordinate Storefront Sales.**

* Council arranged storefronts are unavailable this year as corporations are encouraging social distancing and are discouraging storefront sales in 2021.
* A storefront request letter template is also available on the camp card site.

**Prepare handouts for Unit Kick-Off meeting for leaders, parents & Scouts:**

* Timeline showing sale dates, date card order is due, time and place for pickup from Council, and card distribution to Scouts.
* Unit goal and per Scout sales goal.
* Storefront sale sign-up sheets with date, time and locations of storefront sales.
  + Some units elect to use SignUpGenius instead of paper forms.
* Visit [www.grandcanyonbsa.org/campcard](http://www.grandcanyonbsa.org/campcard) to download Leaders Guide and forms.

**Arrange to pick up more Camp Cards as needed:**

* Camp Cards will be available for pick up from your District Executive the first week of March.
* Arrange to meet with your District Executive at an upcoming district function

**Remind your Scouts of money due dates.**

**Make sure checks are made payable to the unit itself.**

• Using the “2021 Scout Camp Card Tracking Worksheet”

• Collect and tally money from Scouts and submit one check payable to the Grand Canyon Council for “total amount due.”

• Settlement is due **Thursday, May 6, 2021**, at the Council Service Center.

• Update your unit each week on sales total (post results at unit meeting place).

**“A good Camp Card Chair is organized, has a lot of energy,**

**is creative, and an excellent communicator.”**

UNIT CAMP CARD KICK-OFF AGENDA

Conducted by the Camp Card Chair

1. **Gathering**:
   * Display card samples, sample coupons, and cool Scout “Stuff” for people see.
2. **Opening** 
   * Pledge of Allegiance
   * Welcome Parents
3. **Why Camp Cards?**
   * Make the case for Camp Cards. Why is our unit selling the camp cards?
     + Earn money for summer camp, field trips, and other activities.
     + New equipment.
     + So parents don't have to write a check for everything their Scout does.
     + So your Scout can learn to earn his way. A Scout is Thrifty.
   * Make sure every Family has a copy of the Unit Calendar & Unit Budget.
4. **The Plan for Success**
   * Review camp card timeline.
   * Our sale ends [month] [date], 2021 (Give yourself time to collect and submit payment)
   * Money due date. Due at the Council Service Center by Thursday, May 6, 2021.
5. **The Goal**
   * Our per Scout goal $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (it is VERY import that you set a per Scout goal)
   * Our Unit goal is $ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in total sales
6. **Incentives**
   * Review Incentives: goal levels and what card sales could pay for.
7. **How to sell Camp Card**
   * Ask family, friends, neighbors.
   * Ask parents to take Camp Cards to work and sell to co-workers.
   * Sell door to door in our neighborhood.
   * Be Safe.
     + sell with a buddy or an adult.
     + don't sell after dark.
     + don't go into a stranger’s house.
     + obey street and traffic signs.
   * Be Courteous. Always say “thank you.”
   * Walk on the sidewalk.
   * WEAR YOUR SCOUT UNIFORM.
   * Say thank you whether they buy or not.
   * When collecting money, keep cash and checks in an envelope.
   * Count out loud when making change.
   * Make checks payable to the Unit not the Scout or parents.
   * Don't leave cards until the customer has paid for it.
8. **Questions & Answers**
9. **Thank everyone for coming and wish them good luck!**

HOW THE CAMP CARD SALE WORKS

**Step 1** – Help each Scout in your unit set a personal goal using the 2020 Commission Plan Options on page 4. Add their goals to determine the number of cards you will need. Twenty cards will earn $100 in commission. For your 2019 or 2020 sales history, email [Matthew.Graham@scouting.org](mailto:Matthew.Graham@scouting.org).

It is recommended that units only check out cards that they have planned for and are ready to sell. Additional cards may be picked up throughout the sale. If your unit is concerned with not selling all cards that you have claimed, it is advisable to start with fewer cards than your sales goal, then pick up additional cards as your inventory runs low.

**Step 2** – You will pick up your card from, or have them dropped off by, your District Executive the first week of March.

**Step 3** – Volunteer Leaders should inform Scouts, and their parents, how the Camp Card sale directly benefits their unit program.

