



2024 CAMP CARD GUIDEBOOK

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COUNCIL'S MESSAGE



Dear Scouting Leaders:

Thank you for the incredible leadership you provide to the youth of Greater LA Scouting. Your commitment to our youth is greatly appreciated by our entire Council leadership. We are pleased to share with you our annual "Camp Cards" fundraising initiative, that may be of interest to you and your Scout families. This important program is designed for three purposes: 1) To help your Scouts earn their way to summer camp, 2) offset the cost of Scouting and generate income for the unit, and 3) to generate income for needed programs and services provided to units by the Council. Camp Cards are a proven fundraiser and we encourage your unit's participation.

This year's card is the best ever with four breakoff tabs and over \$200 in discounts, all for the low cost of \$10.00 per card. The plan is simple and easy to execute and can allow your unit to earn thousands of dollars. You will be pleased to know, units participating in Camp Cards earn \$5.00 for each card sold. Yes, a 50% commission and the cost of the cards and work to partner with the community is all done by the Council. The Camp Card sale will run through August 1, 2024. Last year our Council generated \$105,340 in revenue for over 100 units that allowed them to offset camp costs.

If you would like to learn more about Camp Cards, please contact your Unit Coordinator or check out the information on our website at www.campcards.org. On behalf of Greater LA Scouting, we look forward to your participation in this year's Camp Card program. Summer Camp is just around the corner, and we would love to see you and your Scouts at Hubert Eaton Scout Reservation, Cub Scout Camp, or at any of our Council's four great properties!

INTRODUCING THE CAMP CARD



THE CAMP CARD SALE

The Camp Card sale is designed to help Scouts earn funds to offset the cost of their Scouting experience. Units participating in this program will earn 50% commission (\$5.00) for each \$10.00 Camp Card they sell. The sale begins February 10th and ends August 1st.

COMMUNITY PARTNERS

Smart & Final, Legoland California Resort, El Pollo Loco, and Great Clips have offered generous one-time discounts which make the sale of this card a no brainer. Rally's, Medieval Times, Valvoline Instant Oil Change, SportClips, Sky Zone, K1, Pizza Hut, Six Flags Hurricane Harbor, Six Flags Magic Mountain, Aquarium of the Pacific, Smash Burger, and Big 5 Sporting Goods have offered discounts that are reusable throughout the year. Take advantage of these partnerships to help your Scouts excited.

UNIT CAMP CARD CHAIRMAN

Each unit should have a Camp Card Chairman to ensure their Scouts get to camp. The Unit Chairman's Camp Card sale responsibilities are to manage all aspects of the sale, clearly communicate sale information to your leaders, parents and Scouts. The Unit Chairman's ultimate goal: **Get 100% of their Scouts to summer camp.**

UNIT CHAIR RESPONSIBILITIES



They earn their own way to camp!



UNIT CHAIRMAN RESPONSIBILITIES

- Communicate the purpose of the Camp Card sale and time line to your Scouts and parents.
- Kick-off the Camp Card sale with a BANG providing all members with a sales kit & their allocated number of camp cards- recommend 20
- Encourage, coach, praise and train your Scouts.
- Collect all money and turn in the amount due to the Council on time.
- Promote reward program.
- The sale begins February 10th and ends August 1st.

VALUE

The Camp Card represents opportunity to Scouts and value to the community.

THE UNIT KICK-OFF



YOUR 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 youth 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 their allocated number of camp cards recommend 20.
- Keep it short.

CAMP CARD KICK-OFF AGENDA

1. Grand Opening with music, cheers, and excitement.
2. Check out a SALES KIT to every SCOUT with AT LEAST 20 cards.
3. Review summer camp opportunities.
4. Review Sales Goal and % of Scouts to Camp Goal & Explain Key Dates.
5. Scout Training: Role play sales Do's and Don'ts.
6. Recognition: Review Opportunity For Prize
7. Big Finish: Issue a challenge to your Scouts and send everyone home motivated to sell.

Keep momentum going after the kick off with emails, progress reports etc....

SALES KITS AND TIPS FOR SELLING CAMP CARDS



SALES KIT INCLUDES

Opportunities to combine Recruitment and Camp Card Sales at the same time.

- One Poster per Unit
- Peer to Peer Cards sets are available per request from the online order form.
- One Sales Pitch Card per Scout
- One Pencil per Scout
- Vender fine print information (page 14 of this book)

WHAT SHOULD I SAY?

