BOY SCOUTS OF AMERICA®

Greater Los Angeles Area Council

2022 Camp Card Campaign Kickoff

Welcome

Tuesday, March 8, 2022

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Campaign Overview & Tips on how to have a successful Camp Card sale

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CAMP CARDS = QUALITY PROGRAM

•Helps achieve the MISSION of Scouting

•Camp Cards helps provide the needed resources for families and Scout units…facilitates financial barriers

•Gets more youth in the outdoors and increases camp attendance

•Teaches self-reliance and personal responsibility

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Overview

Camp Cards is a discount coupon product sales program designed to create a diverse year-round fundraising strategy to support local units and strengthen council programs. Since 2007 the *Camp Cards* marketing program has been received with great enthusiasm from Scout units and posts at all levels of the organization.

Camp Cards has enabled local councils to establish a year-round Unit-Money Earning strategy with a clearly defined spring and fall fund-raiser for Cub Scout Packs, Scouts BSA Troops, Venturing Crews and Explorer posts.

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Why are Camp Cards a successful Product Sales Program?

•***Community Alignment and Perception-*** It's an excellent marketing program that instantly aligns with the consumer's perception of Scouting's camping and outdoor program thus ***"Camp Cards"***. The number ONE reason an individual gives to Scouting is so a young man or a young woman can go to camp!

•***Price Points-*** The price point is perfect and sells for only $10.00! The consumer instantly gets their money back after redeeming one of the $10.00 off coupon.

•***Perceived Value-*** The *Camp Cards* have a great value to the consumer. In a tough economy ***Camp Cards*** have a remarkable perceived value and are easy to sell!

Why are Camp Cards a successful Product Sales Program?

•***Easy Logistics***-they are easy to distribute, require no storage space and are not labor intensive. You can put a $1-million worth of ***Camp Cards*** under your desk!

•***Product Cost-*** The ***Camp Card*** is inexpensive to produce and has an excellent Return on Investment (ROI).

•***Unbelievable Enthusiasm for Sales- Camp Cards*** has created an excitement with Scout leaders at all levels of our program. Scoutmasters, Advisors, Parents and Scouts, Explorers have adopted the *Camp Card* product sales program with great enthusiasm. It has enabled Scouts, units and posts to have the financial resources to support their unit programs. Units earn $5 or 50% for each Camp Card sold to support their unit programs. ***100% of proceeds go directly back into the local Scouting program!***

•***It's SIMPLE!***

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Benefits to Everyone

A Scout if Thrifty: The 9th point of the Scout Law says that, "A Scout works to pay his/her own way and to help others. He/She saves for the future. He/She protects and conserves natural resources. He/She carefully uses time and property."

•The *Camp Card* is designed to help a Scout/Explorer earn his/her way to camp. This helps his/her parents with the cost of camp and it helps the Scout learn to save money and earn his/her way thereby achieving his goal.

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Benefits for the Vendor Continued

•The snap-off is one-time use with an expiration date selected by the Vendor.

•The Vendors values parallel the same values as the Scout – helpful, friendly, community leader, and values driven.

•Vendor helps youth, future customers; earn their way to camp, teaching the benefits above and brand loyalty.

•The Vendor is seen as helping young people and enhancing its image as a premier corporate citizen in the community.

Benefits for a Scout/Explorer

•Each Scout/Explorer earns $5 from each $10.00 card sold that they use to help pay their own way to camp. This way we help Scouts/Explorer earn all or part of their cost.

•Provides experience in sales, money management, planning, and goal setting, and increases the Scout's self-esteem.

•*Camp Card* helps youth purchase needed equipment and assist their families with financial assistance to be able to better afford all the associated cost with camp.

•Provides Scouts/Explorers in at-risk neighborhoods the opportunity to raise funds in other communities outside of their neighborhood.

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Benefits for the Local Council

•It helps fulfill the mission of Scouting teaching youth to be self-reliant

• Helps to grow our programs, recruit new youth and serve more families in our community

•We help our youth get outdoors and be physically active

•Allow us to provide direct program support to our Chartered Organizations

•Provides additional resources for at-risk youth such as tents and camping equipment and scholarships

•Allows for leader training for adult leaders, year-round activities for youth and to maintain first class camping facilities for youth

•The *Camp Card* will promote and increase Day and Summer Camp attendance of Scouts especially for at risk families

What youth learn at Camp

•Self Sufficiency - Being on their own

•Physical Fitness - Getting outdoors and being active - fighting obesity

•Social and Life skills - Working together with different Scouts from all over

•Education - Earning Merit Badges and Advancements

•Goal-Setting - Setting goals and completing them

•Teamwork - Meeting new friends and working in groups

•Healthy eating and cooking - Skills that help Scouts stay physically fit

•Perseverance - Getting through a week of heat. Classes, activity, rain, and other obstacles that *PREPARE THEM FOR LIFE*

