

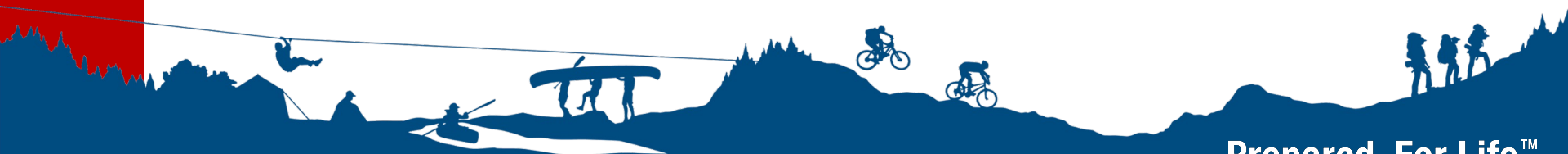
Greater LA Scouting

**2023 Camp Card
Campaign Kickoff**

Welcome

Saturday, March 4, 2022

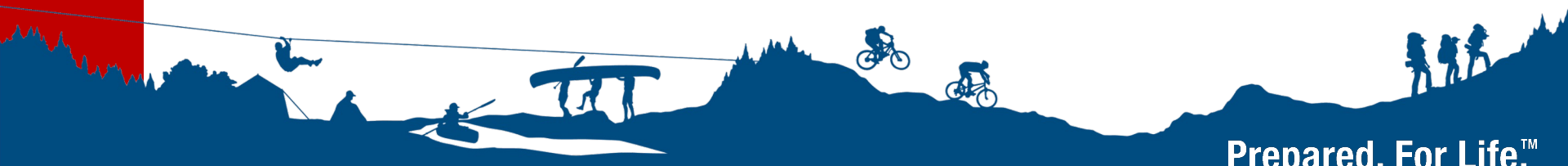
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Campaign Overview & Tips on how to have a successful Camp Card sale

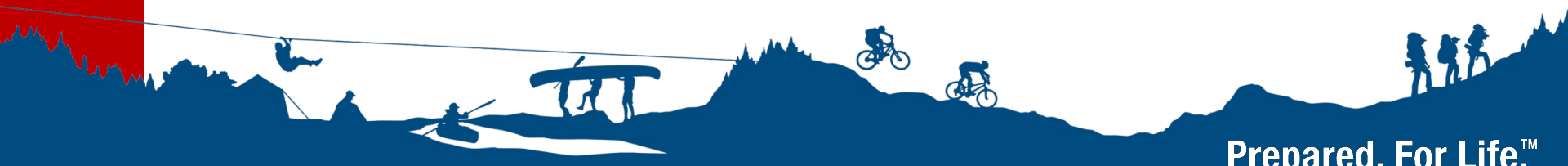
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CAMP CARDS = QUALITY PROGRAM

- 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

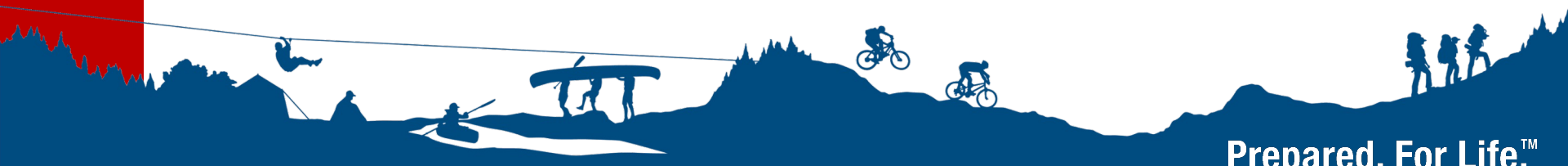




Overview

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.



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!

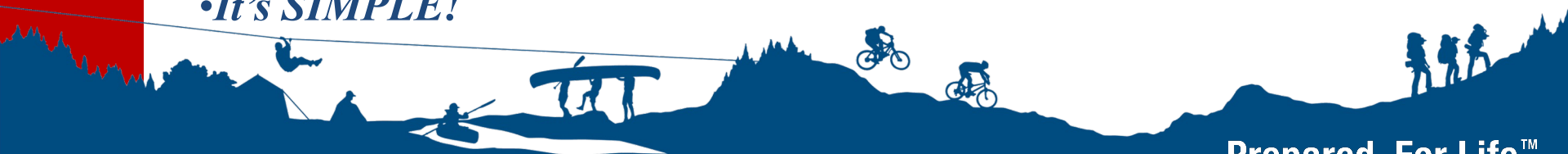


Why are Camp Cards a successful Product Sales Program?