* A printed calendar and unit budget will help educate parents and Scouts about “plans for the upcoming year” and how fundraiser participation may help them save money on expenses.
* Make a chart to track Scout sales to display at your meeting location and recognize those who have hit their goals!

**Step 4** – Distribute the cards to the Scouts and encourage them to sell.

* Have parents take cards to work
* Schedule time in front of a local store as a unit.
* Ask your friends and neighbors. This card is a great value and will practically sell itself.

**Step 5 -** Check in with the Scouts and their parents weekly to ensure that Scouts are progressing in their sales. If some Scouts are sluggish in their involvement, you may want to redistribute cards as needed to the Scouts who wish to sell more. This will help ensure that at least 75% of the cards that are checked out are sold.

**Step 6 –** Ensure that your Scouts have returned their cards and money to you in time for you to return leftover cards and settle the balance with Council by May 6th..

**Step 7** – Close out your Camp Card sale. **Submit payment to Council by May 6th, 2021.**

* Units immediately keep their 50% commission.
* Units may settle their balance ($5 for each sold card) to Council at any point throughout the sale
  + at the Council Service Center, or
  + through arrangements with your District Executive
* Your unit account will be charged if payment and unsold Camp Cards are not received by May 14th.

SELL THE ADVENTURE

When selling to the community, ask your Scouts to share a personal testimony of something they enjoy in Scouting, such as a Philmont trip, planning an Eagle Scout leadership project, earning their first merit badge, white-water rafting, experiencing the first ever Jamboree at the new Summit Bechtel Scout Reservation, things that will make the customer feel good about buying a camp card. What will you do with your Camp Card money? Let your customers know your plans!

**Remember we are selling the Scouting program, not the card.** Selling camp cards as a fundraiser enables a unit to have the funds to deliver their program. We are selling Scouting and people will buy if asked. Most people have never been asked to buy Camp Cards but they would support your Scouts if asked.

People need to know why Scouts are selling Camp Cards. Why should they buy a Camp Card?

• pay for summer camp • Scout uniform • New equipment

• Philmont Trip • National Jamboree • Training

What do Scouts say?

1. “Hello, my name is \_\_\_\_\_\_\_\_\_\_.”
2. “I’m working really hard to earn my way to \_\_\_\_\_\_\_\_\_\_\_\_.”
3. “Can I count on your support?”
4. “We have a great camp card. \_\_\_\_\_\_\_\_\_\_\_\_ is my favorite discount, if you don’t like that you may like \_\_\_\_\_\_\_\_\_\_\_.”
5. “What you like to purchase one or two cards today to help Scouting?”
6. “Thank you for supporting Scouting!”

UNIT BUDGET AND FUNDRAISING GOALS

MAKE YOUR SCOUTING ADVENTURES A REALITY WITH CAMP CARDS

Well planned fund-raisers help prevent having to ask families for extra money every week. It is better to figure the total cost for the complete year up front. How your unit generates income is an important discussion topic with the unit committee and families in your unit. Most use a balance of dues and fund-raisers.

Scouts are taught early on that if they want something in life, they need to earn it. This is a fundamental principle of the Boy Scouts of America. The finance plan of any unit should include Scout participation. An annual unit participation fee paid entirely by parents does little to teach a Scout responsibility.

To determine your unit and Scout goals, the unit committee may want to determine the cost of the annual program in order to help families determine to what degree they will participate in unit fundraisers. There are many tools and resources available to assist units with this process:

* [Planning your annual Pack budget](https://i9peu1ikn3a16vg4e45rqi17-wpengine.netdna-ssl.com/wp-content/uploads/2019/09/Planning-Your-Annual-Pack-Budget-510-273.pdf)
* [Pack Budget Worksheet](https://i9peu1ikn3a16vg4e45rqi17-wpengine.netdna-ssl.com/wp-content/uploads/2019/09/Pack-budget-worksheet.xls)
* [Planning your Troops annual program budget](https://filestore.scouting.org/filestore/boyscouts/pdf/510-275.pdf)
* [Scout troop Planning Calendar](https://filestore.scouting.org/filestore/boyscouts/xls/PlanningCalendarTroop.xls)
* Troop operating budget worksheet ([PDF](https://filestore.scouting.org/filestore/boyscouts/pdf/510-277_WB.pdf)) ([Excel](https://filestore.scouting.org/filestore/boyscouts/xls/510-277.org.xls))

