

Camp Card Sale 2016

Sells for
\$5
~
Exceeds
\$50
Value



The Cherokee Area Council is pleased to announce its 2016 “Camp Card.” This initiative is designed to help Units earn money for summer camps and year-round programming. Units participating in this program may **earn up to 50% commission** (\$2.50) on each **\$5 Camp Card** they sell (see commission schedule). The cards will be available on February 6, 2016 at the University of Scouting, at District roundtables and at the Scout Service Center. The sale will end on May 17, 2016, giving Units plenty of time to sell!

Camp Card Timeline

Saturday, February 6th

Camp Card kickoff & distribution at University of Scouting.

February Roundtable

Camp Card distribution and Unit selling tips

Tuesday, March 22nd

First “On My Honor” drawing

Tuesday, March 22nd

Mid-Sale Check Point “Camp Seller” 50% Commission status. All units that make a payment by this date for half the number of cards checked out will earn 50% commission for the entire sale. Units may continue selling after this date.



March Roundtable

Camp Card distribution and returns

Tuesday, April 12th


Second “On My Honor” Drawing

Tuesday, May 17th

ALL UNSOLD CARDS AND BALANCE ARE DUE

Unit accounts not balanced (fully paid or unsold cards returned) by May 17, 2016 will have \$5 deducted from their commission every business day until their account is reconciled.

Commission Schedule and Recognition Program

<p>Earn an iPad mini</p> 	<p>Any individual Scout that sells 600 cards by May 17, 2016 will earn an iPad mini. <small>(No combination of sells will be accepted. The iPad mini will be a Wi-Fi model with 16GB)</small></p>
<p>“On my Honor” Drawings</p>	<p>Scouts can be entered into two drawings for every 20 Camp Cards they sell. We will conduct a drawing on March 22nd and April 12th for \$100 gift card. Leaders are encouraged to submit “On My Honor” forms for each Scout that sells 20 Camp Cards. Two forms may be submitted if a Scout sells 40, three forms if a Scout sells 60, etc.</p>
	<p><u>Mid-Sale Check Point</u> All Units must turn in the Camp Card Sale envelope with the first payment for at least half of the cards checked out by Tuesday, March 22, 2016 to earn 50% commission for the sale. Units may continue selling after this date at the 50% commission rate. This mid-sale check point will help us to determine if we need to redistribute cards to other Units that want to participate in the sale.</p>
	<p>Units that do not pay at least half of their balance of checked out cards or return unsold cards by Tuesday, March 22nd will earn 40% commission for the entire sale period.</p>
<p>Re-order</p>	<p>Additional cards will be available at the Scout Service Center. To sign out more cards you will need to make a payment first. Example: 1st order of 200 cards, payment for 100 cards is made to BSA, you may then add up to 100 cards.</p>

Sales Strategy

Risk Free Guarantee Easy Fundraiser Where to Sell

- 🦋 **Start with your families!** Each family can use a card each week and will receive a great return on investment AND a Scout will earn **\$25 for camp or unit equipment!**
- 🦋 Mom or dad could sell 10 cards at work.....**Another \$25 for their Scout's Unit!**
- 🦋 **Scouts** could sell 10 cards to extended family, friends and neighbors....**Another \$25!**
- 🦋 Scout leader or parent should coordinate sales times in front of high traffic areas such as churches, banks, local stores, etc.
- 🦋 Units should coordinate times with stores that are represented on this year's card as well.
- 🦋 **Want to sell in front of Food City?** Your Unit must contact Scott Martin (ScottT.Martin@scouting.org) or Hillary at 423-892-8323 to set up an appointed time. It is VERY IMPORTANT that Units DO NOT contact Food City directly to set up a time to sell or show up at an un-appointed time. Units will only be allowed to sell in front of Food City between March 20th and April 5th for the entire 2016 year. (Times: M-F 4pm-7pm, Sat. 10am-7pm, Sun. noon-7pm)

Keys to Unit Success

- 🦋 **Recruit a "Camp Card Chair"** within your Unit to manage all aspects of the sale.
Communicate the purpose and timeline of the sale to parents.
Host an exciting Unit kick-off.
Track all money and cards and turn them in to the Council on time.
- 🦋 **Set a Unit sales goal!** Parents will support a fundraiser if there is a clear concise goal and reason (ie. Summer Camp, Day Camp, Equipment, Trailer, Pinewood Derby Track, etc.). Best methods show that a unit should establish a Unit goal and then develop a per Scout goal. "Our Unit goal is \$2,500 so that we can help pay for all our Scouts to go to camp this summer. Each one of our boys needs to sell 20 cards."
- 🦋 **Conduct an ENTHUSIASTIC Kickoff!** A boring and dreary sales pitch to the Scouts and families will result in boring and dreary commissions! Dream BIG! Small dreams have no magic!
- 🦋 Encourage every Scout to be a **"20 Card Seller"** and enter the March and April Council drawings for \$100 gift cards.
- 🦋 Units should consider, and are encouraged to develop, their own **Prize Program**. Youth will sell more for prizes and recognition! (Pizza Party, iPod shuffle, gift card, etc.) "All of our Scouts that sell 20 cards will be invited to the swim and pizza party in May."
- 🦋 **Create a sense of urgency!** People react to deadlines. "We would like to have our campaign wrapped up in three weeks." If given too long to sell, people will push the task off and it will no longer be a priority.
- 🦋 **Turn money in early!** The Cherokee Area Council will provide additional Camp Cards to Units turning in money for previously sold cards.
- 🦋 **Control your inventory!** You will also want the flexibility to provide additional cards to Scouts who are selling their Camp Cards quickly. Trying to collect unsold cards from Scouts in an effort to redistribute them is very time consuming. Keep a small amount of cards in reserve to give Scouts that are selling their cards quickly.