ALWAYS SMILE!

Hello, my name is _____ (First Name only)

I am working hard to EARN _____ so that I can go to _____.

We have this amazing Camp Card. You can purchase it for \$10.00 and it will really help me to

_____.

Explain the card and what is on it--Value

Ask "How many would you like to purchase?"

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

SALES METHODS



HOW TO SELL CAMP CARDS

Your job as Unit Camp Card Chairman is to teach your Scouts how to sell. To get there, your team needs to employ all 3 sales methods. Create a plan and train your Scouts in all three methods; this will give you the best results.

DOOR TO DOOR

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

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.

SELL AT WORK

A great way for Mom and Dad to help their Scout. Have Mom & Dad take the SALES KIT to work.

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.

SALES TECHNIQUES



SALES TECHNIQUES FOR SCOUTS

Don't miss the opportunity to use the Camp Card sale to train your Scouts in public speaking, sales and service. Your Scouts and parents will appreciate the effort and your sales will improve. Have Scouts role play and practice during your Kick-Off. Find a way to make training fun and reward Scouts who do a good 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, high adventure trip, gear etc.)
- Tell them what they can do to help (save money with the Camp Card).
- Close the sale, and thank them.

WE'RE SELLING CAMP NOT JUST DISCOUNT CARDS

Ensure your families understand they are selling character, they are selling a better community, and they are selling the benefits of Scouting not just selling discount cards. Emphasize that each card sold helps a Scout continue their Scouting Journey. The reason our sale will be successful is people want to support Scouting.

Thank you for your support of Scouting!

ADVANCEMENT OPPORTUNITIES



HAVE YOU EVER THOUGHT ABOUT TYING THE CAMP CARD SALE TO THE SCOUTS' ADVANCEMENT PROGRAM?

HERE ARE SOME IDEAS:

- Art Merit Badge. For requirements 2, 4, & 5, you can produce a Camp Card Sale poster for display using pen and ink, watercolor, pencil, pastel, oil, tempera, acrylic paint or marker.
- Communications Merit Badge. For requirement 1, show your counselor how you would teach others to sell Camp Cards, and for requirement 2, make a Camp Card sales presentation to you counselor.
- Graphic Arts Merit Badge. For requirement 3, design and produce a flyer that you can use to promote the Camp Card Sale.
- Public Speaking Merit Badge. For requirement 2, prepare and give a speech to your troop describing the benefits of the Camp Card sale to the troop.
- Salesmanship Merit Badge. All requirements for this merit badge can be completed through the Camp Card Sale And More!

What ways can you find to build advancement opportunity into the Scout's participation in the Camp Card fundraising program?



POLICIES AND PROCEDURES



CARD DISTRIBUTION

The initial number of cards distributed to each unit is based on the unit's size (active scouts) and past camp card campaign sales.

SALES COMMISSION

Units collect \$10 from buyers for each card sold. Units retain \$5 of the sale price and give \$5 to the council.

ADDITIONAL CARDS

Additional cards are available once a unit has sold at least 75% of the cards it has previously taken delivery of. Units are expected to deliver \$5 for each card sold before they can take delivery of additional cards.

RETURN POLICY

It costs the council more than \$0.50 to produce each card. We ask that units split the cost of unsold cards they take delivery of. Units will be charged 25 cents for each unsold card. Units need to sell just a few cards to cover the cost of unsold cards. All card sales after that are pure profit for the unit.

Returned cards must be in new condition including the Snap off Discounts. The cards must be counted by the Unit prior to dropoff with the Unit Coordinator. 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 \$10.00 bill. With this change we ask Units to be mindful of their card orders.

PAYMENT INFO

Units earn half of total sales proceeds. Units must return unsold Camp Cards, the council portion of the sales proceeds, and the charge for unsold cards in full by August 15, 2024. Payments for sold cards will be accepted online or at our service centers. Invoices will be mailed the following week, but payments must be made before August 1st to be eligible for Camp Card Prizes. The Camp Card Support Team reserves the right to refuse a product that has been damaged or rendered unsalable.

PAYMENT OPTIONS:

- greaterlascouting.org/camp-card-campaign-payment-form
- Scout Shop Payment over the phone.

