

LEADER'S GUIDE

2017 CAMP CARD PROGRAM

Golden Spread Council, Boy Scouts of America

Youth join Scouting because the program provides the excitement and adventure in camping in the great outdoors. The key to that is the unit leaders and parents encouraging ALL scouts to attend a camping experience. To help pay for their experience, we offer two primary funding sources throughout the year— Popcorn and Camp Cards. Both provide parents the opportunity to help pay for camp and scouts learn how to communicate with adults, learn about the value of money, and proper budgeting.

The “Camp Card” is designed to help scouts earn their way to summer camp or day camp. Scouts participating in this program will earn 50% commission (\$2.50) for each \$5 Camp Card they sell. The sale will begin on March 2, 2017, and end April 21, 2017, giving units about 7 weeks to sell and close out their accounts.

The TOP selling Boy Scout and Cub Scout in the council will receive a \$400.00 Visa Gift Card.

To help you determine how many cards you should order, we have placed a chart of all units and the number/type cards they sold in 2016 on our website (www.goldenspread.org) under the “Camp Card” tab. This chart should guide you on how many you should order this year, however we recommend that each registered/active Scout receive 20 cards to start with (ex: 20 Scouts in your unit, you should consider ordering 400 cards). Set a dollar goal for each Scout and order accordingly.

Timeline

Now through February 3

⇒ Pre-order Camp Cards on website

March:

⇒ Camp Card Kickoff & Distribution

March to April:

⇒ Sell Camp Cards and earn \$\$ for camp!

April 17: Sale officially ends

April 22:

⇒ All money due today

June to July:

⇒ Have FUN at summer camp, with less money out of pocket!!

The more cards Scouts sell, the closer they get to funding their unit's summer camp experience!

Camp	Cost	# Cards
One-day Day Camp	\$35	14 cards
Weeklong Day Camps	\$150	60 cards
Cub Scout Resident Camp	\$90	36 cards
Boy Scout Summer Camp	\$255	102 cards



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Camp Card/Camp Coordinator: One who ensures their Scouts get to camp.

Each unit should have a Camp Card/Camp Coordinator. The Camp Card/Camp Coordinator's sale responsibilities are to manage all aspects of the sale, clearly communicate sale information to your leaders, parents and Scouts. The Camp Card/Camp Coordinator's ultimate goal: Get 100% of their Scouts to summer camp/day camp. The Camp Card/Camp Coordinator should be an expert on everything camp, they must ensure Scouts know the myriad summer camp opportunities available and are encouraged to attend. A good Camp Card/Camp Coordinator will have over 90% of their Scouts attend summer camp.

Coordinator Responsibilities

- Be an expert in all Golden Spread Council summer camp opportunities
- Encourage all your Scouts to select a camp that fits their summer schedule
- Explain to parents the importance of the "outing" in Scouting
- Set a goal for "percentage of Scouts attending camp" and achieve it!
- 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.

Timeline

Now—Feb 3	Pre-order Camp Cards online
March	Camp Card Kickoffs/ <u>Sale Begins</u>
April 17	<u>Sale Ends!</u>
April 22	Money due today. See Page 3 for Card return policy
April 22	After this date, your Commission is reduced to 40%
May 5	After this date, your Commission is reduced to 30%
May 19	After this date, no commission will be offered



Orders & Re-Distribution

* The council will place an order based on pre-orders and last year's history. While supplies last, extra cards may be secured through the Scout Service Center. Supplies are limited. Units that have completed their sale and have left over cards should plan to return unsold cards to the Golden Spread Council, subject to the return policy. These cards will be re-distributed to units that wish to sell more cards.

* Cards are ordered online at: <http://2017CampCard.kintera.org>



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Commission

The 2017 Camp Card commission is 50% if your unit is paid in full by April 22, 2017. Commission drops to 40% on April 22. Commission drops to 30% on May 5. After May 19, no commission can be earned. We encourage units to track Scouts' sales so Scouts can pay for summer camp with Camp Card proceeds; however, it is up to the unit to elect to do this, we understand the unit may have another goal.

