

# SOUTH FLORIDA COUNCIL, BSA 2012 Camp Card

*JOURNEY TO EXCELLENCE*

 <p><b>\$10.00 OFF</b> Your purchase of \$100.00 or more. One Time Use Only. Please Present To Cashier.</p>	 <p><b>\$5.00</b> By purchasing this card you are helping Scouting Units earn their way to camp!</p> <p><b>SOUTH FLORIDA COUNCIL • BOY SCOUTS OF AMERICA®</b> 15255 N.W. 82 Avenue, Miami Lakes, FL 33016 305-364-0020 • 954-584-4200 • www.sfcbsa.org Proudly serving the youth of Broward, Miami-Dade and Monroe Counties Prepared. For Life.™</p>	 <p><b>Buy One Game, Get One Game FREE!</b> One Time Use Only Please Present To Cashier 83230 Overseas Hwy. Islamorada, FL 33036 (305) 664-9337</p>	 <p>Buy any <b>Angus Burger</b> and get 2nd sandwich of Equal Value <b>FREE</b> Coupon valid through July 31, 2012</p>
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 <p>Buy any <b>Angus Burger</b> and get 2nd sandwich of Equal Value <b>FREE</b> GOOD ONLY IN MONROE COUNTY One Time Use Only Present To Cashier Coupon valid through July 31, 2012</p>	 <p><b>Buy One Game, Get One Game FREE!</b> One Time Use Only Please Present To Cashier Coupon valid from February 1, 2012 through December 31, 2012</p>	<p><b>\$5.00 Use This Card Again and Again!</b></p> <p><b>Doc's Diner</b> 10% Off Meals 99696 Overseas Hwy. Key Largo, FL 33037 (305) 451-2895 www.docsdiner.com</p> <p><b>Captain State's Atlantis Dive Center</b> Key Largo, FL (305) 451-3020 captainState.com Receive 15% OFF your next Dive, Snorkel, or Glass Bottom Boat trip. Reservations required. Merit/ "Camp Card" discount when booking.</p> <p><b>SAVE \$6.00</b> on each adult admission when you purchase 2 tickets. Open Daily 9 AM to 5 PM. Last ticket valid at 4:30 PM. 305-296-2988 1316 Duval Street One block north of the Conch Republic Plaza Not valid with any other offers or discounts.</p>	<p><b>1/2 DAY FISHING Aboard TORTUGA IV \$5.00</b> Departs Daily 7 AM &amp; 2 PM Save \$5.00 on each Adult Ticket. Includes Rod, Reel, Bait, and License. 951 Caroline Street (Conch Harbor Marina) • 305-293-1189</p> <p><b>FREE Garlic Parmesan Breadsticks</b> With the purchase of a Large or Extra Large pizza at regular menu price. Please call your local Papa John's Pizza to place your order. Better Ingredients. Better Pizza. Valid in Monroe County Only. Promotion Code "Scouts"</p> <p><b>10% OFF</b> (305) 743-7255 4650 Overseas Hwy Marathon, Florida www.tildensscubacenter.com</p>	 <p>Limit one deal per coupon per customer. Excluding all tobacco, alcohol, lottery items, money orders, postage stamps, gift cards, and prescriptions. Customer is responsible for all applicable taxes. Reproduction or transfer of this coupon constitutes fraud. Effective in Miami-Dade, Broward, Palm Beach, Martin, St. Lucie, Indian River, Okeechobee and Monroe Counties ONLY. Coupon valid from February 1, 2012 through June 30, 2012. LU 7029 One Time Use Only</p>
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**A Scout is Thrifty....**

**He earns his own way to Summer Camp!**

South Florida Council is pleased to announce the return of the "Camp Card". This initiative is designed to help Scouts earn their way to a summer/day camp program. Units participating in this program will **earn 50% commission** (\$2.50) on each \$5 Camp Card they sell. The cards will be distributed at the February 6<sup>th</sup> Roundtables. The sale will end on May 31st giving units nearly 4 months to sell and close out their accounts. This program is a **NO BRAINER** – the cards sell themselves – **Let's sell them all!!**

**The value of selling Camp Cards:**

New Uniform - \$100 = 40 cards  
New Tent - \$150 = 60 cards  
Philmont - \$1,750 = 700 cards  
Troop Trailer - \$5,000 = 2,000 cards  
(40 Scouts each selling 50 cards)

Day Camp - \$130 = 52 cards  
Summer Camp - \$200 = 80 cards  
International Jamboree - \$2,500 = 1,000 cards  
2013 National Jamboree - \$1,900 = 760 cards

## Camp Card Timeline, Commission Schedule & Incentives

December 20 – February 6, 2012

Register to Sell Camp Cards.

February 6, 2012

Camp Cards Distributed at Roundtable

February 17 – May 25, 2012

“Fill It Up” Sales Form weekly drawings – EVERY FRIDAY.