**2021 COMMISSION PLAN OPTIONS**

All cards sell for $10. The Scouts commission is 50%, or $5.00 for each card sold.

|  |  |  |
| --- | --- | --- |
| **Item** | **Cost** | **Cards Goal** |
| Cub Day Camp | $70 | 14 |
| R-C Cub Family camp (youth only) | $200 | 40 |
| R-C Cub Family camp (youth + adult) | $350 | 70 |
| Camp Geronimo | $350 | 70 |
| National Youth Leadership Training | $225 | 45 |
| 2021 National Jamboree | $1175 | 235 |
| Boys Life magazine Subscription | $24 | 5 |
| National Annual Dues | $60 | 12 |
| Unit Annual Dues | $\_\_\_\_\_\_\_\_\_\_ |  |
| Unit event: |  |  |
| Unit event: |  |  |
| Unit event: |  |  |
| New handbook | $15 | 3 |

Many units find the Camp Card Sale, along with the [Fall Popcorn Sale](http://www.grandcanyonbsa.org/popcorn) is adequate for both their unit and individual Scout annual needs, and parents appreciate not having to come up with funds (dues) every week or month.

STOREFRONT SALE

In 2021, many of our corporate partners are withdrawing from providing storefront opportunity for the year in order to encourage social distancing. As of Jan. 12, Frys and San Tan Bikes are offering limited storefronts, and additional information will be updated on [www.grandcanyonbsa.org/camp-cards](http://www.grandcanyonbsa.org/camp-cards) as the dates, times, and registration is finalized.

**How do I start my sale?**

Practice makes perfect, and it helps to begin with your immediate family members and community:

• Parents • Brothers and Sisters • Cousins

• Aunts and Uncles • Grandparents • Close Neighbors

• Customers who purchased Camp Cards from you last year.

• Don’t forget about our popcorn customers from last year!

You can start as soon as you receive your Camp Cards. Ask your neighbors, friends, relatives, and parents’ friends. Think of everyone who would want to support your unit. Remember, tell everyone about your unit’s program and why you are selling Camp Cards. Most people have never been asked to buy a Camp Card, but they would if you asked them and explained why you are selling!

**Great Places to Sell**:

• Community festivals • Local stores • Parent’s workplace • Banks • Gas stations • Sporting games • Grocery stores • Small businesses • Church/Chartered Organization functions

•The businesses included on the camp cards!

• Council arranged storefront registrations open on Feb. 18th

**How do I arrange for a storefront of my own?**

Many scouts sell camp cards in front of community businesses in addition to door to door sales. It is the responsibility of the unit/Scout to check with store management to arrange sales. [Click here](https://ec7f0d46-6a86-4442-a3e2-2bdd03c4a4ed.filesusr.com/ugd/3ba018_64dc75fd164e480bbbbfbde0707e40e2.docx?dn=Popcorn%20Storefront%20template%20-%20Units.docx) for a template letter to request a storefront on behalf of your unit.  You may arrange your own storefront sales at your school, house of worship, local businesses, or any other safe location where your Scout can to sell Camp Cards.

Suggestions to help make your location storefront sale successful:

* Scouts should clean the area before and after the sale.
* Do not use chairs at the location. They take up a lot of room and work against the sale.
* Have a table to display some of your unit’s adventures, awards, or information on your service projects throughout the community.
* Scouts should to work the sale, no sitting or horseplay!
* Have enlarged versions of the [Camp Card](https://ec7f0d46-6a86-4442-a3e2-2bdd03c4a4ed.filesusr.com/ugd/3ba018_b6f9208ba38d4919af1ce127fd2f91ca.pdf) printed on foam cardboard to show customers who may have trouble reading from the card. These can be sourced from the UPS store.
* Remember to have water available to stay hydrated during the shifts.
* Adults: allow the Scouts to sell the Camp Cards; Give the Scouts room to grow.
* ALWAYS SAY THANK YOU whether they buy or not!
* ALWAYS WEAR YOUR UNIFORM! Neat, clean, and tucked in!

TIPS FOR SAFE DOOR-TO-DOOR SELLING

A Scout is Safe. When conducting your sale, it is important to ensure safety of your youth. Below are some general safety and sales tips.