Return Policy

Returns of unsold cards will be accepted until May 19th with the following conditions:

- A unit may return up to 25% of their order
- Any additional returns after 25% will be charged a \$0.15 per card restocking fee.
- The cards must be complete, with no tabs removed.
- Returns after May 19th will not be accepted and the unit will be responsible to pay for any outstanding cards.

The Golden Spread Council reserves the right to refuse product that has 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 \$5.00 bill.

Your Unit Kickoff

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

- Get Scouts excited about camping!
- Get parents informed about why their son should have a camp experience.

How can you ensure a successful kick-off?

- Make sure the kick-off is properly promoted through e-mail, e-mail groups and phone.
- Review the presentation with your unit leader prior to the meeting. Plan who is to do what.
- Be prepared to talk about camp opportunities.
- Make sure EVERY Scout gets twenty (20) cards.
- Keep it short.

How to Sell Camp Cards

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

1. **Door to Door:** Take your cards for a trip around the neighborhood. Highlight the great coupons!
2. **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.
3. **Sell at Work:** A great way for Mom and Dad to help their Scout. Have Mom and Dad take the cards to work.



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Safety and Courtesy

Be sure to review these safety and courtesy tips with your Scouts and parents.

1. Sell with another Scout or with an adult.
2. Never enter anyone's home.
3. Never sell after dark, unless with an adult.
4. Don't carry large amounts of cash.
5. Always walk on the sidewalk and driveway
6. Be careful of dogs while selling
7. Say thank you whether or not the prospect buys a card.

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 the kick-off

Find a way to make training fun and reward Scouts who do a good job

Have your Scouts practice these simple steps:

1. Wear your uniform
2. Smile and tell them who you are –first name only!
3. Tell them where you are from (unit within Scouting)
4. Tell them what you are doing (earning money toward Scout Camp, etc.)
5. Tell them what they can do to help (save money with the Camp Card)
6. Close the sale and thank them

We're selling Camp, Not Just Discount Cards

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

Camp Card Kick-Off Agenda

- **Grand opening** with music, cheers and excitement
- **Review camp** opportunities
- **Review Sales Goal**, Camp Attendance goal and explain key dates
- **Scout Training:** Role play sales Do's and Don'ts
- **Big Finish:** Issue a challenge to your Scouts and send everyone home motivated to sell.
- **Follow up** after kick-off with important reminders like dates and family sales goals.
- **Check out** at least five (20) cards to every Scout.

Adobe Walls District– Gaylyne Manns– 806-207-0037

Golden Eagle District– Lynsey Davis– 806-679-3314

Lone Wolf District– Jimmy Boswell– 806-790-3513

Exploring District– Gemma Mitchell- 806-282-8296

Contact your District Executive with any questions or to acquire additional Camp Cards for your sale, call the Scout Service Center

Golden Spread Council

401 Tascosa Rd
Amarillo, TX 79124
(806) 358-6500



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Three examples of previous year's Camp Cards— The vendors/design will change in 2017!!

EXAMPLES ONLY



i'm lovin' it®
FREE

Buy any large sandwich and get another sandwich of equal or lesser value for FREE



2016 CAMP CARD ONLY \$5
by purchasing this card you are helping Scouts attend Summer Camp



DISCOVERY CENTER
\$5 OFF
A NEW MEMBERSHIP
Exp. 2/28/17



Chicken EXPRESS™ **\$1 OFF ANY COMBO**
Limit 1 Coupon per customer per visit. May not be used with any other coupon or discount. Exp. 2/28/17



CHOI PICHOP™
Simple. Fresh. Fast.
FREE EGG ROLL
with the purchase of any regular adult entrée.
Limit 1 coupon per customer per visit.
Not valid with any other offer. Exp. 2/28/17



