



GET TO CAMP THE EASY WAY WITH CAMP CARDS

**MICHIGAN CROSSROADS COUNCIL
BOY SCOUTS OF AMERICA**



BOY SCOUTS OF AMERICA®
MICHIGAN CROSSROADS COUNCIL

YOUR SCOUTS CAN QUALIFY FOR FREE MCC RESIDENT CAMP!



Welcome to the Camp Card Sale...

Thank you for investing the time and energy to lead your Scouting Unit's 2018 Camp Card Campaign. Selling Camp Cards is an easy no risk way to teach Scouts the value of earning their way. Going to camp is the highlight of every Scout's year. Shouldn't they understand the value of that experience?

QUALIFY FOR A FREE CAMP EXPERIENCE!! Calling all Scouts - participate in this easy opportunity - when a Scout achieves the goal below - the Council will pay your MCC resident camp fee – AND your unit will still qualify for and keep 50% commission on sales.

QUALIFY FOR A FREE CAMP BY SELLING

CUB CAMP - 90 CARDS

BOY SCOUT CAMP - 200 CARDS

For example, if a Scout wants to attend Camp Rotary for a week of Boy Scout Resident Camp, by selling 200 Camp Cards, they will qualify to attend FREE

This Sale Guide will help to introduce our Camp Card Sale, how it will benefit your Scouts including important sales information, time lines, the card vendors, signing up and people who can help you.

Thank you for making a difference in the lives of the Scouts in your unit! Don't forget to visit the Michigan Crossroads Council website at www.michiganscouting.org/campcards/ for important updates during the campaign.

HAVE QUESTIONS?

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2018 CAMP CARD SALE

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CAMP CARD TIME LINE

CAMP CARD SIGN UP

Units can sign up NOW online at www.michiganscouting.org/campcards/

Pre-order deadline: January 12, 2018

CAMP CARD DISTRIBUTION

Camp Cards will be distributed at the February or March Roundtables and local council Scout Service Center. Any units without representation can pick them up at their local Service Center.

CAMP CARD SALES DATES

The sale will run:
February 10 - May 10
(with 50% Commission)

CAMP CARD SALE ENDS

Unsold Camp Cards and money must be turned in at your May Roundtable or at your local Field Service Council office by May 11th.

After Saturday, May 21, 2018
Commission drops to 40%

Saturday, May 28, 2018
Commission drops to 30%

After Friday, June 4, 2018
0% Commission



SELL THE ADVENTURE

Ask your Scouts to share a personal testimony of a Summer Camp Adventure, planning an Eagle Scout Leadership project, earning their first merit badge, white-water rafting, experiencing the first ever Jamboree at the Summit Bechtel Scout Reservation, or just a few things that will make the buyer feel good about buying a discount card... or two. What will you do with your Camp Card money? Let your customers know your plans!

QUALIFY FOR FREE MCC RESIDENT CAMP!

90 CARDS - FREE CUB SCOUT RESIDENT CAMP

200 CARDS - FREE BOY SCOUT RESIDENT CAMP



REMEMBER WE ARE SELLING THE SCOUTING PROGRAM, NOT THE CARD.

Selling discount cards as a fundraiser enables a unit to have the funds to deliver their “program”. We are selling Scouting, and people will buy if asked. The majority of people have never been asked to buy Camp Cards. People need to know why Scouts are selling Camp Cards. Why should I buy?

- Help a Scout Experience Camp!

HOW DO I START MY SALE?

Being with immediate family members:

- Parents
- Brothers and Sisters
- Cousins
- Grandparents
- Aunts and Uncles
- Close Neighbors, etc...
- Don't forget about those popcorn buyers from last year!

You can start as soon as you receive your Camp Cards...then canvas your neighborhood, friends, etc...think of those who want to support your unit's Camp Card sale. And remember, tell everyone about your unit's (pack or troop) program and why you are selling Camp



Cards...the majority of the people are never asked to buy, and they will, if they know why you are selling.