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- ***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!***

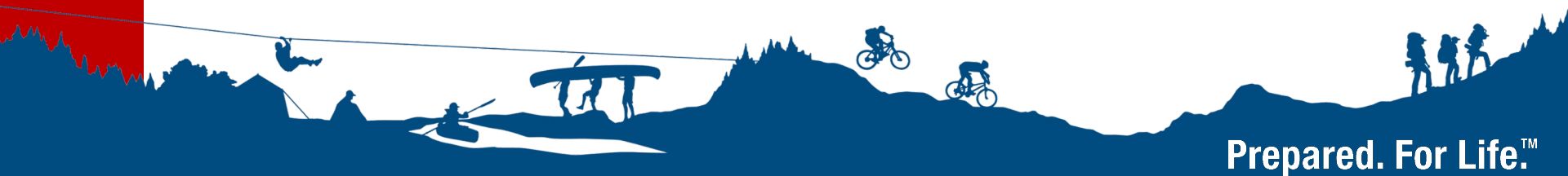




Benefits to Everyone

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.



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.



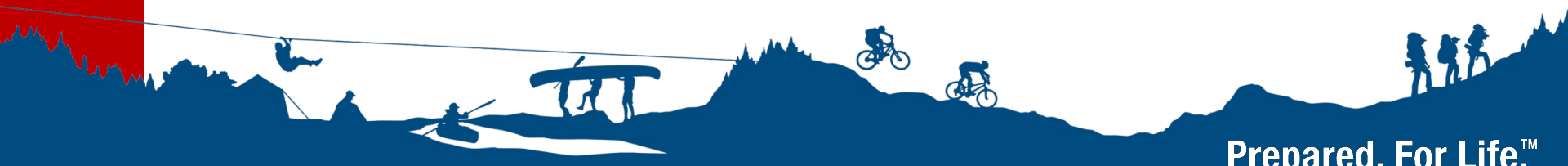
Benefits for the Local Council

- 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*



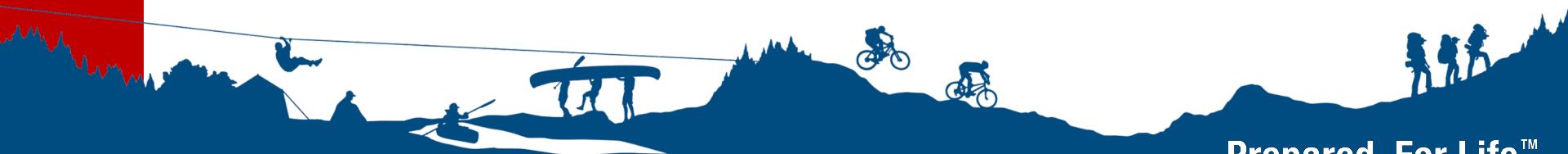
Greater Los Angeles Area Council– 2019 & 2022 Highlights

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District	Total Cards Sold	Gross Sale	Units Raised
El Camino Real 2019	11,189	\$ 55,945.00	\$ 27,972.50
Metropolitan 2019	1,760	\$ 8,802.00	\$ 4,401.00
Pacifica 2019	4,538	\$ 22,692.00	\$ 11,346.00
Pio Pico 2019	3,209	\$ 16,045.00	\$ 8,022.50
Rose Bowl 2019	3,735	\$ 18,675.00	\$ 9,337.50
San Gabriel Valley 2019	14,768	\$ 73,838.62	\$ 36,919.31
Exploring 2019	776	\$ 3,879.00	\$ 1,939.50
Other 2019	202	\$ 1,010.00	\$ 505.00
Total	40,177	\$ 200,886.62	\$ 100,443.31

District	Total Cards Sold	Gross Sale	Units Raised
El Camino Real 2022	3,773	\$ 37,730.00	\$ 18,865.00
Metropolitan 2022	157	\$ 1,570.00	\$ 785.00
Pacifica 2022	1,746	\$ 17,460.00	\$ 8,730.00
Pio Pico 2022	863	\$ 8,630.00	\$ 4,315.00
Rose Bowl 2022	1,511	\$ 15,110.00	\$ 7,555.00
San Gabriel Valley 2022	4,787	\$ 47,870.00	\$ 23,935.00
Exploring 2022	72	\$ 720.00	\$ 360.00
Other 2022	22	\$ 220.00	\$ 110.00
Total	12,931	\$ 129,310.00	\$ 64,655.00



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2023 Camp Card Style & Vendors cont.