TOOT 'n TOTUM
\$10 OFF FREE HOT WAX APPLICATION
W/ Any Wash Package
Valid at all Amarillo, Borger, Pampa & Dumas TnT Car Care Centers. Exp. 2/28/17



FREE
Regular Chili Cheese Coney
Please mention coupon when ordering. Coupon available for one-time use. Good for one Regular Chili Cheese Coney



i'm lovin' it®
FREE

Buy any large sandwich and get another sandwich of equal or lesser value for FREE



2016 CAMP CARD ONLY \$5
by purchasing this card you are helping Scouts attend Summer Camp



DAKOTA'S STEAKHOUSE
10% OFF TICKET
BEFORE 4PM. DOES NOT INCLUDE ALCOHOL.
1404 W 1ST, HEREFORD. EXPIRES 2/28/17



FLOWERS WEST
10% OFF Purchase of \$20 or More
811 MAIN ST, HEREFORD Exp. 2/28/17



RAZOR'S EDGE BARBER SHOP
149 N. 25 MILE AVE. HEREFORD
\$2 OFF HAIRCUT
Exp. 2/28/17



Hereford Tire & Auto
800 W 1ST ST. HEREFORD 806-360-4070
5% OFF Total Invoice
Exp. 2/28/17

Little Caesars



FREE
Crazy Bread
with \$15 order
EXPIRES 2/28/17
819 S. 25 Mile Hereford, TX



Limit one coupon per customer per visit
Coupon not valid with any other offer.
Valid at these locations
Liberal, Guymon, Perryton, Beaver, Boise City, Spearman
Expires 2/28/17



15% OFF Total Purchase
Limit 1 per coupon customer, per visit.
200 S MAIN ST. Exp. 2/28/17
PERRYTON TX 806-648-2556
not redeemable for cash



Get a Large Pizza for the price of a Medium
One Coupon per visit. Exp. 2/28/17
Guymon, Perryton, Beaver, Boise City, Spearman; Liberal, KS



ONE FREE
16 OZ. BLACK COFFEE OR TEA
WITH ANY PURCHASE • EXPIRES 6/30/16
LION HOUSE 200 S. MAIN PERRYTON TX



FREE SOPAPILLA
WITH PURCHASE OF MEAL
China's Mexican Restaurant
1518 S MAIN • Perryton
Limit 1 per customer, per visit. Exp. 2/28/17



Solid Ground Coffee House
10% OFF FOOD ITEMS
Limit 1 per customer, per visit.
112 S MAIN • BOOKER Exp. 2/28/17



Golden Spread Council
Boy Scouts of America
www.goldenspread.org
806-358-6500 #8 LW-E

Excludes Dollar Menu & More Items. Expires 2/28/17.
Valid only at participating U.S. McDonald's. Not valid with any other offer, discount, coupon, or combo deal. Cash value 1/20 of 1 cent. Limit one coupon per person per visit. Coupon may not be transferred, auctioned, sold, copied, or duplicated in any way or transmitted via electronic media. Valid when product served. May not be valid for custom orders. ©2016 McDonald's



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We will be offering 9 different cards this year. Each card is specific to that location. You can order any card(s) # you wish (For example: You live in Hereford but know lots of people to sell to who live in Amarillo. In this example you would want to place an order for a certain amount of Hereford AND Amarillo Cards.

Card Number and Locations

- Card # 1 (AMA) Amarillo area
- Card # 2 (LW-W) Boise City & Dalhart areas
- Card # 3 (BRG) Borger area
- Card # 4 (AW-N) Pampa, Canadian, Wheeler
- Card # 5- (HEREFORD) Hereford & Friona
- Card # 6 NO CARD 6 this year!
- Card # 7- (AW-S) Wellington, Shamrock, McLean, Clarendon, Memphis
- Card # 8- (LW-E) Spearman, Perryton, Booker areas
- Card # 9- (LW-N) Guymon, Hooker, Goodwell areas
- Card # 10- (AMA) Activity Card (for Posts/Crews only)