Greater Los Angeles Area Council– 2019 Highlights

District	Unit Participation	Total Cards Sold	Gross Sale	Units Raised
El Camino Real	31	11,189	$ 55,945.00	$ 27,972.50
Metropolitan	10	1,760	$ 8,802.00	$ 4,401.00
Pacifica	25	4,538	$ 22,692.00	$ 11,346.00
Pio Pico	18	3,209	$ 16,045.00	$ 8,022.50
Rose Bowl	9	3,735	$ 18,675.00	$ 9,337.50
San Gabriel Valley	35	14,768	$ 73,838.62	$ 36,919.31
Exploring	18	776	$ 3,879.00	$ 1,939.50
Other		202	$ 1,010.00	$ 505.00
Total	**146**	**40,177**	**$ 200,886.62**	**$ 100,443.31**

Top Seller for each District

1. Matvey L.
Rose Bowl District, Troop 7
Sold 1,402 Camp Cards

2. Ricardo G. S.
San Gabriel Valley District, Troop 185
Sold 1,010 Camp Cards

3. Jerry Y.
El Camino Real District, Troop 777
Sold 550 Camp Cards

4. Ryuichiro N.
Metropolitan District, Troop 738
Sold 500 Camp Cards

5. Jonathan M.
Pacifica District, Troop 128
Sold 260 Camp Cards

6. Mateo C.
Pio Pico District, Pack 476
Sold 200 Camp Cards

Top Selling Units

	Unit Type	District	# of Cards Sold
1	Troop 7	Rose Bowl	1,999
2	Troop 185	San Gabriel Valley	1,811
3	Troop 123	San Gabriel Valley	1,783
4	Troop 373	San Gabriel Valley	1,621
5	Troop 286	El Camino Real	1,571
6	Troop 777	El Camino Real	1,480
7	Pack 710	El Camino Real	1,359
8	Troop 443	San Gabriel Valley	1,259
9	Pack 371	San Gabriel Valley	1,065
10	Troop 483	San Gabriel Valley	910
11	Troop 738	Metropolitan	903

2022 Camp Card Style & Vendors cont.

1. **Smart & Final** - $10 off your purchase of $40
2. **Dick's -** $10 off your purchase of $50 or more
3. **Aquarium of the Pacific -** $5.00 off child's admission (limit 4)
4. **Great Clips -** $5.00 off any haircut
5. **Sport Clips -** $5.00 off MVP Experience
6. **Big 5 -** $5.00 off $25 or more
7. **Sky Zone** – Free 60-minute jump
8. **K1 Speed Go Kart Racing** - $5 off
9. **Picture it custom** – Free 5x7 metal print
10. **Chuck E. Cheese's** - $2.00 off a large pizza
11. **Pizza Hut** – Free order of breadsticks
12. **Pollo Loco** – Enjoy $2.00 off purchase of $10 or more
13. **Carl's Jr** – Buy one Western Bacon Cheeseburger at regular price get one Free
14. **Medieval Times** - $43.95 Regular Adult Admission, $30.95 Regular Child Admission
15. **Rally's -** $1.00 FRY
16. **Firehouse Subs –** Free drink with purchase of a medium or large sub or salad at regular price menu

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Unit Camp Card Chair – Job Responsibilities

- Communicate the purpose of the Camp Card sale and timeline to your Scouts and parents
- Kick-off the Camp Card sale with a BANG providing all members with at least 20 cards
- Inspect, coach, and praise your Scouts
- Collect all money and turn in the amount due to the Council on time
- Promote reward program

2022 Camp Card Key Dates/Timeline

- March 8 — Council Camp Card Kickoff
- March 15 — Camp Card Sale Begins
- June 30 — Camp Card Sale Ends

- April 1 – June 30 — Units to begin turning in money and unsold Camp Card

(*Note—Units keep commissions and only turn in unsold cards & money due council)

- April 1 — Sales Incentive Drawings Held
- May 1 — Sales Incentive Drawings Held
- June 1 — Sales Incentive Drawings Held
- July 1 — Sales Incentive Drawings Held

- July 1 — Last day for Units to turn in money and unsold Camp Cards
- July 15 — Commission drops to 40% commission
- August 1 — Commission drops to 25% commission

Unit Kick-off

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

- Get Scouts excited about Summer Camp and other Unit Activities throughout the year.
- Get parents informed about why their son or daughter should attend summer camp.

How can you ensure a successful kick-off?

- Know who will be your Unit Camp Card Chair.
- Make sure the Kick-off is properly promoted through e-mail and phone.
- Review the presentation with your Unit Leader prior to the meeting. Plan who is to do what.
- Be prepared to talk about summer camp opportunities.
- Have snacks, drinks, and music.
- Make sure EVERY Scout gets a SALES KIT and 20 CARDS. Keep it short.