* When selling Camp Cards in your neighborhood always have an adult or buddy with you.
* ALWAYS wear your uniform, neat, clean, and tucked in. Everybody loves to support a Scout in uniform.
* Never enter a stranger’s house.
* Keep checks and cash in an envelope with your name on it.
* ALWAYS walk on the sidewalk and driveway. NOT through the yard. Watch for traffic.
* Never sell at night without an adult.
* Not every person will buy, so do not become discouraged.
* The more people you ask – the more people will buy.
* Put Camp Card sales articles in your school, church, and community bulletins/newsletters.
* ALWAYS act like a Scout. Be polite and courteous. Wear a smile and introduce yourself.
* Most importantly, when you are selling Camp Cards tell the people how the money will be used.
* Practice sales with people you know first!
  + Ask your parent to be the first to buy Camp Cards.
  + Ask your relatives to buy Camp Cards.
  + Ask your neighbors to buy Camp Cards.
  + Ask the parents of your friends to buy Camp Cards.
* Take your Camp Cards to your place of worship and ask people to buy during coffee/fellowship hour (get permission first).
* Ask your parents if they can take your Camp Cards to work and ask their co-workers to buy cards. They may need to get permission first.
* Ask a parent or fellow Scout to go door-to-door with you to sell your Camp Cards.
* Ask your patrol or den to schedule a “Super Sale Day.” This is a day when your fellow Scouts select a neighborhood and go door- to-door as a group to sell Camp Cards.
* ALWAYS SAY THANK YOU whether they buy or not.

BSA FUNDRAISING GUIDELINES

* Please visit [www.grandcanyonbsa.org/fundraising](https://www.grandcanyonbsa.org/fundraising) for fundraising guidelines.
* Camp Cards and Popcorn sales are the only Council approved fundraisers; they alone do not require submission of the Unit Money Earning Application.
* Direct solicitation of cash donations from community businesses, individuals, service organizations, etc., are not allowed. Units raise their needed funds through approved product sales and fundraising events, payments from member dues, and family support.
* Revenue from sales can be returned to Grand Canyon Council offices at any time throughout the campaign. For each card sold, units keep $5.00 and are responsible for returning the remaining $5.00 in revenue to council.

RETURN POLICY

If units have cards remaining at the end of the fundraiser, they may return any unsold, undamaged cards at any time throughout the campaign. The cards MUST be in new condition (with snap off discount tabs intact). We cannot accept returns of any cards that have been damaged. Be sure Scouts and parents treat each card as if it were a $10 bill!

**SALES END APRIL 30th with all balances and remaining cards due to Council offices by May 6th.**

**There is a grace period until May 14th, at which point the unit will be charged for ALL outstanding cards.**

​

Any cards, including those lost, misplaced, or damaged, not returned to Council by May 7th will be considered sold, and will be charged to the unit account. It is the unit Camp Card Chair’s sole responsibility to ensure that they return their unit’s cards and monies by the end of the sales period.

CONTACTS

**District District Executive** **Phone​**

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Program Director [Matthew Graham](mailto:Matthew.Graham@scouting.org) (480) 955-7747,229

Cashier Makenzie Snyder (480) 955-7747,221

2021 CAMP CARD DEALS

The 2021 camp card sale will be the second year in the Grand Canyon Council to feature regional cards and multiple card options. Our goal is to provide meaningful deals to each community, which in turn we hope will increase customer purchases and unit participation. Some deals are featured on every card, such as fast food, state sports teams, and Scout Shop, where as other are specific to a card, such as local attractions, restaurants, or entertainment that may not exist in other regions. Asterisks next to a business’ name denotes a single use snap off offer.

