



2021 Unit Guide



BOY SCOUTS OF AMERICA®
BLUE RIDGE COUNCIL

Help Scouts Earn Their Way to Camp!

The Blue Ridge Council is proud to announce the 2021 Camp Card sale to help Scouts earn their way to the adventures of Scouting. Scouts can help themselves attend one of many events offered at Camp Old Indian and the Blue Ridge Council. These adventures include summer camp, Cub Scout day camp, NYLT, and Cub Scout family encampment. Units that participate in the Camp Card sale can earn up to 60% commission. The 2021 sale will run from February 1st – April 24th giving units over 2 months to sell!

THE VALUE OF SELLING CAMP CARDS

WEBELOS WOODS	\$50.00 = 20 CARDS SOLD
CUB DAY CAMP	\$95.00 = 38 CARDS SOLD
SCOUTS BSA CAMP @ COI	\$300.00 = 120 CARDS SOLD

The above examples are based on ONE Scout selling and 50% commissions earned.

Minimum of 300 cards sold by the participating unit to earn the 50% commission.

Event costs are estimates of camp fees and do not include costs for t-shirts, late fees or extra program fees.

2021 CAMP CARD COMMISSIONS: Camp Cards sold for \$5 each

- BASE COMMISSION IS SET AT 40%
- UNITS THAT SELL A MINIMUM OF 300 CARDS RECEIVE 50%
- PRE-ORDER 1000 CARDS WITH ZERO CARDS RETURNED RECEIVE 60%

All commissions are based on settling the unit Camp Card account on or before April 30th, 2021. All monies must be accounted for in order to receive the full commission earned. Units unable to settle their account by April 30th will receive a reduction in commission.

Units are encouraged to track each Scouts' sales, so the Scout can pay their way to camping adventures in the Blue Ridge Council. Units may elect to use proceeds in another way but are strongly encouraged to use this fundraiser to help Scouts pay for camping adventures.

Additional Unit Incentives

Unit Ice Cream Party

The top selling troop and pack within the Blue Ridge Council will receive an ice cream party courtesy of the Blue Ridge Council. The top selling troop will be recognized for their sale during their week of summer camp at Camp Old Indian and the top selling pack will receive their ice cream party during a summer pack activity of their choice. The ice cream party recognition requires a minimum sale of 500 cards and will be determined from unit sales received and balance paid in the council office by April 30th.

Top Seller and Grand Prize Drawing

EVERY Scout who sells a minimum of 50 cards is eligible for the GRAND PRIZE drawing! For each additional 50 cards sold, Scouts will receive an additional entry. For example, sell 250 cards and you now have 5 chances to win. GRAND PRIZE drawing will be held on May 1, 2021 and the council will award ONE winner for Cub Scouts and ONE winner for Boy Scouts/Venturers/Explorers. Each winner can also choose their choice of a DRONE w/camera or GoPro camera.

Camp Card Key Dates to Remember

- February 1** Camp Card Sale officially begins
- April 19-23** District settlement nights held. Leader's tracking form and all money must be turned in.
- April 24** Sale OFFICIALLY ENDS!
- April 30** Final day to receive FULL commission based on total sales and all money/unsold cards turned in to Scout office.
- May 1** **GRAND PRIZE DRAWING**
- May 1** Commission is reduced by 10%
- May 7** Commission is reduced by another 10% (total of 20% reduction)
- May 14** Commission is reduced by another 10% (total of 30% reduction)

Units may settle their account any time prior to the April 30, 2021 deadline

Your Unit Kickoff – How to Excite Your Scouts!

The objectives of your Camp Card Kickoff are simple:

- Get Scouts excited about camping and how they can earn their way to camp!
- Get parents informed about why their Scout should have a camp experience.

How can the Camp Card Champion ensure a successful kickoff?

- Make sure the kickoff is properly promoted through email, leaders, flyer, and phone.
- Review the presentation with your unit leaders prior to the kickoff. Plan who is to do what and determine how the unit will use commissions earned from the sale.
- Be prepared to talk about camping opportunities.
- Have snacks, drinks, maybe some music and make it FUN!
- Make sure EVERY Scout gets at least 10 Camp Cards to sell.
- Have unit and Scout goals!
- Have a unit level incentive/prize – packs – a bike or gift card; troops – camp scholarship or gift cards – 1 chance for every 5 or 10 cards sold-everyone has a chance.
- Keep it short – Make it FUN!