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Tips for Selling Camp Cards and Script

1. Establish a Unit Goal!!!
2. Establish a per Scout Goal to achieve Unit Objective.
   a. Set Expectation for Families.
   b. Keep checks and cash in an envelope and your name on it.
3. Schedule Sales Date and Time in prominent location. (Smart & Final, Subway, Dick's, Big 5, etc.)
4. Sell to Friends, Family Members, Places of Worship and Work Sites.
5. Consider using Camp Cards to off-set your annual pack/troop dues.(Do the math)
6. ALWAYS WEAR YOUR UNIFORM!!!
7. Close Out on time.
8. Emphasize Value of Card. Over $200 discounts!!!
9. NO RISK!!! Simply return any unsold cards.
10. Remember, in the end, the customer is investing in a Scout in Uniform , not necessarily what's on the card. When you are selling camp cards tell people what the money is for.
11. Most importantly, ALWAYS SAY 'THANK YOU' WHETHER OR NOT THEY BUY!

Tips for Selling Camp Cards and Script Cont.

SCRIPT

Always smile – a Scout is cheerful!

Hello, my name is _____(First name only). I am a Scout/Cub from troop/pack_____ . I am earning my way to summer camp by selling these amazing $10 camp cards that have more than $200 value! You will get your money back after one trip to Smart & Final. How many would/could you use?

Thank the customer for supporting you and the Scouting Program, and for investing in future youth

Sales Methods – Dan Arrighi

- DOOR TO DOOR: Take your SALES KIT and Cards for a trip around the neighborhood. Highlight the great coupons!

- SELL AT WORK: A great way for Mom and Dad to help their Scout. Have Mom & Dad take the SALES KIT to work. Safety

- SHOW & SELL: Set up a sales booth and sell CAMP CARDS on the spot. This can be an effective approach in the right location at the right time, but don't hang your hat on this approach alone. Focus on multiple locations at the same time. Be sure not to over schedule Scouts.

  i.e. Convenient stores – Certificate of Insurance & Storefront Request Letter is available

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Safety and Courtesy

- Never enter anyone's home.
- Never sell after dark, unless with an adult.
- Don't carry large amounts of cash.
- Always walk on the sidewalk and driveway.
- Be careful of dogs while selling.
- Say thank you whether or not the prospect buys a Camp Card.
- Don't talk to strangers alone.
- **Please remember follow L.A. County Covid protocols**

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Recognition Program

1,000 Cards	Xbox or $350 Gift Card
500 Cards	Nintendo Switch or $250 Gift Card
250 Cards	$100 Gift Card
75 Cards	$50 Gift Card
20 Cards	Water Bottle (included in all prizes above)

Choice of Gift Card: Scout Shop, Target or Amazon

District and Council Top Sellers

200 Cards Min - Council Top Seller - $250 Gift Card

150 Cards Min - District Top Seller - $100 Gift Card

Resources Available at www.CampCards.org

Unit Leader's Guidebook

Storefront Request Letter

Certificate of Insurance Request Form

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Success Stories

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Eddie Leh

Sharing about his son Matvey,
Council Top Seller in 2019
1,402 Camp Cards Sold

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Camp Card Order Distribution

Once Camp Cards arrive your Unit Coordinator will contact you to coordinate your order delivery/pickup.

Cushman Watts Scout Center
2333 Scout Way
Los Angeles, California 90026
(213) 413-4400
Monday – Friday 10:00 a.m. - 4:00 p.m.

San Gabriel Valley Scout Shop
411 E. Huntington Dr.
Arcadia, California 91006
(213) 718-6227
Tuesday – Friday 10:00 a.m. -6:30 p.m.
Saturday 9:00 am-5:30 p.m.

Or another location convenient to you

Contact

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Unit Coordinators:

El Camino Real District: Estela Chicas at Estela.Chicas@Scouting.org
Metropolitan District: Charlie Sheen at Charlie.Sheen@Scouting.org
Pacifica District: Charlie Sheen at Charlie.Sheen@Scouting.org
Pio Pico District: Melissa Bueno at Melissa.Bueno@Scouting.org
Rose Bowl District: Alfredo Chavez at Alfredo.Chavez@Scouting.org
San Gabriel Valley District: Francisco Ochoa at Franciso.Ochoa@Scouting.org
Scoutreach: Hannibol Sullivan at Hannibol.Sullivan@Scouting.org
Exploring: Gina Chan at Gina.Chan@Exploringla.org
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Questions

COUPON CARD
$10 OFF
your purchase of $50 or more*
DICK'S
$5 OFF
ANY HAIRCUT
ONLINE check-in
Download our app or visit greatclips.com
Great Clips
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GET $10 OFF $40*
AQUARIUM OF THE PACIFIC
$5.00 OFF
CHILD'S ADMISSION
(LIMIT 4)
AQUARIUM OF THE PACIFIC
*Excludes sales tax, CRV, Gift Cards, alcohol and fluid dairy products. $40 purchase must be made in a single transaction. No accumulation of register tapes. Valid at U.S. Smart & Final stores only. Not redeemable for cash. Limit one coupon per customer. Void where prohibited by law. Not valid with any other coupon offer. Coupon must be presented at time of purchase.
Valid March 1 - December 31, 2022
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FREE
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picture it custom
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FREE ORDER OF BREADSTICKS
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FREE 60 Minute Jump
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Not valid with any other offers. Limit one coupon per customer. Valid at participating salons.
Offer Expires December 31, 2022. One time use only.
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