



Camp Card Guidebook

UNIT LEADER'S GUIDE





What's Inside

How the Camp Card Sale Works	2
We're Selling Adventures, Not Just Discount Cards	2
District & Council Contacts	3
Timeline	4
Responsibilities	4
How to Implement Sales for Your Unit	5
Return Policy & Closing Your Account	5
How to Sell Camp Cards	6
Sales Techniques for Scouts	7
Safety & Courtesy	7
Reward Structure	8



What is the Camp Card Sale?

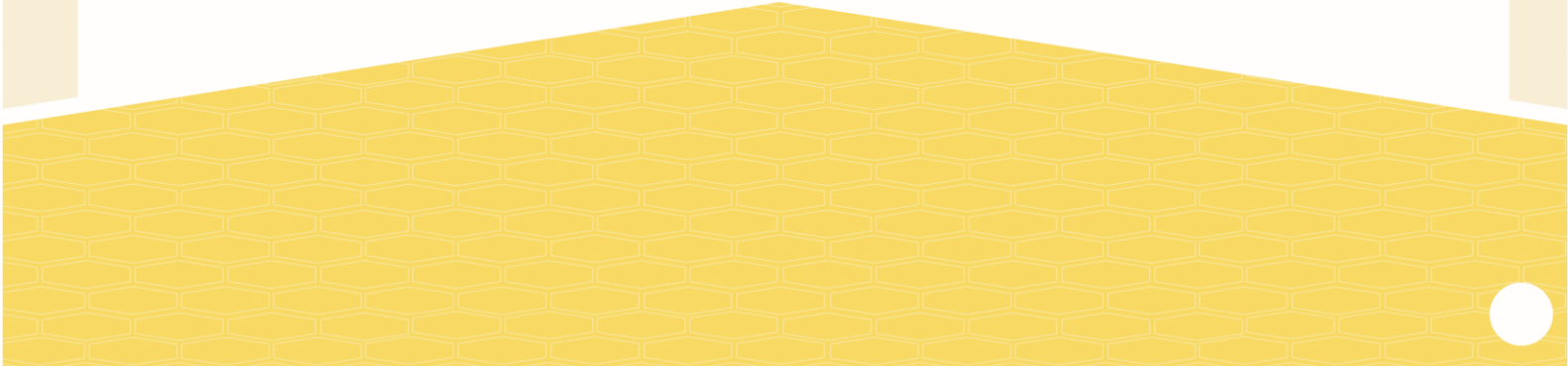
The \$10 Camp Card has four break off tab coupons with more coupons on the back. Units participating in this program can earn up to \$5 for each \$10 Camp Card they sell. The sale will begin March 10th and end May 12th.

How the Camp Card Sale Works

- The Camp Card is designed to help units fund their way to great outdoor adventures.
 - Each Camp Card sells for \$10.
 - We have partnered with great businesses to provide useful and valuable discounts for the customer.
 - Commissions from the sales are encouraged to be applied directly toward sending youth to Camp and funding unit Camp programs.
 - NO RISK! Units can return any unsold cards
-

We're Selling Adventure, Not Just Discount Cards

Ensure your families understand that they are selling character, they are selling a better community, and they are selling the benefits of the Unit attending summer camp; not just selling discount cards. Emphasize that each card sold helps a Unit go to camp. The secret to a successful sale is that people want to support Scouting and customers easily identify with camping.



District Contacts

Canyons

Randall Aldrich – DE
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El Camino Real

Matthew Daugherty - DE
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Golden West

Manue Lopez – DE
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Pacifica

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Rancho San Joaquin

Michelle Smith
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Saddleback

Peter Jensen – DE
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Valencia

Todd Lassig – SDE
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Council Contacts

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Roslyn Rakosky
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Camp Card Sales Timeline

Visit www.ocbsa.org/adventurecard for the latest calendar

- **Saturday, February 26th & Tuesday, March 1st** – Unit Camp Card Chair Training on Zoom at 7pm
- **Thursday, March 10th** – Unit Camp Card Distribution – at District Roundtables
- **Saturday, March 12h** – Unit Camp Card Distribution – 9am-11am
 - Canyons - 3907 E. Spring St, Orange, CA 92869
 - Golden West – Garden Grove Park – 9301 Westminster Blvd., Garden Grove, CA 92844 (**Sunday, March 13th**)
 - Pacifica – Fountain Valley Veterans Park – 17635 Los Alamos St, Fountain Valley, CA 92708
 - Rancho San Joaquin – Oak Canyon Lake View – Beach Club Site, 5305 E Santiago Canyon Rd, Silverado, CA 92676
 - Saddleback/El Camino Real – Mission Viejo City Hall – 200 Civic Center, Mission Viejo, CA 92691
- **Tuesday, April 26th** – District Camp Card Chair Meeting
- **Thursday, May 12th** – Roundtable - All Accounts Closed
- **Monday, May 16th** -- Prize Orders Due Online
- **Tuesday, May 24th** -- Downhill District Camp Card Chair Meeting

