



# ***2018 Los Padres Council Boy Scouts of America Camp Card Guide.***

Designed for Parents, Unit Leaders and concerned Scouters who want their Scouts to have a great summer experience.

## Atascadero & Paso Robles Areas

### 2017 CAMP CARD

Proudly Serving the Youth of  
San Luis Obispo and Santa  
Barbara Counties

Paso Robles/Atascadero Areas  
7350 El Camino Real, Ste 201  
Atascadero, CA 93422  
www.lpcbsa.org  
(805) 461-4019

Los Padres Council  
BOY SCOUTS OF AMERICA

### 2017 CAMP CARD

Proudly Serving the Youth of  
San Luis Obispo and Santa  
Barbara Counties

San Luis Obispo /  
Santa Maria Area  
228 Town Center East  
Santa Maria, CA 93454  
www.lpcbsa.org  
(805) 925-1955

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## San Luis Obispo & Santa Maria Areas

### 2017 CAMP CARD

Proudly Serving the Youth of  
San Luis Obispo and Santa  
Barbara Counties

San Luis Obispo /  
Santa Maria Area  
228 Town Center East  
Santa Maria, CA 93454  
www.lpcbsa.org  
(805) 925-1955

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## Santa Maria & Santa Barbara Areas

### 2017 CAMP CARD

Proudly Serving the Youth of  
San Luis Obispo and Santa  
Barbara Counties

Santa Maria /  
Santa Barbara Areas  
4000 Modoc Road  
Santa Barbara, CA 93110  
www.lpcbsa.org  
(805) 967-0105

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## The Camp Card Sale

The Camp Card sale initiative is designed to help Scouts and Explorers earn their way to Summer Resident camp, high adventure activities, Cub Day Camp or other summer activities. Units participating in this sale will earn 50% commission (\$2.50) for each \$5.00 Camp Card they sell. The sale will begin on March 18, 2018 and end on May 27, 2018, giving each unit nearly 2 months to sell and close out their accounts. You will need to select which card your unit will be selling in advance. The program is RISK FREE, simply return any unsold cards at settlement on or before June 6, 2018.



2018 Cards (Vendors will probably be different)

## Community Partners

Local businesses have offered generous one-time discounts that make the sale of this card a no brainer. Several more partners, right in your own community, have offered discounts that are multi-use all year round. Take advantage of these partnership to help your Scouts get to camp. (See samples from last year below.)



## Summer Camp Coordinator

Each unit should have a Summer Camp Coordinator. The Camp Master's Camp Card sale responsibilities are to manage all aspects of the sale and clearly communicate information about the sale and camping opportunities to your leaders, parents and Scouts.

The Summer Camp Coordinator's ultimate goal: Get 100% of their Scouts to summer camp or involved in other summer activities.

The Summer Camp Coordinator should be an expert on *all things camp and summer outings*, they must ensure Scouts know the myriad of summer camp opportunities available and are encouraged to attend. A good Camp Master will have over 90% of their Scouts attend a summer camp.

## Summer Camp Coordinator

### Camp

Be an expert in all Los Padres Council summer camp opportunities.

Encourage all your Scouts to select a camp that fits their summer schedule, needs and wants.

Explain to parents the importance of the outing in Scouting!

Set a goal for the percentage of Scouts attending camp and achieve it!

### Card

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 of 25 cards.

Inspect, coach, and praise your Scouts.

## Value

The Camp Card represents opportunities to Scouts and value to the community, at 50% commission here is the value!

Cub Day Camp (Avg. of \$150.00)	60 Camp Cards
Boy Scout Resident Camp (Approx. \$400.00)	160 Camp Cards
Philmont or other National High Adventure Bases (Approx. \$1,800.00)	720 Camp Cards
Regional or National Explorer Conferences (Averages \$ 2,000.00)	800 Camp Cards