Camp Card Kickoff Agenda

1. Grand opening with music, cheers and excitement – Give me a “C”, Give me a “A” etc.
2. Review with parents and Scouts the camping opportunities within your unit.
3. Review the unit sales goal and explain “key” dates.
 - a. Expect money turn-in weekly
 - b. Provide additional card checkout weekly
 - c. Provide Store Front Dates (key to increase sales)
4. Scout training on how to sell the Camp Cards: “do’s and don’ts”
5. Prizes: Review any unit prizes and grand prize opportunities.
6. Finish BIG: issue a challenge to your Scouts and send everyone home motivated to sell.
7. Thank your Scouts and parents!

UNIT CAMP CARD CHAIR

- Attend the district Camp Card kickoff in February and pick up your unit’s Camp Cards
- Communicate the purpose of the Camp Card sale and how your unit will provide camping opportunities through the sale to Scouts and parents.
- Provide the timeline of the sale including sale end date of April 24th and money/cards due back to unit.
- Kick off the unit’s Camp Card sale with excitement, providing all youth members with at least 10 cards to sell.
- Coach and praise your Scouts weekly. Collect money and distribute additional cards weekly to ensure a successful unit sale.
- Turn in all money at the Scout office or district turn-in no later than April 30th.

How to Sell the Camp Cards

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. Camp Card sales may also qualify for some requirements towards the Salesmanship merit badge and other advancement opportunities.

- Have Scouts role play and practice during the kickoff.
- Find a way to make training fun and reward Scouts who do a good job.

Make sure your Scouts practice these simple steps:

- Wear your uniform.
- Smile and say- "Hello, my name is _____. I'm a Scout with (Pack/Troop /Crew) _____.
- Tell them what you are doing – "I'm trying to raise money so that I can attend summer camp this summer."
- Tell them what they can do to help – "I'm selling Camp Cards that will not only help me go to summer camp but will help you save money as well."
- Point out a couple of the valuable discounts.
- Close the sale and say, "Thank you!"

Do the following:

- Sell 15 to your family
- Sell 15 to friends and neighbors

Door-to-Door

Take your cards for a trip around the neighborhood. Highlight the great coupons and that the cards will save them money! Encourage them to buy more than one card because the break off coupons can only be used one time and more than pay for the card. Let everyone know you are trying to earn your way to camp.

Store Front Sales

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. Focus on multiple locations over the course of the sale. It is important to always ask permission from the store manager prior to setting up in front of a store. Many businesses, including Dick's Sporting Goods, have policies that prohibit store front sales (DO NOT CONTACT DICK'S SPORTING GOODS as this could jeopardize our current relationship). Also, it is important to check with your district as many have district signup sheets for store fronts that must be signed up for at the district. Locations to consider include Walmart, Lowe's, Sam's, Tractor Supply, grocery stores etc. Again, make sure you have permission prior to setting up in front of any stores.

Sell at Work

A great way for parents and guardians to help their Scout is to sell at work. If possible, youth can take Camp Cards to their parents' workplace and ask co-workers to purchase the cards. Remember, you are saving people money!

Safety and Courtesy

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

- Always sell with another Scout or with an adult – NEVER alone.
- Never enter someone's home.
- Never sell after dark, unless you are with an adult.
- Don't carry large amounts of cash.

- Always walk on the sidewalk and driveways – stay off the grass.
- Be careful of animals while selling.
- Wear your uniform!
- Wear a COVID-appropriate face mask at all times when selling and remember to maintain social distancing!
- Say THANK YOU even if they don't buy a card!

We are Selling Scouting, Not Just Camp Cards

Ensure your Scout families understand that they are selling character, they are selling a better community, and they are selling all the benefits of Scouting and the camping activities; NOT just a Camp Card. Emphasize that every card sold helps a Scout go to camp. The reason our sale will be a success is that people want to support Scouting as much as they want to buy a Camp Card.

Policies & Procedures

Unit Card Orders & Distribution: The council placed an order based on expected unit orders plus a few extras. Units should plan to pick up their order at their February district roundtable or make other arrangements with their district executive. Supplies are limited, we will not be reordering cards from the manufacturer unless sales across the council justify a reorder. Units that sell out of cards and would like to get more should contact their district executive to check availability.

Units will not be allowed to check out more cards until their initial check out amount is paid for in full.

Special Note About Returning Cards

Complete Camp Cards can be returned without penalty (except those that are part of the 1000 card/60% commission agreement). Even if a card's tear off tab(s) break off accidentally, the unit will be given credit if the complete card is returned. We ask that caution be used in handling the cards to limit damages. If a large number of cards are returned with broken tabs, we will reevaluate this policy for the 2022 sale. The unit is financially responsible for any unreturned cards (lost, misplaced, or missing tab(s)). The unit will be charged the appropriate council percentage (40%, 50% or 60%) for each unreturned or incomplete card. Scouts, leaders, and parents should treat each card as if it were a \$5.00 bill.

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