Camp Card Chair Responsibilities

- Register at www.ocbsa.org/adventurecard
- Communicate the purpose of the Camp Card sale and timeline to your Scouts and parents.
- Kick-off the Camp Card sale at the unit level
- Inspect, coach and praise your Scouts.
- Set a sales goal for your Scouts and unit.
- Collect all money and turn in the amount due (less the commission) according to your unit plan to maximize commissions. No credit cards accepted for payment; checks preferred. Make checks payable to Orange County Council, Boy Scouts of America.



How to Implement Camp Card Sales for Your Unit

- Determine NOW the Scouting adventures your youth plan to participate in for 2022-2023.
- Determine the number of active youth in your program.
- Set a per youth sales goal.
- Set an overall unit sales goal.
- Communicate unit needs clearly with each youth and parent.
- Explain how the sale of Camp Cards teaches youth the value of earning their own way.
- Explain exactly where the unit plans to allocate the revenue generated from the sales.
(i.e. Individual youth camp fees, Unit camp fees, uniforms, etc..)
- Communicate Camp Card calendar clearly with all youth and parents.
- Have a Kick-off for your unit.
- Have Turn-in dates for money and unsold Camp Cards.

Commission

Base commission for all units is \$4.50 per Camp Card sold.

Participation Commission

Extra \$0.50 commission for attending a training.

Units will retain their Commission when turning in money.

Return Policy

Units can return unsold Camp Cards checked-out without penalty. Unreturned Cards will be charged to the Unit at \$10.00/card (including lost cards). Incentives will not be approved until the Unit Account is resolved.

Closing Your Account

Your account is closed when all money for Camp Cards sold and all remaining Cards are returned to your District Chairperson or Council. Units will retain their commission when turning in money. Accounts must be paid in full by May 12, 2022 for incentive orders to be approved.

Rewards

Rewards will be ordered online at ocbsa.org/adventurecard.

How to Sell Camp Cards

Your job as Camp Card Chair is to teach 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. You'll get tips and great ideas on bestselling practices when you attend the training on February 26 or March 1.

Door to Door

Take your Cards for a trip around the neighborhood. Highlight the great coupons. Also, encourage them to buy several cards because the coupon offers are one use and they may want more. Let them know your Unit is trying to earn their way to camp.

Sell Online

Scouts can sell Camp Cards online by sharing a link to an online store. The customer will have the option while checking out to write in the Scouts name and Unit. The Unit will receive up to \$5 in commission for every online sale. At the end of the sale the Orange County Council will credit the Unit's Account with their commission and let the Unit Adv Card Chair know which Scouts made online sales. Cards will be mailed out weekly. **Please make sure the customer puts the Scouts name and Unit during check out – this is the only way the Scout gets credit.**

Storefront

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 over the course of a couple of days. (Bring a tent display and posters)

<https://scoutingevent.com/039-CampCards2022>

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 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 (going Camping).
- Tell them what they can do to help (save money with the Camp Card).
- Ask them if they would like to buy more than one.
- Close the sale and thank them.

Online Sales - Social Media & Email Templates

Scouts and their parents can find social media and email graphics and templates at www.ocbsa.org/adventurecard. Scouts can download them, share them, and start selling. Don't forget to add your personal touch! Short videos of the Scouts are a great way to sell Camp Cards online. Be sure to tag @OCBoyScouts in your social media posts!

Safety & Courtesy

- **Please wear face covering/mask and practice social distancing while selling Camp Cards.**
- **Wash hands or use hand sanitizer often while selling.**
- Sell with another Scout or with an adult.
- 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.
- Say thank you whether or not the prospect buys a Camp Card.



2022 Rewards Program

Scouts, continue your Camp and earn these GREAT rewards! Prizes are cumulative.

25 Camp Cards

For every 25 Camp Cards an individual youth member sells, he or she will receive one entry into one of the weekly drawings for a voucher to activities and programs at the Irvine Rancho Outdoor Education Center, Newport Sea Base, Oso Lake Scout Camp and Lost Valley. Drawings are held on Thursdays and announced on [facebook.com/ocboyscouts](https://www.facebook.com/ocboyscouts). All entries from the weekly drawings will then be put into a Super Drawing at the end of the sale for even larger prizes.

40 Camp Cards



\$10 Amazon Gift Card

150 Camp Cards



\$50 Amazon Gift Card