

Central Georgia Council, BSA Pine Forest 2011 Camp Card Guidebook A Unit Leader's Guide

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Dublin Location. One FREE Regular Beverage With The Purchase of Regular Prices Seafood Dinner
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Cochran, Eastman & Dublin Locations
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Eastman Location
Free Medium Soft Drink With Any Sandwich Purchase
McRae Location
FREE Mini Blizzard With the Purchase of Any Combo
Not Valid With Any Other Coupon Or Offer. Limit One Per Coupon Per Visit.



Free Sonic Burger
With the Purchase of Same.
Eastman Location Only
Please Give This Coupon To The Cashier.
Expires 9/30/2011



Limit one deal per customer
Limit one coupon per customer with this coupon. Excluding all alcohol tobacco, lottery items, money orders, postage stamps and alcoholic beverages.
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Please Give This Coupon To The Cashier.
Expires 9/30/2011

ALL OFFERS EXPIRE 12/31/2011 UNLESS OTHERWISE NOTED..



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**A SCOUT IS THRIFTY.....
HE EARNS HIS OWN WAY TO SUMMER CAMP!**

INTRODUCING THE CAMP CARD!

The Central Georgia Council, BSA is pleased to announce the "Camp Card." This initiative is designed to help Scouts earn their way to resident camp or day camp. Units participating in this program will earn **50% commission (\$2.50)** on each Camp Card they sell. The Camp Card program will be rolled out at the February Roundtable, with distribution beginning on March 1, 2011. The sale will end on May 31, 2011.

This program is RISK FREE, simply return any unsold cards at settlement on or before June 17, 2011. Any units who settle their accounts after June 17, 2011 will receive **30% commission (\$1.50)** on each Camp Card sold.

VALUE

The Camp Card represents opportunity to Scouts and value to the community.

Cub Day Camp	\$80	32 cards
Webelos Resident Camp	\$125	50 cards
Winter Camp 2010	\$100	40 cards
Full Scout Uniform	\$110	44 cards
Boy Scout Summer Camp	\$245	98 cards
High Adventure Camp	\$360	144 cards
Philmont (average)	\$1,750	700 cards
Pinewood Derby Track	\$2,000	800 cards
Jamboree (approximate)	\$2,500	1000 cards
New Troop Trailer	\$5,000	2000 cards

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CAMP CARD KEY DATES

February 10	Program Roll-out at Roundtable
March 1	Camp Card Distribution
March 4	Camp Scholarship Drawing
March 11	Camp Scholarship Drawing
March 18	Camp Scholarship Drawing
March 25	Drawing for Mongoose Electric Scooter
April 1	Camp Scholarship Drawing
April 8	Camp Scholarship Drawing
April 14	Camp Card Re-Distribution at Roundtable
April 15	Camp Scholarship Drawing
April 22	Camp Scholarship Drawing
April 29	Drawing for iPod Touch
May 6	Camp Scholarship Drawing
May 12	Camp Card Re-Distribution at Roundtable
May 13	Camp Scholarship Drawing
May 20	Camp Scholarship Drawing
May 27	Camp Scholarship Drawing
June 17	Deadline for Card Returns Final Settlement
June 20	Top seller Prize Awarded—16GB iPad or \$450 cash



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COMMISSION

The 2011 Camp Card commission is 50%. We encourage units to set up Scout accounts so Scouts can pay for summer camp with Camp Card proceeds; however, it is up to the unit to elect to do this, we understand the unit may have another goal.

ORDERS & RE-DISTRIBUTION

While supplies last, extra cards may be secured through the Scout Office or your District Executive. A card re-distribution will occur at the April and May Roundtables. Units that have completed their sale and have left over cards should plan to return unsold cards at the April and May Roundtables. These cards will be re-distributed to units that wish to sell more cards. All unreturned cards will be paid at settlement. Units may settle their account at the Council Service Center between May 31—June 17. District Executives will also hold a settlement at April and May Roundtables. Any units who settle their accounts after June 17, 2011 will receive **30% commission (\$1.50)** on each Camp Card sold.

RETURN POLICY

Camp Cards can be returned to the Council Service Center without penalty between March 1 and June 17. The cards **MUST** be in new condition (including snap off discounts). The **UNIT** is **RESPONSIBLE** for **ANY** unreturned cards (lost, misplaced, damaged, etc.) Be sure Scouts and parents treat each card as if it were a \$5 bill

SALE SUPPORT

Contact your District Executive or Jeremy Lindsey anytime you have a question 1-800-272-9386. We are happy to help you!



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YOUR UNIT KICK-OFF

The objective of your Camp Card kick-off are simple:

- Get Scouts excited about Summer Camp
- Get parents informed about why their sons should attend Summer Camp

How can you ensure a successful kick-off?