RECOGNITIONS POLICY

Scouts will only be eligible for highest level achieved. Every Scout who sells 20 cards will receive a camp card patch. Items will be rewarded after August 15, 2024. For any questions contact your Unit Coordinator, Cameron.Summers@scouting.org or Estela.Chicas@scouting.org

RECOGNITION PRIZE PROGRAM



IMPORTANT DATES

Register online at: www.campcards.org
Camp Card Sales: February 10 - August 1, 2024

COUNCIL TOP SELLERS EARN



- | | |
|-------------|--|
| 1,000 Cards | Xbox, iPad or \$350 Gift Card |
| 500 Cards | Nintendo Switch, Roblox Card or \$250 Gift Card |
| 250 Cards | \$100 Gift Card |
| 75 Cards | \$50 Gift Card |
| 20 Cards | Camp Card Seller Patch
(included in all prizes above) |

Choice of Gift Card: Scout Shop, Target or Amazon

Individual District and Council Top Sellers

- | | | |
|---------------|-----------------------|-------------------|
| 200 Cards Min | - Council Top Seller | - \$250 Gift Card |
| 150 Cards Min | - District Top Seller | - \$100 Gift Card |

KEY CAMP CARD DATES



KEY DATES FOR THE SALE

Starting February 10, 2024	Camp Card Kick-off Cushman Watt Scout Center - 2333 Scout Way, Los Angeles
February 10 - August 1, 2024	Every Scout that sells at least 20 cards will receive a Camp Card Patch. Prizes for youth selling will be distributed after August 15, 2024, once your unit account has been reconciled.
March 1, 2024 April 1, 2024 May 1, 2024 June 1, 2024 July 1, 2024	There will be four drawings for \$25 gift cards Monday or Tuesday, depending on the holiday schedule on the first of the month with three winners each month. For every \$25 paid to the Council, a unit can enter the name of a Scout in the drawing. Scout names can be entered multiple times, but a Scout may only win the monthly drawing prize once.
August 1, 2024	Individual District and Council Top Sellers will be announced! Cut off for price eligibility will be August 1, 2024.
August 15, 2024	ALL ACCOUNTS MUST BE CLOSED OUT

ORDER YOUR CAMP CARDS



REGISTER AND ORDER ONLINE AT

www.campcards.org

For questions contact your Unit Coordinator or Camp Card Campaign Advisors:

El Camino Real District: Martin.BrownGaines@scouting.org

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: Estela.Chicas@Scouting.org

Scoutreach: Hannibol.Sullivan@Scouting.org

Advisors:

Cameron.Summers@scouting.org

Estela.Chicas@Scouting.org

Maricela.Orendain@scouting.org

CAMP CARD VENDOR DETAILS (1of3)



BIG 5

See www.big5.com/exclusions for terms and exclusions, including, but not limited to the following exclusions: One Day Deals, gift cards, bulk orders, tickets/licenses, firearms, ammo, treadmills, golf balls, Nike Pro Apparel and certain other brands. Limit one coupon per customer. Not valid with other coupons or past purchases. Not redeemable for cash or cash equivalent. Discounts on multi-item purchases apportioned to items on a pro rata basis. Expires 12/31/24.

AQUARIUM OF THE PACIFIC

Up to four (4) tickets may be purchased for \$2 off adult admission and \$2 off child admission at Aquarium ticket window only. One use valid per card per day. Offer cannot be applied toward other Aquarium programs, pre-purchased ticket sales, or combined with any other discount or offers. Non-transferable. Not valid at offsite locations. Sale or distribution of this discount on the internet or on Aquarium grounds is prohibited. No mobile versions accepted. No cash value. Prices subject to change. Reservations required. Valid thru 12/31/2024. Code: G-BSCC

SIX FLAGS MAGIC MOUNTAIN

Present at ticket booth to redeem. Offer cannot be combined with other offers. Good for any Regular Operating day in 2024 – Open select days 1/1/24 - 12/31/24. PLU: 10034212

Six Flags Hurricane Harbor

Present at ticket booth to redeem. Offer cannot be combined with other offers. Good for any Regular Operating Day in 2024 – Open select days from 5/25/24 - 9/15/24. PLU 10044173

SKY ZONE TRAMPOLINE PARK

when you buy one 60 minute jump at regular price. Excluding Promotions and Club Glow. Additional fees may apply. All Jumpers must have Valid waivers on file. Only Available at Sky Zone, Covina.

MEDIEVAL TIMES

Call 1-888-93506878. Ask for code: 24SCOUT www.medievaltimes.com

CAMP CARD VENDOR DETAILS (2of3)



VALVOLINE INSTANT OIL CHANGE

Code: NANAY4P *see store for additional details or restrictions; valid at participating locations. Expires 12/31/24.