**Teaching the value of “earning your own way” has never been easier.**

## Camp Card Key Dates

After March 1	Camp Card Commitment can be turned in.
March 15-16	Camp Card Distribution in your District by appointment
March 18	Camp Card Sale Begins
March 28	Weekly Drawing 1
April 4	Weekly Drawing 2
April	Camp Card Re-distribution at Roundtables or by appointment with DEs
April 11	Weekly Drawing 3
April 18	Weekly Drawing 4
April 25	Weekly Drawing 5
May 2	Weekly Drawing 6
May	Camp Card re-distribution at Roundtables or by appointment with DEs
May 9	Weekly Drawing 7
May 16	Weekly Drawing 8
May 23	Weekly Drawing 9
May 27	Camp Card Sales close
June 6	Weekly Drawing 10



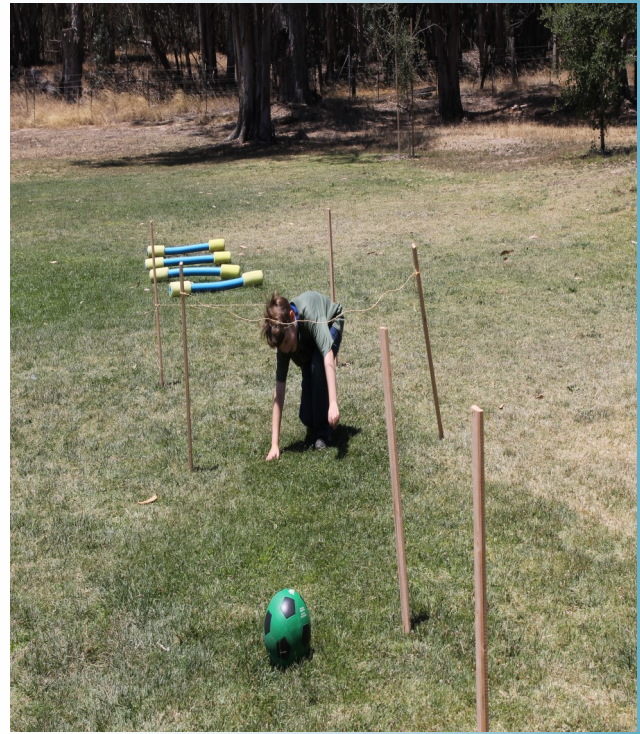
June 6	Deadline for Camp Card Returns
June 6	Final Settlement to receive full commission
June 6	Commission rate drops to 30% ( <b><u>at 5:01 PM</u></b> )
June 12	Commission rate drops to 15% ( <b><u>at 5:01 PM</u></b> )
June 13	Unit buys the Cards



## Prizes and Drawings

Sell 25 cards and your Scout qualifies for your “I sold 25 Camp Cards” Los Padres Council backpack. To receive a backpack, your Scouts must have their “I sold 25” registration form with their name, phone number, address, and unit number submitted to the Council.

All forms must be submitted for your scouts to be entered into the weekly drawings. To register for the weekly drawings: submit your name, phone number and address using the “I sold 25 cards” when you reconcile the unit’s card sales at the Los Padres Council Service Centers. Register only once to be included in all drawings.



## The Commission

The 2018 Camp Card commission is 50% for the unit. The other 50% goes to the Council to help pay for Scouting. Los Padres Council encourage all Scouts to sell Camp Cards to off-set the cost of summer activities.

Units, at there option, can determine how Camp Card revenues are spent..

Units do not have to pay for any cards up front.

## Orders & Re-Distribution

Any unit that has **successfully rechartered their unit** will be eligible to order and sell Camp Cards.

The Council’s Camp Card order is based off unit orders, a few extra cards will also be ordered. While supplies last extra cards may be secured through the Council Service Centers or your District Executive. Supplies are limited. All cards will be distributed through **2-week consignment contracts**. You must settle on your current order to get additional cards. A card re-distribution will occur at the Round Table and by appointment with the DEs. Units that have completed their sale and have left over cards should plan to return their unsold cards at the appointed contract date. These cards we be re-distributed to units that wish to sell more cards. All unreturned cards will be paid for by the unit at their settlement. Units must settle their accounts at the Council Service Centers by the prescribed dates of the contract. All districts will hold a settlement at Round Table or by appointment with the DE.