- Make sure the kick-off is properly promoted through e-mail and phone.
- Review the presentation with your Cub Master prior to the meeting.
- Be prepared to talk about Summer Camp opportunities.
- Have snacks, drinks, and music.
- Make sure EVERY Scout gets a SALES Kit and 10 CARDS
- Keep it short

CAMP CARD KICK-OFF AGENDA

1. Grand opening with music, cheers, and excitement.
2. Check out a SALES KIT to every SCOUT with AT LEAST 10 cards.
3. Review Summer Camp opportunities.
4. Review sales goal and % of scouts to camp goal and explain key dates.
5. Scout Training: Role play Do's and Don'ts.
6. Prizes: Review opportunity to scholarship opportunities and weekly drawings.
7. Big Finish: Issue challenge to your Scouts and send everyone home motivated.

Follow up after the kick-off with important reminders like dates, family sales goals, and scholarships Scouts can win. Be sure to promote the "Weekly Scholarship Drawing" program.

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PRIZES

Every Friday from March 4 through May 27, Central Georgia Council will be drawing one lucky scouts name for a FREE scholarship to any Scout Camp offered in Central Georgia Council.

(Cub Day Camp, WEBELOS Resident Camp, Boy Scout Winter Camp)

Scouts can register once they sell 10 cards; they only need to register once during the sale to be entered!

The top selling Scout will receive his choice of either 16GB iPad or \$450 cash.



THIS IS IN ADDITION TO THE 50% COMMISSION!!!



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HOW TO SELL CAMP CARDS

Create a plan and train your Scouts in all three methods; this will give you the best results.

Door to Door: Take your SALES KIT and Cards for a trip around the neighborhood! Highlight the great coupons.

Show and Sell: 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, but don't hang your hat on this approach alone. Focus on multiple locations at the same time. Be sure not to over schedule Scouts.

Sell at Work: A great way for mom and dad to help their Scout.

SAFETY AND COURTESY

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

- Sell with another Scout or with an adult
- Never enter anyone's home
- Never sell after dark, unless with an adult
- Don't carry large amounts of cash
- Always walk on the sidewalk and driveway
- Be careful of dogs while selling
- Say thank you whether or not the prospect buys a Camp Card



the 2011 Camp Card

SALES TECHNIQUES FOR SCOUTS

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.

Have Scouts role play and practice during your kick-off. Find a way to make training fun and reward scouts who do a good job.

Have your Scouts practice these simple steps:

- Wear your uniform.
- Smile and tell them who you are - first name only!
- Tell them where you are from (unit within Scouting).
- Tell them what you are doing (earning money toward Scout Camp).
- Tell them what they can do to help (save money with the Camp Card).
- Close the sell, and thank them.

WE'RE SELLING CAMP NOT JUST DISCOUNT CARDS

Ensure your families understand they are selling character, they are selling a better community, and they are selling the benefits of a Scouting Camp not just selling discount cards. Emphasize that each card sold helps a Scout go to camp. The reason our sale will be successful is that people want to support Scouting.

THANK YOU FOR YOUR SUPPORT OF SCOUTING!

2011 Camp Card SIGN-UP

The Central Georgia Council is pleased to announce the continuation of the “Camp Card” fundraising program. This initiative is designed to help Scouts earn their way to a Summer/Day Camp program. Units participating in 2011 program will **earn up to 50% commission** (\$2.50) on each \$5 Camp Card they sell if they close out their account by June 17th (see commission schedule below). Camp Card Leaders Guide with campaign details will be posted online by February 25. The Camp Cards will begin distribution on March 1. The sale will end on May31 giving units 3 months to sell. This program is **RISK FREE**, simply return any unsold cards.



Commission Schedule—Receive a full 50%, Here's how:

- Fill out form and sign-up to sell by March 1st
- Close your account on time by June 17th
- For every card turned in after June 17th turn in date, receive 30% commission

The value of selling Camp Cards:

Cub Scout Day Camp—\$80 = 32 cards

Winter Camp 2011—\$100 = 40 cards

Boy Scout Summer Camp—\$245 = 98 cards

Philmont—\$1750 = 700 cards

WEBELOS Resident Camp—\$125 = 50 cards

Full Scout Uniform—\$110 = 44 cards

High Adventure Camp—\$360 = 144 cards

National Jamboree—\$2500 = 1000 cards

To ensure that we have enough cards for every unit that would like to participate, please register as soon as possible.

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 you like to start the campaign with? _____

Name: _____

Address:

City: _____ Zip: _____

Home Number: _____ Work Number: _____

E-mail Address: _____

Please return to: Central Georgia Council, BSA 4335 Confederate Way, Macon, GA 31217 or FAX (478)742-2686.

If you have any questions, please contact your district executive at (800) 272-9386