

2020 Camp Card Leader's Guide



Boy Scouts of America
Grand Canyon Council

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www.grandcanyonbsa.org/campcard

Your Scouts can earn their week at a Grand Canyon Council Camp this summer!

Welcome to the 2020 Camp Card Sale,

First, thank you for investing the time and energy to lead your Scouting unit's 2020 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 2020 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 Book" will help you with your 2020 Camp Card Sale. It includes important information about how selling camp cards benefits your Scouts, time lines, 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 for important updates during the campaign.

Have a question?

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IMPORTANT DATES

February 16	Camp Card Kickoff via Webinar at 6:00PM.
February 18	Fry's storefronts to become available; Camp Cards may be reserved.
March 2	Camp Cards are available for check out at Grand Canyon Council.
March 5	Camp Cards available at District Round Tables. Confirm RT attendance with your DE.
March 6-8	Fry's storefront weekend #1
March 30	Recommended Unit checkpoint date – Scouts confirm sales and return monies; units check out additional cards as needed.
April 17-19	Fry's storefront Weekend #2
April 30	Sale ends: units return money or unsold camp cards before this date
May 7	Grace period ends: Units charged for every outstanding camp card

NEW FOR 2020

- 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.
- **Four 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.
- **Units may now return up to 25% of the cards they have checked out.** This is to encourage units to plan and set goals, and to ensure that individual units are not preventing other units or Scouts from participating by holding onto hundreds or thousands of cards with no intention of fundraising.
- **The Camp Card Kickoff will take place over a webinar** on Feb. 16th at 6:00PM 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 2020 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 open on Feb. 18th at www.grandcanyonbsa.org/campcard
- 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 to download Leaders Guide and forms.

Arrange to pick up more Camp Cards as needed:

- Visit the Grand Canyon Council Service Center
- 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 "2020 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, April 30, 2020**, 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], 2020 (Give yourself time to collect and submit payment)
 - Money due date. Due at the Council Service Center by Thursday, April 30, 2020.
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. Aggregate their goals to determine the number of cards you will need. Twenty cards will earn \$100 in commission. For your 2019 sales history, email Matthew.Graham@scouting.org.

Please keep in mind that beginning 2020, **up to 25% of unsold cards can be returned**. 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 attaining its goal, 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 can pick up your cards at the Council Service Center beginning March 2nd, or with prior arrangement with your district executive, at your district Roundtable.

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 April 30th.

Step 7 – Close out your Camp Card sale. **Submit payment to Council by April 30th, 2020.**

- 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
- Units may return up to 25% of the total cards they have checked out at any point throughout the sale at the council service center.
- Your unit account will be charged if payment and unsold Camp Cards are not received by May 7th.

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](#)
- [Pack Budget Worksheet](#)
- [Planning your Troops annual program budget](#)
- [Scout troop Planning Calendar](#)
- Troop operating budget worksheet ([PDF](#)) ([Excel](#))

2020 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](#) 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 SALES

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
Fry's Food Stores will have over 150 locations available.

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.

Fry's Food Stores has made their storefronts available March 6-8, and April 17-19. Units may reserve these storefronts at the Council website beginning Feb. 18th.

Things 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!
- Do not allow horse-play. Scouts should stay outside of the store during their shifts.
- 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 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 up to 25% of the cards they have checked out! Unsold, undamaged cards can be returned to Grand Canyon Council offices 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.

There is a grace period until May 7th, 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.

2020 CAMP CARD DEALS

The 2020 camp card sale will be the first 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 region, such as local attractions, restaurants, or entertainment that may not exist in other regions. An asterisk next to a business' name denotes a single use snap off offer.

All deals expire on Dec. 31, 2020, unless otherwise noted. Sports teams note when their offer expires as their schedule is seasonal.

