

CAMP CARD FUNDRAISER



UNIT LEADER GUIDE

colbsa.org/campcard

The Camp Card is a discount card to local businesses that Scouts sell to help raise money to attend summer camp and other programs. Program features include:

- **Attractive Pricing:** Cards sell for only \$5.
- **Great Return for Units and Scouts:** 50% commission on each card.
- **Great Time to Sell:** Program runs from mid-March until June 1.
- **Provides Experience:** Scouts can learn sales, money management, planning, and goal setting.
- **Great Value to Consumers:** Cards have a value of over \$100 with multiple single-use and multi-use deals.
- **Minimal Risk to the Unit:** No money due upfront. Return unsold, undamaged cards with no penalty if returned by June 1, 2018.



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Unit Coordinator Responsibilities

- * Give leadership to the Camp Card program for your unit.
- * Understand all aspects of the Camp Card program.
- * Sign-up your unit to participate at colbsa.org/campcard.
- * Attend a kickoff orientation/card distribution.
- * Set a challenging goal to achieve the program objectives your unit has set, like getting every Scout to summer camp.
- * Promote the Camp Card program in your unit.
- * During the sale, stay in touch with your Scouts to monitor progress and offer assistance as needed.
- * Assist Scouts with goal setting
- * Reconcile the unit account no later than June 1, 2018.

Key Dates

- * **March 1:** Unit sign-up and kickoff RSVP form available at colbsa.org/campcard.
- * **Kickoffs for unit coordinators** – program orientation and card/sales kit pick-up:
 - **Tuesday, March 20, 4:00 - 7:00 PM:**
Lansdale Public Library
[301 Vine St, Lansdale, PA 19446](http://301VineSt.com)
 - **Tuesday, March 20, 7:00 - 8:30 PM:**
Wallingford Presbyterian Church
[110 E Brookhaven Rd, Wallingford, PA 19086](http://110EBrookhaven.com)
 - **Wednesday, March 21, 7:00 - 8:30 PM:**
St. Martin of Tours Church
[5450 E Roosevelt Blvd, Philadelphia, PA 19124](http://5450ERoosevelt.com)
 - **Thursday, March 22, 7:00 - 8:30 PM:**
Firestone Scouting Resource Center
[1485 Valley Forge Rd, Wayne, PA 19087](http://1485ValleyForge.com)
- * **Thursday, April 5:** “Strive for 25” weekly drawings begin.
Entries due each Wednesday by 5 PM; drawing each Thursday through May 31.
- * **Friday, June 1:** Sale ends; 50% (\$2.50) due for each sold card.
Any unsold cards due. **No unsold cards accepted after this date.**

Camp Card Fundamentals

Where you can sell Camp Cards is only limited by your imagination. In past sales Scouts have sold in all sorts of locations. Brainstorm some ideas and add to the list below:

- After Church Services
- Doo-to-Door
- To Family & Friends
- Parent's Workplace
- Local Sports Events
- Unit Blitz Events
- Neighbors
- Public Transit Stops/Stations
- Home Improvement Stores
- Pharmacies
- Convenience Stores
- Department Stores
- "Big Box" Stores
- Diners & Restaurants
- Bowling Alleys

SEPTA requires that a permit must be on file to sell at any SEPTA properties. Units can make arrangements to sell at a selection of stations (list will be posted at colbsa.org/campcard) by emailing campcards@colbsa.org.

WAWA—Please do not approach for the Camp Card Sale. Wawa rules allow each organization to sell at Wawa locations once a calendar year. In the fall, we work with Wawa to make their locations available for our Popcorn Fundraiser, so we kindly request that units do not approach Wawa locations regarding the Camp Card program out of respect for this agreement.

When selling in front of or at another business location make sure you ask for permission from the owner or manager before you start selling.

DO NOT sell Camp Cards in front of card vendor locations (even if, for some reason, you have secured the manager's approval). This is against our agreements with them and does not support them by attracting new customers.