All deals expire on Dec. 31, 2021, unless otherwise noted. Sports teams note when their offer expires as their schedule is seasonal.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Business** | **1 - West** | **2 - East** | **3 - Scottsdale** | **4 - Flagstaff** | **5 - Prescott** | **Offer** |
| Aspen Deli (Flagstaff) |  |  |  | 1 |  | 10% off of purchase |
| AZ Diamondbacks | 1 | 1 | 1 |  |  | Discounts of up to 30% off select home games |
| Babbitt's Backcountry Outfitters (Flagstaff) |  |  |  | 1 |  | 20% off of one non-sale item |
| Big 5 Sporting Goods | SNAP | SNAP |  | SNAP | SNAP | $10 off $100 purchase |
| Bosa Donuts (Mesa) |  | 1 |  |  |  | 6 donuts free with purchase of a dozen donuts, $.99 dozen donut holes, BOGO flavored tea |
| Carls Jr | 1 | 1 | 1 |  | 1 | Buy one single western bacon cheeseburger get one free. |
| Cupper Coffee (Prescott) |  |  |  |  | 1 | 25% off of entire purchase |
| Dave and Busters | SNAP |  | SNAP |  |  | Free $20 game play with purchase of $20 game play. 10% off of special event. |
| Del Taco | 1 | 1 | 1 | 1 | 1 | Buy one grilled chicken taco, get one free |
| Fat Cats (Mesa) |  | SNAP |  |  |  | Offer 1- Buy $10 Arcade card Get $10 free- Not valid on Half price Wednesday's or weekend/holidays |
| Flag Tag AZ (Flagstaff) |  |  |  | 1 |  | three free cookies with purchase |
| Fratellis Pizza (Flagstaff) |  |  |  | 1 |  | 10% off of regular priced items, dine in/take out only. Excludes alcohol. |
| Freddy's Frozen Custard and Steakburgers (Waddell) | 1 |  |  |  |  | Free ice cream cone/dish with purchase of meal |
| Geek Desserts (online) |  |  | 1 |  |  | 15% off of custom cake or cookie order of $100 or more |
| Great Wolf Lodge (in Scottsdale) | 1 | 1 | 1 |  |  | 20% discount in Hungry as a Wolf on food and non-alcoholic beverages before tax only. Discount is valid Monday – Thursday |
| Hike Shack (Prescott) |  |  |  |  | 1 | 10% off of retail purchase |
| Hiking Shack (Phoenix) | 1 |  | 1 |  |  | 15% off |
| Jiffy Lube | 1 | 1 | 1 |  |  | $10 off signature service oil change. |
| McDonalds of Northern AZ |  |  |  | 1 | 1 | Free ice cream or pie with purchase of combo meal |
| Medieval Times (Scottsdale) | 1 | 1 | 1 | 1 | 1 | Up to $6 off each admission ticket year-round! |
| Melrose Kitchen (Midtown Phx) | 1 |  |  |  |  | 10% off of entire bill |
| Mob Buger (Prescott) |  |  |  |  | 1 | 10% off of purchase |
| Olsen's Grain (Northern AZ) |  |  |  | 1 | 1 | $10 off of purchase of $100 or more. |
| Phoenix Rising (Ahwatukee) |  | 1 | 1 |  |  | 20% off of select home games |
| Predator Ziplines (Camp Verde) |  |  |  | 1 | 1 | Child zips for free when accompanied by a fully paying adult. |
| Saguaro SCUBA (Mesa) |  | 1 |  |  |  | two people for price of one "Discover SCUBA" lesson $25 |
| San Tan Bikes (Gilbert) |  | 1 |  |  |  | $10 off of a bike tuneup |
| Scout Shop (Mesa) | 1 | 1 | 1 |  |  | 10% off of camping items with purchase of $50 of more |
| Sharlot Hall Museum (Prescott) |  |  |  |  | 1 | $3 off of general admission |
| Sole Sports (Scottsdale/Gilbert/Tempe) | 1 | 1 | 1 |  |  | $15 off of a pair of running shoes |
| Sportsmans Warehouse |  |  | SNAP | SNAP | SNAP | $10 off your purchase of $50 or more. |
| Sweet Shoppe (Flagstaff) |  |  |  | 1 |  | 20% off of purchases |
| Two Mamas (Prescott) |  |  |  | 1 | 1 | 15% off of purchase |
| Warners Nursery (Flagstaff) |  |  |  | 1 | 1 | 20% off of entire purchase, one time use only |
| Wildlife World Zoo (Glendale) | 1 |  | 1 |  |  | Free child admisison with adult |

CAMP CARD LEADER NOTES

This page is a great reference for ideas, plans, or lessons learned for future camp card sales. Be sure to jot down ideas to share with future camp card sales leaders and to aide your unit in future success.