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 6th 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:

<table>
<thead>
<tr>
<th>Value</th>
<th>Number of Cards</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Uniform</td>
<td>40 cards</td>
</tr>
<tr>
<td>New Tent</td>
<td>60 cards</td>
</tr>
<tr>
<td>Philmont</td>
<td>700 cards</td>
</tr>
<tr>
<td>Troop Trailer</td>
<td>2,000 cards</td>
</tr>
<tr>
<td>Day Camp</td>
<td>52 cards</td>
</tr>
<tr>
<td>Summer Camp</td>
<td>80 cards</td>
</tr>
<tr>
<td>International Jamboree</td>
<td>1,000 cards</td>
</tr>
<tr>
<td>National Jamboree 2013</td>
<td>760 cards</td>
</tr>
</tbody>
</table>

New Scout - $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)
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.

50%
Units will receive 50% commission for all Camp Cards sold if their accounts are closed out BY June 4th, 2012.

Weekly “Fill It Up” Drawings
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. There 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.)

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

40%

Boy Scout Camp Card Recognition game = Miami Marlins vs. Toronto Blue Jays on Sunday, June 24th. 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.sfcbsa.org