The units that have been the most successful in the Camp Card Program used the following best practices for managing their sale:

- Use spreadsheet available at colbsa.org/campcard to track the cards issued and returned by each of your Scouts.
- Have each Scout set a goal and relate it to their summer camp costs. Use visual charts to track each Scouts' progress and inspire competition.
- Set unit camp card calendar with distribution dates, unit sale events, and date for Scouts to return cards and money to the unit coordinator.
- Check in weekly with all Scouts by collecting money for sold cards and issuing/moving cards as necessary. Keep track of the unit's overall progress including cards sold and cards with each Scout.

Scout Sales

You will receive Scout Sales Kits to distribute to each of your Scouts. This envelope holds the cards as well as the monies collected. There is a lot of useful information on the kits including summer camp details, “Strive for 25” coupons, safety rules, goal tracking, what to say to a potential customer, and sales tips.



Scouts can enter into one of the weekly drawings for every 25 Camp Cards an individual Scout sells. Each drawing will have five winners who will each receive a \$25 Amazon gift card. All entries from the weekly drawings will then be put into a Super Drawing at the end of the sale for even larger prizes: 100% Camperships to a Cradle of Liberty Summer Camp and even larger gift cards!

To enter into a weekly drawing, Scouts sell at least 25 Camp Cards, complete a coupon on the Scout Sales Kit (extra coupons are available at colbsa.org/campcard), and submit it to their unit coordinator with payment (unit keeps the 50% commission). Unit coordinators will turn the coupons and payments to their district Camp Card team or at the Firestone Scouting Resource Center in Wayne.

Scouts can be entered for every 25 cards they sell and can enter multiple times each week. Entries are due to the Cradle of Liberty Council office by Wednesdays at 5 PM to be considered for the Thursday drawings. Entries received after Wednesdays at 5 PM will be included in the drawing the following week.



Partners & Discounts

Please remember, Scouts are not permitted to sell in front of participating vendor locations!

There are two versions of the card in 2018. Offers on both versions are the same with the exception of the supermarket – ACME or Landis. See the card for details.



ACME

Save \$5 off a purchase of \$50 or more.



Landis
SUPERMARKET

Save \$5 off a purchase of \$50 or more.



THE
FRANKLIN
INSTITUTE

\$3 off up to four general admission tickets.



PHILLY
PRETZEL
FACTORY

\$5 off any large pretzel party tray.



LEGO
LEGOLAND
DISCOVERY CENTER

Save \$10 off up to six regular admission tickets.



Applebee's™
GRILL + BAR

10% off (excludes alcohol, tax, and gratuity).



PRG
philadelphia rock gyms

\$10 off any Introduction to Climbing Package OR
\$5 off any Quick Climb Package.



PIZZA
PAPA JOHN'S
BETTER INGREDIENTS.
BETTER PIZZA.

Buy one pizza at regular price and get a second
pizza of equal or lesser value for free.



Philadelphia Insectarium
and Butterfly Pavilion

\$5 off regular child or adult admission.



PHILADELPHIA
SOUL

10% off a regular priced ticket.

Resources & Assistance

Each Cub Scout pack, Boy Scout troop, and Venturing crew will be supported by their local district, led by their district Camp Card chair and district professional.

These individuals will lead the Kickoffs at the beginning of the sale and will be in touch with unit coordinators during the sale. Their contact information will be available at colbsa.org/campcard.

Receiving Additional Cards, Submitting Strive for 25's and Submitting Payments:

Your district leadership will share the opportunities to regularly turn in or exchange these times. In addition to those opportunities, units can also complete any of the above at the Firestone Scouting Resource Center during business hours.

1485 Valley Forge Road, Wayne, PA 191087
Monday to Friday, 8:30 AM to 4:30 PM

When you meet with a district volunteer or staff member, they will have a Card/Money Transfer Form to account for any transactions of cards, money, and Strive for 25 entries.

These triplicate forms allow for your unit, the district and council to keep proper records. Transfer forms will be recorded at the council office where a running invoice will be kept for each unit.

To ensure that all records and invoices are accurately maintained, units are asked only to receive/return with a district/council representative and not with other units.



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