

2020 CAMP CARD UNIT GUIDEBOOK

www.ocscouts.org



Unit Camp Card Chairman

Each unit should have a Camp Card Chairman. The Chairman's sale responsibilities are to manage all aspects of the sale, clearly communicate sale information to your unit leaders, parents and Scouts, and track the Scout Sales for the Prize Drawing – See page 5 for the form. The Unit's goal: Get 100% of their Scouts to participate. The Chairman should be an expert in all things camp, they should ensure Scouts know the myriad of camping opportunities available and encourage them to attend.

Chairman's Responsibilities

CAMP

- Explain to parents the importance of each scout earning his way to camp!
- Be knowledgeable in all Occoneechee Council camping opportunities both Cub Scouts and Boy Scouts.

CARD

- Communicate the purpose of the Camp Card sale and the timeline to your Scouts and parents.
- Kick-off the Camp Card sale with a BANG providing all members with sales kit & at least 25 cards.
- Inspect, coach and praise your Scouts.
- Collect all money and turn in the amount due to the Council by May 15, 2019.

Commission

The Camp Card commission will be 50% if the unit is paid in full by May 15. Commission drops to 30% after that. ***Units do not have to pay for ANY cards up front.***

Orders and Re-Distribution

The Council will place the orders for cards based on the unit commitment forms. Your units sales last year will also be taken into account in your order. A limited quantity of additional cards will be available at the Council office if the units requires more.

Return Policy

Camp Cards can be returned to the Council Service Center in Raleigh. However, the cards **MUST** be in new condition (including snap off discounts) **AND** bundled in groups of 25. **NO** cards will be



accepted for return after May 15. The UNIT is RESPONSIBLE for any unreturned cards (lost, misplaced, damaged, etc.) Be sure Scouts and parents treat each card as if it were a \$5.00 bill.

Sales Support

Scout office: 919-872-4884

Council Web Page: www.ocscouts.org

Adam Van Stedum: Adam.Vanstedum@scouting.org

Benefit of Selling Camp Cards

How does selling camp cards benefit the Unit and Scout?

- Gives the Scout the opportunity to fund their Scout camp experience.
- Teaches teamwork and goal setting.
- Gives the Scout the opportunity to learn time management.
- Teaches salesmanship, builds self-confidence, and gives the Scout the chance to improve public speaking skills.
- Proven fund raiser.

How does the Council benefit?

- Provide funds to help with the ongoing costs of operating our Council.
- Provides Camperships for Scouts unable to afford a summer camp experience.

There are Five cards for 2020—Wake County, Fayetteville, Durham/Chapel Hill, Lee County and Moore County— see www.ocscouts.org for examples of all cards.



Camp Card Unit Kickoff

How can you ensure a successful kickoff?

Appoint a Unit Camp Card Chairman

- Make sure your kick-off is properly promoted through email groups and phone contacts. Kick off the sale with excitement, fun or food. Set unit and scout goals.
- Be Prepared to talk about camping opportunities that the scouts can earn money to attend.
- Make sure every scout gets a Sales Kit and 25 Cards.
- **Keep it simple! Make it FUN!**

Camp Card Kick-off Agenda

- Grand opening with music, cheers, excitement and Camp Durant videos from YouTube.
- Check out a SALES KIT to every Scout with at LEAST 25 Cards.
- Review camping opportunities.
- Review sales goal and explain key dates.
- Scout training: roleplay-Do's and Don'ts.
- Big Finish: Issue a challenge to your scouts and send everyone home motivated to sell.

Keep the Momentum Going

- Encourage them weekly. Use emails, phone calls, face-to-face contact, etc.
- Recognize top selling Scouts each week with a prize.



FORMS

1. **Unit Commitment Form** send completed form to 421Camp.Cards@scouting.org

*The following TWO forms are used together
AND turned in together on May 15, 2020*

2. **Scout Sales Tracking Form for Prize Drawing**
3. **Unit Settlement Form**

CAMP CARD 2020 DATES

January - February Units Commit to Sell Camp Cards.

March..... Camp Cards available to Units at District/
Service Area Kick-Offs the first week of March.

March Units hold Kickoffs & Start Sale. Chairman
explains program to Scout parents. Chairman distributes materials &
cards.

May 15 **CAMP CARD SALE ENDS.** Unit Settlement
Form, Scout Sales Tracking Form (NEW & required to enter the Prize
Drawing) & All Monies are due to Council. On or Before this date, unit
commission is 50%. Return cards in Bundles of 25.

After May 15 Unit Commissions are Reduced to 30%.

May 22..... Prize Drawing Winners Announced.



Prize Program Explained

ONLY ONE prize from Each Category will be awarded. The Prize Drawing will take place May 22nd, 2020 via Social Media. Watch for drawing details to be announced on www.ocscouts.org and the Council's Facebook page.

Number of Cards Sold PER Scout	Prize Drawing Category
up to 99	\$150 Amazon Gift Card
100 - 499	\$200 Amazon Gift Card
500 Plus	\$600 Amazon Gift Card
Number of Cards Sold per UNIT	
The Unit that sells the greatest number of cards	\$200 Scout Shop Gift Card