Business	Offer	West-metro PHX	East-metro PHX	North AZ	Explorer
Ape Index	Buy one day pass at regular price, get one free!	X			
Arizona Coyotes	Buy one, get one on select Spring games. (exp. 9/21/2020)	X	X	X	X
Arizona Diamondbacks	30% off select home games. Tickets can only be ordered online. Expires 9/21/20.	X	X	X	X
Arizona Hiking Shack	15% off retail	X	X		
AZ on the Rocks	\$10 off any regularly priced day pass (family pass included). Not valid with any other discount. One use per month. Expires 3/1/21.		X		
Big 5 Sporting Goods*	20% off regular priced items & 10% off sale priced items. See big5.com/exclusions or store for exclusions, including bulk orders, gift cards, licenses, clearance items, firearms, ammo, and some vendors. Not applicable to other coupons or prior purchases. Limited to one use. In stock items only.			X	
Dave and Busters*	Free \$20 game play with purchase of \$20 game play. 10% off of special event.	X	X		X
Del Taco	Buy one grilled chicken taco, get one free	X	X	X	X
FlagTag	Buy one get one laser tag or free axe throwing lesson.			X	
Glenfair Lanes	Buy 1 game, get 1 free. Not valid during neon bowling or any other specials or promotions.	X			
Jiffy Lube	\$10 off signature service oil change. Service includes up to 5 quarts of 5W30 or 5W20 conventional motor oil. Most vehicles. Shop fees additional. With this card only. Not valid with any other offer or discount. Valid at all Phoenix Metro Valley Locations. Expires 12/31/2020.	X	X	X	X
Las Gorditas	Free regular drink with any entrée order.			X	

LEGOLAND Discovery Center	Adult admission gets youth in free. Cannot be combined with any other promo or discount including combo tickets and online discounted tickets. Valid for up to 6 guests.		X		X
Main Event	Buy \$20 in arcade game play, receive \$20 free. Valid 3/1/20-2/28/21)	X			
New York Pizza Dept.	\$10 off Purchase of \$20 of more. Delivery, carry out, & dine-in available. Limit one coupon per party. Not good in combination with any other offers.	X	X		X
Olsen's grain	\$10 off purchase of \$100 or more. Valid at any Olsen's location. One transaction use only. Valid 3/1/20-2/28/21.			X	
Phoenix Rising	Save up to 20% off select Phoenix Rising games. Promotion not redeemable at box office. Not valid for playoffs or external events at Casino AZ.	X	X	X	X
Predator Ziplines	Child zips for free when accompanied by a fully paying adult.			X	
Quick Quack Car wash	Any first month unlimited car wash membership for \$1 (valid 3/1/20-2/28/21)	X	X		X
Scout Shop	10% off your purchase of \$50 or more on camping items. Excludes wall tents and gift cards.	X	X	X	X
Sealife Arizona	Adult admission gets youth in free. Cannot be combined with any other promo or discount including combo tickets and online discounted tickets. Valid for up to 6 guests.		X		X
Six Flags Hurricane Harbor	\$8 off main gate. General Admission (limit 4). Present coupon at front gate ticket window to redeem offer. Available for the 2020 season. Please visit sixflags.com/phoenix for calendar & other offers.	X	X	X	X
Sole sports	\$15 off a pair of shoes. Sale shoes and other discounts excluded.	X	X		X
Sportsman's Warehouse*	\$10 off your purchase of \$50 or more. (3/1/20-2/28/21)	X	X	X	X
Two Momma's	\$5 off purchase of \$25 or more.			X	
Uncle Sam's	10% off purchase of \$25 of more. Dine in or take out.	X	X		X
Uptown Jungle	free 90-minute admission w/ purchase of a 90-minute admission. (Valid 3/1/20-2/28/21)	X	X		X
USA's Skateland Mesa	4 free admissions. Skate rental extra. Not valid for all you can skates.		X		
Wildlife World Zoo	\$5 off per person for up to four people. Not valid with other discounts or offers. \$20.00 value.	X			

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.