

# 2018 Camp Card

## Circle Ten Council, Boy Scouts of America

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### **HOW THE CAMP CARD SALE WORKS:**

- The Camp Card is designed to help units fund their way to 2018 Camp programs, but may be used as the unit committee sees fit.
- This is a Risk Free Unit Sales project where units check out Camp Cards and return any Camp Cards not sold.
- Each Camp Card will sell for only \$10.00 to the general public and will have multiple food, service and entertainment discounts for the customer to use throughout the year.
- The participating unit will keep 50% commission (\$5.00) for each Camp Card sold!
- Every unit will have the opportunity to sell in front of Tom Thumb/Albertson's and Dick's Sporting Goods locations during the sale.

### **2017 Camp Card Timeline:**

February 8	Council Camp Card Kickoff— Camp Cards distributed and Camp Card Sales Begin
May 11	Last day for Units to turn in money and unsold Camp Cards (*Note—Units keep commissions and only turn in unsold cards & money due council)
May 12	Commission drops to 35% commission
May 18	Last date to enter online Unit Top 3 Salesmen to be eligible for Top Sellers
May 31	Commission drops to 25% commission
June 11	Youth and Unit incentive drawings held

### **How to implement Camp Card sales for your Unit:**

1. Determine NOW the camp programs your youth plan to participate in for 2018
2. Determine the number of active youth in your program
3. Set a per youth sales goal (number of Camp Cards he/she should sell)
4. Set an overall unit sales goal
5. Communicate unit needs clearly with each youth and parent
  - a. Explain how the sale of Camp Cards teaches youth the value of earning what they want
  - b. Explain exactly where the unit plans to allocate the revenue generated from the sales (i.e. Camp fees, uniform, unit trailer, etc.)
6. Communicate Camp Card calendar clearly with all youth and parents
  - a. Have a Kickoff for your unit
  - b. Have a Turn-In date for money and unsold Camp Cards

### **Unit Sales Incentives:**

- Sign-up by February 2<sup>nd</sup> and settle your account by May 11<sup>th</sup> to receive 50% commission throughout the entire sale
- Sign-up by February 2<sup>nd</sup>, settle your account by May 11<sup>th</sup> and sell a minimum of 250 Camp Cards and be in a drawing for a \$250 Gift Card

### **Youth Sales Incentives:**

- Sell 25 Camp Cards and you will be eligible for the 12 weekly drawings (February 16 – May 4) for a \$25 Walmart Gift Card and Wendy's Gift Card. For every 25 cards you sell you will be entered into the weekly drawings.
- Prizes will be awarded to the Top Cub Scout and the Top Boy Scout salesman in each district.
- Prizes will be awarded to the Top 100 youth salesman
- In addition to being entered into the weekly drawings for every 25 Camp Cards you sell, you will be entered into our grand prize drawing for your choice of an Go Pro Camera, Sony PlayStation Virtual Reality Headset; the Grand Prize drawing will be held on June 11<sup>th</sup>.

If you have any questions, please contact Stephanie Kirk, [Stephanie.kirk@scouting.org](mailto:Stephanie.kirk@scouting.org) or 214-902-6717 or Jim Sullivan, 214-902-6708.