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One Time Use

1. **Smart & Final** - \$10 off your purchase of \$40
2. **Legoland California Resort** – Kids go Free
3. **Greater Los Angeles Scouting Scout Shop** - \$5.00 off \$25 or more
4. **Great Clips** - \$5.00 off any haircut

Reusable Throughout the Year

1. **Big 5** - \$5 off your purchase of \$25 or more
2. **Aquarium of the Pacific** - \$2.00 off admission (limit 4)
3. **Sport Clips** - \$5.00 off MVP Experience
4. **Sky Zone** – Free 60-minute jump
5. **K1 Speed Go Kart Racing** - \$5 off
6. **Chuck E. Cheese's** - \$2.00 off a large pizza
7. **Pizza Hut** – Free order of breadsticks
8. **Pollo Loco** – Enjoy \$2.00 off purchase of \$10.99 or more
9. **Six Flags Hurricane Harbor** – Save \$24 off Main Gate Price of 69.99
10. **Medieval Times** - \$46.95 Regular Adult Admission, \$30.95 Regular Child Admission
11. **Rally's** - Free FRY
12. **Six Flags Magic Mountain** – Save \$50 off Main Gate Price of 119.99
13. **Crown Entertainment**– Over 500k+ Digital Coupons with Unique Code



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

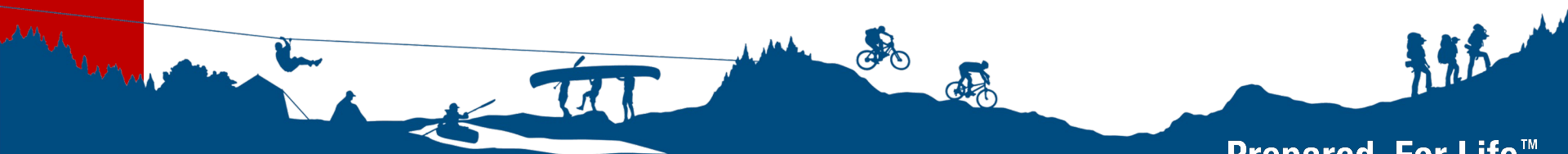


2022 Camp Card Key Dates/Timeline

- March 1 Camp Card Sale Begins
- March 4 Council Camp Card Informational Meeting
- 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



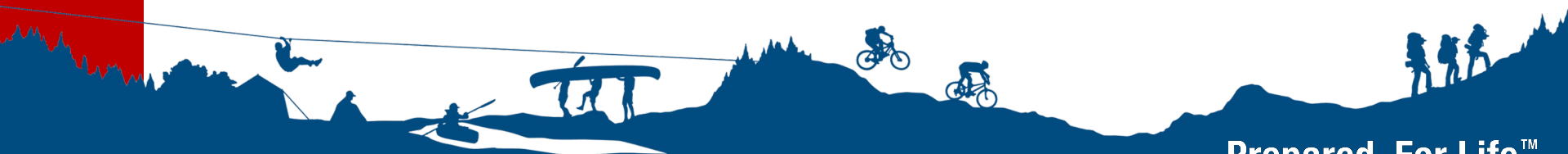
Unit Kick-off

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 or the other benefits of selling Camp Cards.

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.



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, 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!**

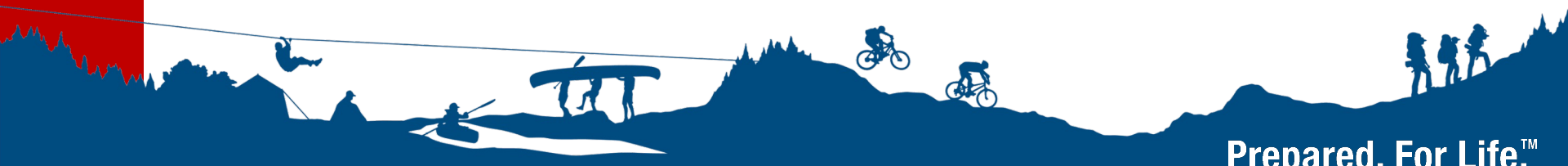


SCRIPT

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

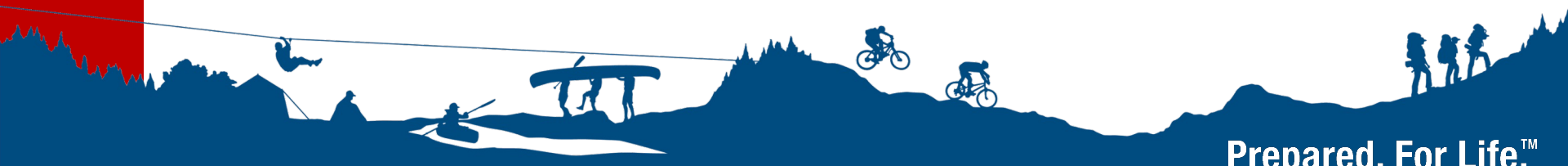
- **DOOR TO DOOR:** Take your SALES KIT and Cards for a trip around the neighborhood. Highlight the great coupons!
- **SELL AT WORK:** A great way for Mom and Dad to help their Scout. Have Mom & Dad take the SALES KIT to work. Safety
- **SHOW & SELL:** Set up a sales booth and sell CAMP CARDS on the 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



