

# 2022 Camp Card Leader's Guide



Grand Canyon Council BSA

8840 E Chaparral Rd #200

Scottsdale, AZ 85250

602-955-7747

[www.grandcanyonbsa.org/campcards](http://www.grandcanyonbsa.org/campcards)

# YOUR SCOUTS CAN EARN THEIR WAY TO A WEEK OF CAMP (AND MORE!)

Welcome to the 2022 Camp Card Sale,

First, thank you for investing the time and energy to lead your Scouting unit's 2022 Card Camp Sale! The Camp Card Sale is the perfect opportunity for Scouts to raise funds for their summer camp fees, camping equipment, or year-round programming without burning a hole in their family's pockets. Each card offers discounts from local vendors that are valid during the 2022 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 summer ever and help fund the rest of their Scouting adventure.

This "Leader's Guide" will help you with your 2022 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/campcards](http://www.grandcanyonbsa.org/campcards) for important updates during the campaign.

## Have a question? Contact us:

Sondra Wendt  
Council Fundraising Chair  
623-297-1475  
[Skwendt@cox.net](mailto:Skwendt@cox.net)

Brendan Switts  
Program Executive  
602-955-7747, Ext. 229  
[brendan.switts@scouting.org](mailto:brendan.switts@scouting.org)

# IMPORTANT DATES

- January 27** Virtual Camp Card Kickoff at 6:30pm
- January 28** Storefront Registration Opens
- February 4** Early Reservation Deadline
- March 7-11** Camp Cards available for pickup from District Executives
- May 13** Card Return Deadline. Units charged for remaining cards after this date.

# CONTACTS

District	District Executive	Phone
Central	<a href="#">Ty Simonian</a>	602-955-7747, Ext. 257
Gila River	<a href="#">Davis Fox</a>	602-955-7747, Ext. 251
Lost Dutchman	<a href="#">Abby Lyon</a>	602-955-7747, Ext. 218
Pinnacle Peak	<a href="#">Matt Hill</a>	602-451-8932
Ponderosa	<a href="#">Patrick Gamble</a>	602-820-6845
Sonoran Sunset	<a href="#">Steven Nazaruk</a>	602-955-7747, Ext. 250

# KEY FACTS

- Scouts earn **50% commission** on each card sold, the highest percentage of any council fundraiser.
- **Six 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 January 27<sup>th</sup> at 6:30PM so that all units (regardless of geographic location) may participate, ask questions, and rewatch the presentation as needed.

# BSA FUNDRAISING GUIDELINES

- Please visit [www.grandcanyonbsa.org/fundraising](http://www.grandcanyonbsa.org/fundraising) for a full list of 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 must raise their needed funds through approved product sales and fundraising events, payments from member dues, and family support.
- **Any donations that are collected during the Camp Card Sale must be reported and split with the council 50/50 (even if a Camp Card is not sold to the individual).**
- 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!

**All balances and remaining cards are due to Council offices by May 13th.**

Any cards, including those lost, misplaced, or damaged, not returned to council by May 13th will be considered sold, and will be charged to the unit account. It is the unit Camp Card Chair's responsibility to ensure that they return their unit's cards and monies by the end of the sales period.

# HOW THE CAMP CARD SALE WORKS

**Step 1:** The Camp Card Chair should hold a meeting to 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 2:** Help each Scout in your unit set a personal goal using the 2022 Commission Plan Options on page 10. Add their goals to determine the number of cards you will need. Twenty cards will earn \$100 in commission. For your past sales history, email [brendan.switts@scouting.org](mailto:brendan.switts@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 3:** You will pick up your card from, or have them dropped off by, your District Executive from March 7 – March 11

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

- Have parents take cards to work
- Schedule storefronts 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 13<sup>th</sup>.

**Step 7 –** Close out your Camp Card sale. **Return cards and submit payment to GCC by May 13<sup>th</sup>.**

- 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 other arrangements with your District Executive
- Your unit account will be charged if payment and unsold Camp Cards are not received by May 13<sup>th</sup>.

# CAMP CARD CHAIR RESPONSIBILITIES

Leading your unit to its best year of Scouting!

## RECRUIT ONE OR MORE ADULT VOLUNTEERS 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 2022 commission plan options table on page 10.
- 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.

- You can sign-up for council-organized storefronts starting on January 28 at [www.grandcanyonbsa.org/campcards](http://www.grandcanyonbsa.org/campcards)
- A storefront request letter template is also available on the same webpage.

### Prepare handouts for Unit Kick-Off meeting for adult 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/campcards](http://www.grandcanyonbsa.org/campcards) to download Leaders Guide and forms.

### Arrange to pick up Camp Cards as needed:

- Camp Cards will be available for pick up from your District Executive from March 7 – March 11.
- After that first week, you can pick-up more Camp Cards by contacting your District Executive or stopping by the Council Service Center.

### Remind your Scouts of due dates.

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

- Using the "2022 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 **Friday, May 13, 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 your 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!

# 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 a Jamboree at the 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?

Summer Camp

Scout Uniform

Camping Equipment

High Adventure Trip

National Jamboree

Leadership Training

What should 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!"



# 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.

# 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 BSA. 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 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 Pack's Annual Program Budget](#)
- [Pack Operating Budget Worksheet](#)
- [Planning Your Troops Annual Program Budget](#)
- Troop Operating Budget Worksheet ([PDF](#)) ([Excel](#))

### SAMPLE 2022 CAMP CARD SALE PLAN

All cards sell for \$10. The Scout's commission is 50%, or \$5.00 for each card sold.

Item	Cost	Cards Goal
Cub Day Camp	\$80	16
R-C Cub Resident Camp (youth only)	\$225	45
R-C Cub Family camp (youth + adult)	\$450	90
Camp Geronimo	\$425	85
National Youth Leadership Training	\$275	55
Scout Life Subscription	\$24	5
National Annual Dues	\$72	15
Council Program Fee	\$50	10
Unit Annual Dues	\$_____	
Unit event:		
Unit event:		
Unit event:		
New handbook	\$18	4

# STOREFRONT SALE

Visit <https://www.grandcanyonbsa.org/campcards/> for the most up-to-date council-organized storefront information.

## 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 February 7th.

## 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](#) 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.

Tips 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 community service.
- Scouts should work the sale, no sitting or horseplay!
- Consider purchasing enlarged versions of the Camp Card printed on foam cardboard to show customers who may have trouble reading from the card.
- 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!