## 2024 Scout Card Leaders Guide

## 2024 SCOUT CARD SALE

The Occoneechee Council is excited to announce the 2024 Scout Card program formerly know as Camp Cards This initiative is designed to help Scouts earn the funds they need to pay their own way to Scouting adventures/experiences/trainings/camps. The commission paid on cards is $50 \%$. The 2024 Card has been developed with highvalue offers to maximize your Scouts' potential earnings. The versions are Chatham County, Cumberland County, Durham/Chapel Hill, Lee County, Moore County and Wake County. Cards ordered will be distributed from the Council Office. Any unsold cards can be returned by the deadline at no cost to your unit as long as the break-aways are intact.

## SCOUT CARD BENEFITS

- Card Price - \$5
- Commission per card sold - $\$ 2.50$
- No Risk—unsold cards can be returned by deadline
- Council Approved Fund-Raiser: Scouts can and should sell in uniform
- 6 Versions - geographically designed


## 2024 TIMELINE

March 22
April 5-12
June $14^{\text {th }}$
June $14^{\text {th }}$

June 17th
June $28^{\text {th }}$

Unit card orders due
Cards distributed to units
Sale Ends
Return deadline for unsold cards. Units are
financially responsible for any cards (lost, misplaced,
damaged, etc) kept beyond this date!
Money, Settlement Form, Sales Tracker for Drawing are DUE PRIZE DRAWING!!!!

## ORDERS \& REORDERS

The council will place an order for Scout cards after all units have placed orders.
If you need additional cards during the sale please use the same link.

## RETURN POLICY

Unsold and unbroken cards can be returned to the council at no cost to the unit on or before June 14th. Units will be responsible for all cards kept after June 14th.

PLACES TO SELL

1. DOOR-TO-DOOR: Take your cards for a trip around the neighborhood. Highlight the great coupons and how the cards save money! Encourage customers to buy more than one card because the break off coupons can only be used one time and more than pay for the card. Suggest buying a card for each car.
2. STORE FRONT SALES: Set up a sales booth and sell Scout Cards on the spot. This can be an effective approach in the right location at the right time. Focus on multiple locations over the course of the sale. It is important to always ask permission from the store manager prior to setting up in front of a store. Many businesses prohibit store front sales, please respect their policies. Also, it is important to check with your district as many have district signup sheets for store fronts that must be signed up for at the district. Locations to consider include Walmart, Lowe's, Sam's, Tractor Supply, grocery stores, etc. Again, make sure you have permission prior to setting up in front of any stores.
3. ONLINE: Sell $100 \%$ of your cards online. All scouts will use a central website. Please ask your customer to include your name and unit number to ensure the sale gives credit to the correct Scout/Unit. Customers can choose from any of the 6 card versions. The customer will pay an extra $\$ 1.50$ for shipping (first 5 cards). The credit for sales will be used against the unit's balance. A sales report will be provided to show which Scouts should receive credit.

## SAFETY AND COURTESY

Be sure to review these safety and courtesy tips with your Scouts and parents:

- Always sell with another Scout or with an adult-NEVER alone.
- Two deep policy except with parents.
- Never enter someone's home.
- Never sell after dark.
- Don't carry large amounts of cash, but do carry change!
- Always walk on the sidewalk and driveways-stay off the grass.
- Be careful of dogs while selling.
- Say THANK YOU even if they don't buy a card.


## IT'S EASY TO SELL—LET ME SHOW YOU HOW! SALE TECHNIQUES FOR SCOUTS

Don't miss the opportunity to use the Scout Card sale to train your Scouts in public speaking, sales and service. Your Scouts and parents will appreciate the effort and your sales will improve. Scouting adventure card sales may also qualify for some requirements towards the Salesmanship Merit Badge and other advancement opportunities.

- Have Scouts role play and practice during the kickoff.
- Find a way to make training fun and reward Scouts who do a good job. Give a small incentive at a patrol/den level.


## HAVE YOUR SCOUTS PRACTICE THESE SIMPLE STEPS

- Wear your Uniform.
- Smile and say - "Hello, my name is $\qquad$ . I'm a Scout with (Pack/Troop /Crew) $\qquad$ .
- Tell them what you are doing - "I'm raising money so that I can (insert Scout Adventure) this year."
- Tell them what they can do to help - "I'm selling Scout Cards that will not only help me (insert Scout Adventure here), but will help YOU save money as well."
- Explain that just one of the breakaways will pay for the card.
- Close the sale, and say, "Thank you!"


## WE ARE SELLING THE SCOUTING, NOT JUST THE CARD

Ensure your Scout families understand they are selling character, they are selling a better community, and they are selling all the benefits of Scouting and the camping activities, NOT just a card. Emphasize how every card sold helps a Scout go on adventures. The reason our sale will be successful is because people want to support Scouting as much as they want to buy a card.

## UNIT TIPS

- Hold a Unit kickoff
- Emphasize how the card pays for itself.
- Set goals / show benefits.
- Offer prizes.
- Train Scouts how to sell.
- Set up store front opportunities for families.
- Accept credit cards.
- Find a way to make training fun and reward Scouts who do a good job.

OCCONEECHEE COUNCIL, BSA
SERVING NORTH CAROLINA'S FUTURE PARENTS, WORKFORCE \& LEADERS

## Sales Support:

Scout office: 919-872-4884
Council Web Page: www.ocscouts.org
Tyler Perkinson - tyler.perkinson@scouting.org
(919) 930-5265

## PRIZES!

ONE prize from Each Category will be awarded. The
Prize Drawing will take place June 28, 2024.

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

## CHATHAM - front



BACK


LEE - front


BACK


FAYETTEVILLE - front


## MOORE - PC52

## FRONT



## BACK



## DURHAM - PC52

FRONT


## BACK



WAKE - front


BACK