“On My Honor” Forms

Please fill out and submit an “On my Honor” form each time a Scout sells 20 cards. A drawing for a \$100 gift card will be held on March 22nd and April 12th at 5:00 p.m. Promote to your Scouts to sell early! If they turn in an “On My Honor” form before March 10th it will be kept in the next drawing, giving them even more chances to win. Scouts may complete and submit “On My Honor” forms for every 20 cards sold throughout the sale. For example, two forms may be submitted if a Scout sells 40, three forms if a Scout sells 60, etc. Completed forms may be faxed to 423-899-4555, emailed to your district executive, or dropped off at Scout Service Center.

“On my Honor”
I have sold 20 Camp Cards

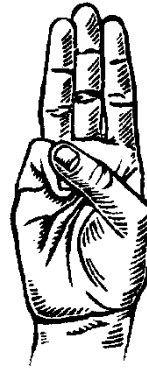


Scout's Name: _____

Phone #: _____

Unit Type and Number: _____

“On my Honor”
I have sold 20 Camp Cards

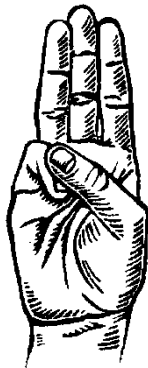


Scout's Name: _____

Phone #: _____

Unit Type and Number: _____

“On my Honor”
I have sold 20 Camp Cards



Scout's Name: _____

Phone #: _____

Unit Type and Number: _____

“On my Honor”
I have sold 20 Camp Cards



Scout's Name: _____

Phone #: _____

Unit Type and Number: _____

Unit Scout Camp Card Check-out

(Scout Parents to turn into Unit Camp Card Chair)

Scout Name: _____ Unit #: _____

Parent Name: _____ Phone #: _____

<h2># of Camp Cards Issued</h2> _____	To be completed on card turn in:	
	Checks	\$ _____
	Cash	\$ _____
	TOTAL	\$ _____
	_____ Cards Sold	
	_____ Cards Returned	
	_____ Total Cards	

I recognize that each card has a cash value of \$5. There is no risk to our Unit as long as all unsold cards are returned to the Unit by _____. By signing below, I recognize that I am responsible for paying \$5.00 for every unreturned card. _____

Signature

Date

Unit Scout Camp Card Check-out

(Scout Parents to turn into Unit Camp Card Chair)

Scout Name: _____ Unit #: _____

Parent Name: _____ Phone #: _____

<h2># of Camp Cards Issued</h2> _____	To be completed on card turn in:	
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Signature

Date

iPad mini Prize: I Sold 600 Camp Cards

Unit Type: Pack Troop Crew Unit #: _____

Scout Name: _____ Parent Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Home Phone: _____ E-mail Address: _____

1. How were you successful in selling 600 Camp Cards?

2. What advice would you give other Scouts to help them be successful?

Parent Signature: _____

***By signing this form you testify that your son sold 600+ camp cards by May 17, 2016, without combining sales from any other Scout.**

Unit Leader Signature: _____

***By signing this form you testify that the above Scout sold 600+ camp cards by May 17, 2016, without combining sales from any other Scout.**

iPad mini Prize: I Sold 600 Camp Cards

Unit Type: Pack Troop Crew Unit #: _____

Scout Name: _____ Parent Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Home Phone: _____ E-mail Address: _____

1. How were you successful in selling 600 Camp Cards?

2. What advice would you give other Scouts to help them be successful?

Parent Signature: _____

***By signing this form you testify that your son sold 600+ camp cards by May 17, 2016, without combining sales from any other Scout.**

Unit Leader Signature: _____

***By signing this form you testify that the above Scout sold 600+ camp cards by May 17, 2016, without combining sales from any other Scout.**

Camp Card Sale

Unit Commitment Form

To be able to enter your Unit in the sale, ALL information must be filled out.

- YES! Our Unit wants to participate in the 2016 Camp Card Sale!
 No, we do not wish to participate because _____

Unit Information:

Unit Type: Pack Troop Team Crew Post
(Please circle one)

Unit #: _____ District: _____

Of Active Scouts: _____ Our Gross Sales Goal is: \$ _____

How many cards would your Unit like to order? _____

***initial card order cannot exceed 5 cards per active Scout**

Primary Unit Contact/Chair:

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Cell/Daytime Phone: _____ Home Phone: _____

E-Mail Address: _____ (Required)

Camp Cards are active when received. Careful tracking and handling of the cards is strongly encouraged as the Unit will be held responsible for any lost or damaged cards.

On this day _____, _____ picked up _____ # of Camp Cards.
(date) (name) (quantity)

Unit Leader Signature: _____

***By signing this form you agree to be responsible for returning all unsold cards or paying the Cherokee Area Council \$2.50 each for all cards that are issued to your Unit by May 17, 2016.**

**Please return to: Cherokee Area Council, BSA, 6031 Lee Hwy, Chattanooga, TN 37421 or
FAX (423) 899-4555. If you have any questions, please contact your District Executive, or
Scott Martin at (423) 892-8323 or ScottT.Martin@scouting.org**

The Camp Card program is an approved Unit Money Earning Activity sponsored by the Cherokee Area Council. Scouts are authorized and encouraged to wear their Field (class A) Uniform for any Council approved money earning activities. Please refer to the Unit Money Earning Application (#34427B) for requirements and guidelines for all other unit money earning activities.