EL POLLO LOCO

Enjoy \$2 off any food or drink purchase of \$10.99 or more. This is not a gift card and has no cash value. Cannot be replaced if lost or stolen. One-Time use only. Not available on online ordering or mobile app. Limit one discount or coupon per transaction or vehicle per visit. Valid at participating restaurants only.

RALLY'S'

With purchase of large soft drink. Valid at participating locations only. Not valid on delivery orders. Expires 12/31/24

SPORTSCLIPS

Prices may vary by location. Not valid with any other offer. Void if bartered, copied, traded, or sold. 75+Southern California Locations! Valid at participating locations.

K1

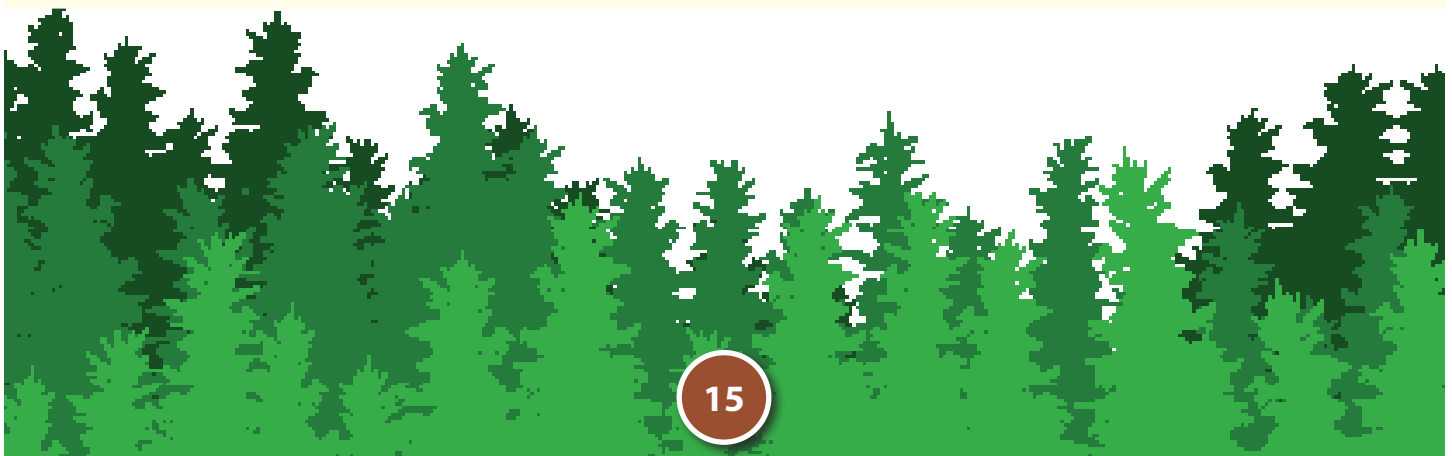
Limited to 1 per person. Valid Monday thru Friday. Not available or group or corporate events. Cannot be combined with other offers or discounts.

PIZZA HUT

w/ the purchase of a Large Pizza at regular menu price. Price and participation may vary. Carry out only.

SMASH BURGER

Offer Valid Only from 12/7/23 through 12/31/2025 at participating smashburger locations. Coupon may be utilized in-store only during regular buisness hours. Store hours may vary. Offer to...



CAMP CARD VENDOR DETAILS (3of3)



receive either 1 Double Classic Smash Burger for the price of a single classic smash burger|beef protein only. Protein substitutions not available| or one complimentary regular sized fountain beverage when you purchase any entrée itemon the menu| entrée items exclude fries and sides, shakes, beverages, and kid meals|collectively the offer must present this coupon to the cashier upon checkout to redeem offer. Limit of ten coupons per customer, per transaction. Taxes not included.

Coupon not valid for any alcholic beverages. Coupon not valid for purchases made online, including through the smashburger.com website. Smashburger app, catering or third party delivery orders. Offer may be used in conjunction with any other offer, promotion, or discount. Not valid on previous purchases.

No cash value {unless prohibited by law, then cash value is \$.05| No subsituations. No Rainchecks, company reserves the right to withdraw or change the offer's terms and conditions at any time. At smashburger's Discretion, and without notice while supplies last. Smash burger IP holder llc all rights reserved double for single PLU#6558 Regular Drink PLU #6013