## Return Policy

Camp Cards may be returned to the Council Service Centers in Santa Barbara, Santa Maria or Atascadero, CA without penalty, between the April Round Table and the June Round Table dates. The cards must be complete and in new condition (including snap off discounts). **The Camp Card Support Team reserves the right to refuse products that have been damaged or rendered unsaleable. The UNIT IS RESPONSIBLE for ANY unreturned cards (lost, misplaced, stolen, damaged etc.) Be sure Scouts and parents treat each Camp Card as a \$5.00 bill. Unit Accounts will be charged for returned cards that cannot be resold.**

## Prize Policy

Prize forms must be completed at the time of settlement. "I sold 25" back packs will be distributed to unit leaders at the monthly Round Tables or at the final settlement for units or through the District Executive.

Los Padres Council will not be responsible for lost forms or late entries, whatever the reason.

## Day Camp

Packs should encourage their dens to attend together! Den Leaders and parents are encouraged to spend the week with their son. Packs who have strong day camp attendance are stronger organizations because of it, plus their Scouts and families have memories for a lifetime! Day Camps are organized during the summer in various locations in each district. Day Camps offer archery, BB guns, field sports, arts and crafts, Scout skills and much more. - **Approximate cost is \$150.00 per Scout.**





## Sale Support

Contact your District Executive, or Paul Bradley anytime you have a question at (916) 257-9728 or [paul.bradley@scouting.org](mailto:paul.bradley@scouting.org). We are here to help you succeed!

## Your Unit Kickoff

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

Get Scouts and Explorers excited about Summer Camp and summer activities.

Get Parents informed about why their son should attend summer camp or take part in summer activities.

## How can you ensure a successful kick-off?

Make sure the Unit Kick-off is properly promoted through e-mail, e-mail groups and the phone calls to families.

Review the presentation with Cub/Scout Master 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 25 cards.

Keep it short.

Set a sales goal and track results weekly by Den, Pack, Troop, Crew or Post.



## Camp Card Kick-off Agenda

- Grand Opening with music, cheers and excitement.
- Check out AT LEAST 25 cards for every Scout selling.
- Review summer camp attendance dates.
- Review Sales Goals and % of Scouts to Camp Goals and explain key sales dates.
- Scout and Explorer training
  - Role play sales DO's and Don'ts.
  - Prizes: review weekly drawings.
  - Big Finish: Issue a challenge to your Scouts and send everyone home motivated and excited about selling Camp Cards.

## Prizes

- Every Scout who sells 25 cards will receive a limited edition backpack. Backpacks will be distributed through unit leaders.
- Every Scout who is entered into the "I Sold 25 Camp Cards" contest will be eligible for the weekly drawing for a Gift Card to stores like Walmart, Dick's Sporting Goods, Best Buy, Target, etc.
- Every Cub Scout who sells 150 or more cards will receive a scholarship to their district Day Camp.
- Any Scout who sells 750 Camp Cards can receive either a Tablet or iPod
- Any Scout who sells 1000 Camp Cards will receive an iPad Air.

## How to Sell Camp Cards

- Your job as Camp Card Coordinator is to teach your Scouts how to sell. Create a plan and train your Scouts in all three methods of selling listed below; this will give you the best results.

### Door-to-door:

- Take your cards for a trip around the neighborhood with your parent or guardian.
- Highlight the great coupons!

### Show and 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 the Scouts.
- **Please do not sell cards in front of any business without permission.**

### Sell at work

- A great way for Mom and Dad to help their Scout. Have Mom and Dad take the sales kit to work.

## Safety and Courtesy

- Be sure to review these safety and Courtesy tips with your Scouts and parents.
- 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 to pay for Scout Camp, high adventure trip, etc.)
- Tell them what they can do to help

## We're Selling Summer Activities, not just a Discount Card

Ensure your families understand that they are selling character, they are selling a better community and they are selling the benefits of Scouting summer activities, not just selling discount cards. Emphasize that each card sold helps a Scout do summer activities.

The reason our sale will be successful is that people want to support Scouting and support your son's Scouting experiences.



**PREPARED. FOR LIFE.**

**Thank you for your support of Scouting!**