

**HOW -TO**

# Fund Your Adventure



# 2025



## A UNIT LEADER'S GUIDE



To  
Promoting

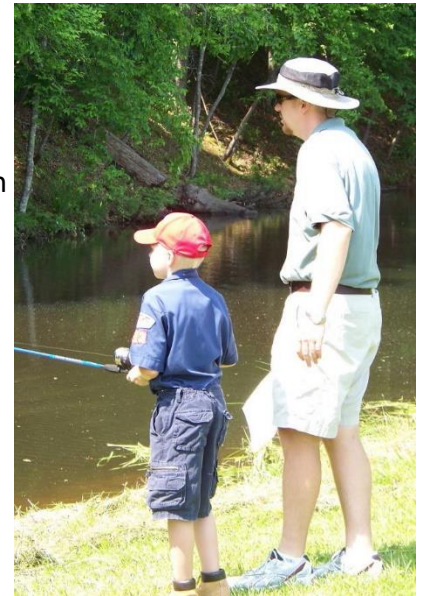


# CAMP CARDS

*A SCOUT IS THRIFTY . . .*

# EARN YOUR OWN WAY TO SUMMER CAMP

The Camp Card campaign is designed to help Scouts earn funds to offset the cost of their Scouting experience. Units participating in this program will earn 50% commission for each \$10 Camp Card they sell. The campaign begins **February 6th** and ends **April 25th**. Units may return up to 40% of the total number of cards received and settle their account with final payment on or before **April 30th, 2025**.



## COUNCIL WIDE COMMUNITY PARTNERS

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WAFFLE  
HOUSE



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Event	Cost	Cards
Cub Scout Day Camp	Appr. \$140	28
Webelos Resident Camp	Appr. \$150	30
Camp FGL Summer Camp	\$350	70

## CAMP CARD CHAIRS - Unit

Each unit should have a Unit Camp Card Chair. The Unit Chair's Camp Card responsibilities are to manage all aspects of the camp card campaign, clearly communicate campaign information to your leaders, parents, and Scouts.

The Unit Chair's goal: Get 100% of their Scouts to summer camp or any other Scouting adventures.



## Unit Chair Responsibilities

- ◆ Communicate the purpose of the Camp Card campaign and timeline to your Scouts and parents.
- ◆ Kick-off the Camp Card Campaign with a BANG providing all members with a kit & at least **20 cards**.
- ◆ Provide ongoing coaching and praise to your Scouts.
- ◆ Collect all the money and turn in the amount due to the Council on time.
- ◆ Promote the reward program.



**For More Information:**

(706) 327-2634 | [91bsa.org/campcards](http://91bsa.org/campcards)



## IMPORTANT DATES

**Camp Card Campaign:** February - April 25, 2025

**Mid Sale Prize Deadline:** March 14, 2025

**Final Settlement Deadline:** April 30, 2025

## COMMISSION

The Camp Card commission is 50% if your unit is paid in full by **April 30, 2025**. Units do not have to pay for any cards up front.

## CARD DISTRIBUTION

Camp cards will be distributed based on the unit's previous year's campaign results and unit preorder amount.

## ADDITIONAL CARDS

Units can make incremental settlements throughout the campaign to receive additional cards equal to or less than the quantity paid (settled).

## RETURN POLICY

Camp Cards can be returned to the Council Service Center without penalty before the unit settlement deadline of **April 30, 2025**. A maximum of 40% of the total number of cards received can be returned by the units. The cards **MUST** be in new condition (including snap off discounts). **NO** cards will be accepted for return after **April 30, 2025**. The Camp Card Product Sales Team reserves the right to refuse cards that have been damaged or rendered unsalable. 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 \$10 bill.*



## RECOGNITION POLICY

Scouts who sell a minimum of 20 camp cards by March 14, 2025 will be eligible to spin the Camp Card Prize Wheel. Prizes on the prize wheel will include gift cards, Scouting swag, outdoor gear, and other great prizes. At the end of the sale, the top selling Scout in the Chattahoochee Council will receive a \$50 gift card to recognize and thank them for their hard work and accomplishment. The mid-sale prize and end of sale prize forms must be submitted and signed by the unit in order for Scouts to be eligible for prize programs.

## UNIT KICK-OFF

The objectives of your Camp Card kick-off are simple:

- ◆ Get Scouts excited about summer camp.
- ◆ Get parents informed about why their Scout should attend summer camp.

## ENSURING A SUCCESSFUL KICK-OFF

- ◆ Make sure the meeting is promoted through email and phone.
- ◆ Review the presentation with your unit leader prior to the meeting. Plan who is doing what.
- ◆ Be prepared to talk about summer camp opportunities.
- ◆ Have snacks, drinks, and music.
- ◆ Make sure **EVERY** Scout gets at least **20 Camp Cards**.

## KICK-OFF AGENDA

- ◆ Grand opening (music, cheers, excitement)
- ◆ Review summer camp opportunities.
- ◆ Review Campaign Goal and % of Scouts to Camp Goal
- ◆ Explain key dates.
- ◆ **Scout Training:** role play “do’s and don’ts”
- ◆ **Recognition:** Review opportunity for prizes.
- ◆ **Big Finish:** Issue a challenge to your Scouts and send everyone home motivated to fund their Scouting adventures through the camp card campaign.
- ◆ Check out **20 Camp Cards** to every **SCOUT**.





## How to Promote Camp Cards

Your job as Unit Camp Card Chair is to teach your Scouts how to promote the Camp Card Campaign and earn funds for their Scouting adventures. To get there, your team needs to employ all three fundraising methods. Create a plan and train your Scouts in all three methods; this will give you the best results.

**Door-to-Door:** Take your Camp Cards for a trip around the neighborhood. Highlight the great coupons. Ensure you travel with an adult.

**Storefronts:** Set up a Scout kiosk and promote Camp Cards on the spot. This can be an effective approach in the right location at the right time, but do not hang your hat on this approach alone. Focus on multiple locations at the same time. Be sure not to over schedule Scouts.

**Promote at Work:** a TERRIFIC WAY FOR A FAMILY TO HELP THEIR Scout is to have parent, guardians, and grandparents take the Camp Cards to work.

*We are promoting Scouting, not just a discount card:*

Ensure your families understand they are selling character; they are promoting a better community; and they are highlighting the benefits of Scouts earning their way to a goal.

## MARKETING TECHNIQUES

Don't miss the opportunity to train your Scouts in public speaking, fundraising, and service. Your Scouts and parents will appreciate the effort and your campaign will improve. Have Scouts role play and practice. Find ways to make training fun and reward Scouts who do an excellent job.

Have your Scouts practice these simple steps:

- ◆ Wear your uniform.
- ◆ Smile and tell them who you are - **first name only!**
- ◆ Tell them where you are from (unit within Scouting).
- ◆ Tell them what you are doing (earning money toward Scout Camp, gear, etc.)
- ◆ Tell them what they can do to help (save money with the card).
- ◆ Close the deal and thank them.

## SAFETY & COURTESY

- ◆ Never enter anyone's home.
- ◆ Never fundraise after dark, unless with an adult.
- ◆ Do not carry large amounts of cash.
- ◆ Always walk on the sidewalk and driveway.
- ◆ Be careful of dogs.
- ◆ Say "Thank You" whether the prospect buys a Camp Card or not.
- ◆ Do not talk to strangers alone.

**Scouting America**  
Chattahoochee Council

Contact your district camp card chair, district executive, or Council product sales team anytime you have a question.

*Thank you for supporting Scouting!*