June 4, 2012

**ALL ACCOUNTS TO BE CLOSED OUT BY, OR AT, JUNE 4 ROUNDTABLE** - Units closing out **AFTER** June 4, 2012 will earn 40% on their remaining Camp Card account. Grand Prize Drawing – See Sales Form.



**Weekly  
“Fill It Up”  
Drawings**

Units will receive 50% commission for all Camp Cards sold if their accounts are closed out **BY** June 4<sup>th</sup>, 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, South Florida Council will conduct a drawing for a \$75 gift check. The sale begins February 6 and runs through May 31. The drawing will be held every Friday at 4pm starting February 17 and ending May 25. (Please see Sales Form for more details.)



Units closing out **AFTER** June 4th will earn 40% on their remaining Camp Card account. Please close out on time to maximize your efforts!



**INCENTIVE**

**Boy Scout Camp Card Recognition game = Miami Marlins vs. Toronto Blue Jays on Sunday, June 24<sup>th</sup>. All Scouts who fill up at least 2 sheets during the sale will qualify for a FREE ticket to the game, with the purchase of an adult ticket at \$20, in the Homerun Porch area.** Attending Scouts, and one parent/guardian each, will be *recognized on the field* along the warning track prior to the game. The top seller will be *recognized behind home plate* with a presentation from a team representative and the top selling unit will get to *conduct the opening flag ceremony on the field* before the game.

### Families to receive 250% return on investment!

There are approximately 17 weeks between February 6 and May 31. If a family buys 17 cards for \$85 and use a card each week they will receive 250% of their investment back = **In addition to the family receiving twice their money back at Publix... their son will earn \$42.50 in commissions for his Scouting experience.**

## **Leader Quotes - What some of the Leaders surveyed had to say!**

“The Cards sell themselves, especially in front of Publix!”

-Donna Miller, Pack 754

“The Camp Card program provided easy and quick cash for our Scouts program accounts!”

-Bob Hendry, Pack 496

“High Commission, ease of sale, unit keeps what it earned up front and turns in the difference!”

-Cliff Freiwald, Troop 183

“A VERY good value for the money and a GREAT profit for the Unit!”

-Marilyn Munroe, Scout Parent

“Easy to Sell, we only returned 10 because they were lost and weren’t found until after the sale.”

-Donald Rifkin, Troop 224

“At \$5 a pop, these are easy to sell!”

-Jim Happell, Troop 20

## **APPROVED UNIT MONEY EARNING PROJECT**

The Camp Card program is an approved Unit Money Earning Activity sponsored by the South Florida 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 (#34427B) for requirements and guidelines for all other unit money earning activities.

## **NEED A CERTIFICATE OF INSURANCE FOR SELLING LOCATION**

To obtain a Certificate of Liability Insurance for your sales location(s), please call Rosa Donaldson-Moss at (305) 364-0020 or (954)584-4200. You will need the name and address of the business location to be additionally insured.

**The South Florida Council conducted a survey with leaders from units who sold Camp Cards in 2010. Below are some of the responses and statistics that were received:**

**Who sold Camp Cards?**

63% Packs, 53% Troops and 4% Crews

**Did your Unit establish a Sales Goal?**

73% - Yes

**How did your Unit establish your Sales Goal?**

33 % - Unit Program Goal (Ideal Year of Scouting, Summer Camp, Day Camp, etc.)

61% - Per Scout Sales Objective

6% - Project Objective (Trailer, Pinewood Derby Track, etc.)

**Did your Unit sell in front of Publix or Bass Pro?**

60% - Yes      40% - No

**Of those that sold in front of a Publix or Bass Pro.....**

85% Reached their sales objective

15% Did not reach their sales objective

**Other locations that Units sold at included:** Churches, Walgreens, Lowes, Sam’s Club and Chartered Organization.

**100% of those surveyed agreed that the Camp Card was appropriately priced at \$5.**

**On average, each of our units sold over \$1,250 in Camp Cards.**

**100% of the units that sold in 2009 have committed to selling in 2010!**

# 2012 Registration Form

To insure that we have enough cards for every unit that would like to participate, register early.  
Camp Cards will be distributed at the February Roundtables.



YES! Our unit wants to participate in the Camp Card Sale!

## Unit Information:

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



Unit #: \_\_\_\_\_ District: \_\_\_\_\_

# Of Active Scouts: \_\_\_\_\_ Our Gross Sale Goal is: \$ \_\_\_\_\_

How many cards would your unit like to order? \_\_\_\_\_

## Unit Camp Card Chair Information (PLEASE PRINT CLEARLY):

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ ST: \_\_\_\_\_ Zip: \_\_\_\_\_

Home Number: \_\_\_\_\_ Cell Number: \_\_\_\_\_

Work Number: \_\_\_\_\_ E-Mail Address: \_\_\_\_\_

Please return to: South Florida Council, BSA, 15255 N.W. 82 Avenue, Miami Lakes, FL 33016 or  
FAX (305) 821-6222. If you have any questions, please contact your District Executive (305) 364-0020 or  
(954) 584-4200. [www.sfcbasa.org](http://www.sfcbasa.org)