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**



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 |

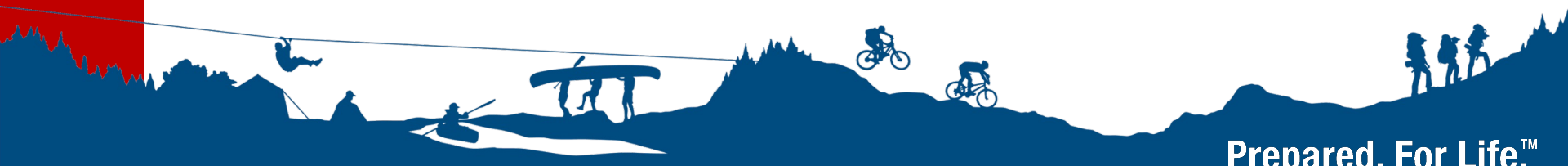


Resources Available at
www.CampCards.org

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Unit Leader's Guidebook
Storefront Request Letter
Certificate of Insurance Request Form

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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.

Or another location convenient to you



Contact

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Metropolitan District: Franciso.Ochoa@Scouting.org

Pacifica District: Charlie.Sheen@Scouting.org

Pio Pico District: Cameron.Summers@scouting.org

Rose Bowl District: Alfredo.Chavez@Scouting.org

San Gabriel Valley District: Marissa.Stanley@scouting.org

Scoutreach: Hannibol.Sullivan@Scouting.org

Exploring: Breanna.Espinoza@scouting.org

Campaign Advisors:

Cameron Summers at Cameron.Summers@Scouting.org

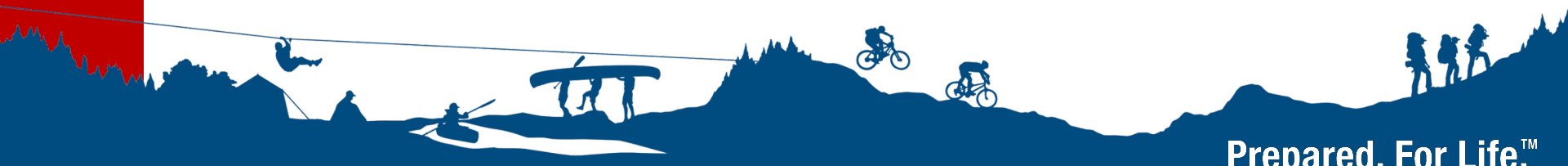
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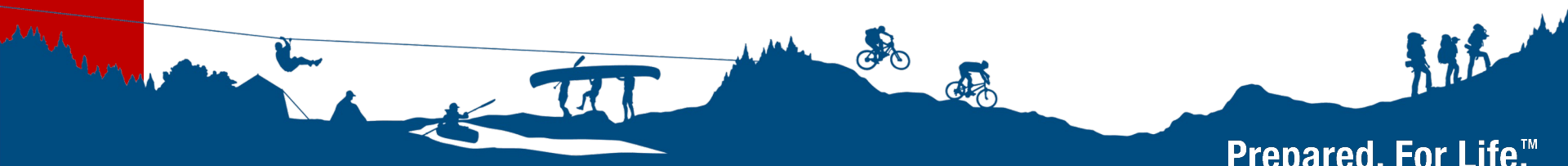
Council Volunteer Camp Card Committee Advisors:

Sophia Antunez at sophia.antunez72@gmail.com



Some Best Practices from Sophia Antunez

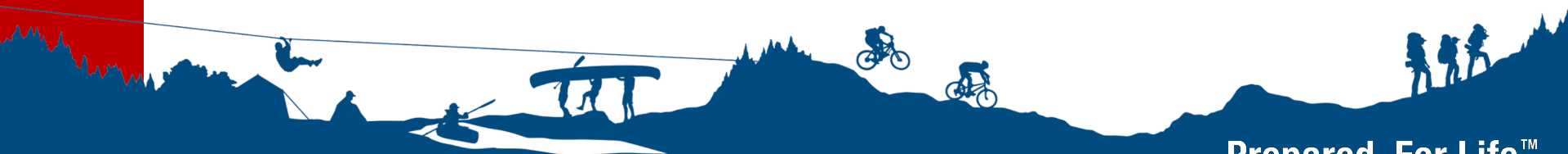
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Other Best Practices, Tips, Tricks And Q&A

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