GREAT PLACES TO SELL

- County/Community Festivals
- Local Stores
- Parent's Workplace
- Church/Chartered Organization Functions
- Banks
- Gas Stations
- Sporting games
- Grocery stores
- Small businesses

VOLUNTEER LEADERS SHOULD

Inform Scouts, and their parents, how the Camp Card sale directly benefits their unit program and directly benefits individual Scouts and their families.

A printed calendar and unit budget will help educate parents and Scouts on “plans for the upcoming year”.

MAKE YOUR SUMMER ADVENTURE A REALITY WITH CAMP CARDS

Wouldn't it be great to do all the Scouting activities you wanted.

Commission on a camp card is up to 50% (\$2.50). Here are approximate costs in camp cards of several Scouting activities:



QUALIFY FOR FREE MCC RESIDENT CAMP IN 2018!

HOW THE CAMP CARD SALE WORKS:

STEP 1

Register your unit to sell Camp Cards at www.michiganscouting.org/campcards/. Make sure to pre-order your cards by January 12, 2018.

STEP 2

Help each Scout in your unit set a personal goal. Add them all up to a unit goal. Make a chart and display at your meeting location.

STEP 3

Pick up your cards at your February and March Roundtable.

STEP 4

Distribute the cards to the Scouts and encourage them to sell.

- Have parents take them to work;
- Schedule time in front of a local store as a unit.
- Ask all of your friends and neighbors. This card is a great value and will virtually sell itself.

The Camp Card sale is an opportunity for youth to earn money to pay for their summer camping fees by selling a valuable discount card. Each card contains discount offers from different vendors (most can be redeemed multiple times) that are good during the calendar year.

The cards sell for \$5.00 with the unit earning up to 50% commission or \$2.50 on each card sold.

A SCOUT IS SAFE!

TIPS FOR SAFE SELLING.



A Scout is safe. When conducting your sale, it is vital to ensure proper safety measures. Below are some Camp Card general safety and sales tips.

- When selling Camp Cards in your neighborhood always have an adult or buddy with you.
- ALWAYS wear your uniform. Everybody loves to support a Scout in uniform.
- Never enter a stranger's house.
- Keep checks and cash in an envelope with your name on it.
- ALWAYS walk on the sidewalk and driveway. NOT through the yard. Watch for traffic.
- Never sell at night.
- Not every house will buy so do not become discouraged.
- The more people you ask - the more people will buy.
- Put Camp Card sales articles in your school, church, and community bulletins/newsletters.
- ALWAYS act like a Scout. Be polite and courteous. Wear a smile and introduce yourself.
- Most importantly, when you are selling Camp Cards, tell the people what the money is for.
- Ask your parent to be the first to buy Camp Cards.
- Ask your relatives to buy Camp Cards.
- Ask your neighbors to buy Camp Cards.
- Ask the parents of your friends to buy Camp Cards.
- Take your Camp Cards to your place of worship and ask people to buy during coffee/fellowship hour (get permission first).
- Ask your parents if they can take your Camp Cards to work and ask their co-workers to buy cards. (They may need to get permission first.)
- Ask a parent or fellow Scout to go door-to-door with you in your neighborhood to ask people to buy Camp Cards.
- Ask your patrol or den to schedule a "Super Sale Day". This is a day when your fellow Scouts select a neighborhood and go door-to-door.
- ALWAYS SAY THANK YOU! Whether they buy or not.

THINGS TO HELP MAKE YOUR LOCATION STOREFRONT SALE SUCCESSFUL:

- Scouts need to clean area before and after sale.
- Scouts need to work the sale, no sitting. If you are using a table display then make sure the Scouts are in front.
- Stay outside of the store during their shifts.
- Consider securing a credit card reader so your unit can accept them as payment.
- Remember to have something on hand to drink during the shifts.
- THERE ARE NO TIPS, "Keep the change" or "You keep the card" are considered donations for your unit.
- Adults: allow the Scouts to sell the Camp Cards, give the Scouts room to grow.
- Do not use chairs or tables at the location as they take up a lot of room and work against the sale.
- Do not allow horse play.
- ALWAYS WEAR YOUR UNIFORM!

