

CAPE FEAR COUNCIL, BSA

2012

Camp Card

A Scout is Thrifty.... He earns his own way to Summer Camp!

The Cape Fear Council is excited to announce the third year of the Camp Card program! This initiative is designed to help Scouts earn their way to camp. Units participating in this program will **earn 50% commission** (\$2.50) on each \$5 Camp Card they sell. Our Council has a goal to offer 2 different Camp Cards during 2012. The goal is to have 1 Camp Card for units in Pender, New Hanover and Brunswick Counties, and a second Camp Card for units in Bladen, Columbus, Robeson, Scotland and Hoke counties. The cards will be distributed at January District Roundtables. The sale will begin on February 3rd and end on May 7th giving units over 3 months to sell and close out their accounts. This program is **RISK FREE**, simply return any unsold cards.

The value of selling Camp Cards:

(Listed below are the approximate costs of each of these items)

New Uniform - \$100 = 40 cards

New Tent - \$150 = 60 cards

Troop Trailer - \$5,000 = 2,000 cards
(40 Scouts each selling 50 cards)

Parent / Son - \$75 = 30 cards

Resident Camp - \$90 = 36 cards

Summer Camp - \$180 = 71 cards

Philmont - \$1,900 = 760 cards

Camp Card Timeline

Now – October 21, 2012

Turn in Camp Card Commitment form so
Your unit can participate in the sale.

January, 2012

Camp Cards Distributed at Roundtables

February 3, 2012

Sale Begins

February 3 – May 7, 2012

“Fill It Up” Sales Form weekly drawings.

May 7, 2012

End of Sale – ALL ACCOUNTS CLOSED

Units closing out **AFTER** May 7, 2012 will earn
30% on their remaining Camp Card account.

Camp Card Commission Schedule



Weekly “Fill It Up” Drawings

Units will receive 50% commission for all Camp Cards sold if their accounts are closed out **BY** May 7, 2012.

For every Sales Form that a Scout fills up with 25 different customers, the Scout will get one ticket in the weekly drawing.

Every week during the Camp Card sales campaign, Cape Fear Council will conduct a drawing for a \$50 gift check. There are 13 weeks to the sales campaign. The sale begins on February 3rd and runs through Friday, May 4th. The drawing will be held every Friday at 4pm. (Please see Sales Form for more details.)



Units closing out **AFTER** May 7th, 2012 will earn 30% on their remaining Camp Card account.

Families to receive 150% return on investment!

There are approximately 13 weekends between February 3rd and May 7th. If a family buys 13 cards for \$65 and uses a card each week they will have the opportunity to receive 100% of their investment back. **In addition to the family receiving all of their money back...their son will earn over \$30 for his Scouting unit.**

Approved Unit Money Earning Activity

The Camp Card program is an approved Unit Money Earning Activity sponsored by the Cape Fear Council. Scouts are authorized and encouraged to wear their Class “A” Uniform for all local council sponsored money earning activities. Please refer to the Unit Money Earning Application for requirements and guidelines for all other unit money earning activities.

UNIT TIPS FOR SUCCESS

1. Establish a Unit Goal!!!

Unit Goal	\$5,000
# Scouts	50
# Cards per Scout	40
Total Cards	2,000
Total Sales	\$10,000
Unit Commission	\$5,000

2. Establish a per Scout Goal to achieve Unit Objective.
3. Schedule Sales Date and Time in Prominent Location (Locations that are on Camp Card, locations with “high traffic, banks on payday, etc.)
4. Sale to Friends, Family Members, Places of Worship and Work Sites.
5. Approved Council Fundraiser ---CAN WEAR UNIFORM!!!!
6. Close Out on Time.
7. Emphasize Value of Card. Over \$___ in discounts!!!
8. NO RISK!!! Simply return any unsold cards.
9. Remember.....In the end, the customer is investing in a Scout!