CAMP CARD CHAIR RESPONSIBILITIES

Leading your unit to the best year of Scouting.



RECRUIT ONE OR MORE PARENTS AS ASSISTANT CHAIRS AS NEEDED

EXPLAIN THE CAMP CARD PROGRAM TO YOUR ADULT LEADERS:

- Establish Unit's Sales Goal and Plan Sales Activities.
- Prepare Timetables.
- Set Up Sales Coverage Areas.
- Place order for your unit's cards by January 12, 2018.

HELP FIND LOCATIONS AND COORDINATE STOREFRONT SALES.

- Pick up cards for your unit at the February Roundtable.

PREPARE HANDOUTS FOR UNIT KICK-OFF MEETING FOR LEADERS, PARENTS & SCOUTS:

- Time line showing sale dates, date request is due, time & place for pickup, and card distribution.
- Unit goal and per boy sales goal.
- Storefront sale sign-up sheets with date, time and locations of Storefront Sales.
- www.michiganscouting.org/campcards/ to download unit kickoff presentation.

ARRANGE TO PICK-UP MORE CAMP CARDS AT SCOUT OFFICE IF NEEDED.

- If your unit sells all the Camp Cards you requested and would like to sell additional cards we will try our best to make sure you receive more cards to sell.

REMIND YOUR SCOUTS OF MONEY DUE DATES. MAKE SURE CHECKS ARE MADE PAYABLE TO THE UNIT ITSELF.

- Collect and tally money from Scouts and submit one check payable to the Michigan Crossroads Council for "Total Amount Due" No later than Friday, May 11th, 2018.
- Or turn money in at your District Roundtable in May.
- Update your unit each week on sales total (post results at unit meeting place).

“A GOOD CAMP CARD CHAIR IS ORGANIZED WITH LOTS OF ENERGY, CREATIVITY, AND IS AN EXCELLENT COMMUNICATOR.”

UNIT CAMP CARD KICK-OFF AGENDA: 50 MINUTES

CONDUCTED BY CAMP CARD CHAIR

1. **GATHERING:**

- Display card samples, and Scout stuff for people to look at

2. **OPENING (5 minutes)**

- Pledge of Allegiance
- Welcome Parents

3. **WHY CAMP CARDS? (5 minutes)**

- To qualify for FREE MCC Resident Camp!
- Make the case for Camp Cards. Why is our unit selling the camp card this year. To reduce the number of fundraisers we do each year.
- Money for new equipment.
- So parents don't have to write a check for everything their Scout does.
- So your Scout can learn to earn his way.
- To go to camp, field trips, and other activities.
- Make sure every Family has a copy of the Unit Calendar & Unit Budget.

4. **SO WHAT'S THE PLAN (5 minutes)**

- Review camp card time line.
- Sale starts February 10th and continues through May 11th.
- Money due date. Due to Council by Friday, May 11th.

5. **SO WHAT'S OUR GOAL? (5 minutes)**

- Our unit goal is \$_____ in total sales _____
- Our per Scout goal \$_____

CUB CAMP = 90 CARDS

BOY SCOUT CAMP = 200 CARDS

6. **HOW TO SELL CAMP CARDS (15 minutes)**

- Ask family, friends, neighbors.
- Ask parents to bring form to work and sell to co-workers.
- Sell door to door in our neighborhood.
- Be Safe.
 - sell with a buddy or an adult.
 - don't sell after dark.
 - don't go into a stranger's house.
 - obey street and traffic signs.
- Be Courteous. Always say thank you.
- Walk on the sidewalk.
- Wear your uniform.
- Say thank you whether they buy or not.
- When collecting money, keep cash and checks in envelope.
- Count out loud when making change.
- Make checks payable to unit.
- Don't leave cards until customer has paid for it.

NOTE: Units MUST track camp card sales individually by Scout to qualify for camp incentives.

7. **QUESTIONS & ANSWERS (5 minutes)**

8. **THANK EVERYONE FOR COMING AND WISH THEM GOOD LUCK.**



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WATER AND WOODS FIELD SERVICE COUNCIL

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