2020 Camp Card Sale

Prepared. For Life.

Unit Guidebook
A Scout is Thrifty

The Camp Card Sale is designed to help Scouts earn their way to summer camp, a BSA National High Adventure Base, National Jamboree, or Cub Scout Day Camp/Twilight Camp. The Camp Card is a “discount card” that offers deals at area businesses to the purchaser. The purchase price of a Camp Card is $5.00 and participating unit Scouts will earn 50% commission for each card they sell!

Card Value Exceeds Cost

A customer can purchase a Camp Card for only $5.00, but the card’s value is much greater than the cost. In most cases the customer will recover the purchase price by using one or two of the discounts on the card.

Three Different Versions

There will be three different versions of the Camp Card, each featuring multiple offers that are council-wide, as well as some that are specific to the Harrisburg, York and Chambersburg/Gettysburg areas within our council territory.

Format for 2020

For the 2020 Camp Card Sale we will be using the same vendor as last year to produce the cards. There will be three one-time use tabs on each card specific to the version units select, as well as local multiple use offers. PLUS, there will be online offers available through a digital membership from the Savers Guide Entertainment discount network.
Online Offers

Purchasers can redeem hundreds of online offers for a variety of different categories, including dining, shopping, travel, things to do and services. Users create an account by activating the access code printed on their Camp Card by visiting www.boyscoutscampcard.com.

The account and offers are good through the end of the calendar year. Offers may be printed out from a computer or accessed through the SaversGuide app on a smartphone.

NOTE!! Online offers also “travel” with the user, so wherever you and your smartphone happen to be located at any particular time, anywhere in the country, you’ll see offers in that specific area!

Timeline

The cards will be distributed in time to start selling in mid-March. Cards will be available to pick up at your district’s March roundtable meeting or by making arrangements through your District Director or District Executive. Payments are due at the Mechanicsburg or York Service Center by May 26, 2020.

Participation

To participate in the sale units must register at newbirthoffreedom.org/camp-card-sale.

Commissions

The Camp Card commission is 50% on all sales if paid in full by May 26, 2020, with the Scout earning $2.50 for each card sold. Units keep their Scouts’ share of all sales and pay the Council by check at one time. Units are encouraged to track their Scouts’ sales so that Scouts can use the proceeds to pay for summer camp. However, it is the responsibility of the unit committee to decide how their unit’s funds are to be used.
Returns & Additional Cards

This is a **low risk fundraiser**, as units can return their unsold cards. Returns are accepted at the Mechanicsburg or York Service Centers until and no later than **May 26, 2020**. The cards must be in complete condition (no tabs removed, etc). The unit is responsible for any cards that are damaged or not returned by the deadline. Units may continue to sell their unsold cards after they have settled their bill, as long as they understand they cannot return cards after **May 26, 2020**. Units may request additional cards during the sale while supplies last by contacting Holly Schwalm at Holly.Schwalm@scouting.org.

Payments

Payment of **$2.50 per card ordered** must be received at either Service Center by **Tuesday, May 26, 2020**. Payments not postmarked by May 26 will be considered late. Unit commission drops to 40% for payments received after May 26, 2020 and to 30% for payments received after June 9, 2020.

Unit Camp Card Sale Coordinator

It is strongly recommended that each unit recruit a parent to act as a Camp Card Sale Coordinator. This person will serve as the principal promoter and organizer for the sale, and she or he should work closely with the unit leaders who are planning the unit’s summer camp trips. Responsibilities:

- Order and receive their overall supply of cards.
- Organize and conduct a Camp Card Kickoff to promote the sale to families, distribute cards and publicize due dates.
- Email reminders to everyone involved that include due dates and news about the sale.
- Settling up the invoice (including returns) when the sale is concluded.
- Utilize coordinator tools by visiting [newbirthoffreedom.org/camp-card-sale](http://newbirthoffreedom.org/camp-card-sale).

Set Goals, Achieve Goals, Earn Your Way to Camp

Selling Camp Cards will not only help offset the costs associated with a Scout attending camp, it will also teach him the values of being thrifty, managing money, setting and achieving goals and earning his own way. It’s important for units to teach their Scouts and to persuade parents to set individual Scout goals for sales and also to communicate an overall sales goal at their unit’s Camp Card Kickoff to Scouting families. Not only will this increase the likelihood that your Camp Card fundraiser will be successful for the unit and for all Scouts and families who participate, it will set expectations for success and teach these important values to youth.
Goal Setting Example

A Scout troop with 25 Scouts sets a troop goal of $6,250, with a per Scout sales goal of 50 cards per Scout. ($5.00 X 50 cards = $250.00 per Scout. $250.00 per Scout X 25 Scouts = $6,250).

The commission rate is 50% of all sales - So, out of the $250 each Scout sells, $125 is kept by the troop for the Scout and $125 is sent to the New Birth of Freedom Council. The Council’s portion is used to help support camping facilities and programs, less costs of the sale.

The troop committee decides what of the $125 each Scout earns by selling 50 camp cards, $25 will be used to purchase much needed new camping equipment. That would give the troop $625 ($25 x 25 Scouts) for new equipment and leave $100.00 per Scout to use toward their fees to attend summer camp.

The troop also makes the decision to allow any Scouts who sell more than 50 camp cards (assuming all Scouts sold at least 50 cards) to use the extra revenue towards summer camp. So, a Scout who sells 75 cards would have $187.50 to use towards summer camp fees (75 cards x $5.00 = $375.00. 50% commission = $187.50)

BONUS - All Scouts in the above example receive a gift card to the Scout Shop, Hidden Valley or Camp Tuckahoe for every 50 camp cards they sell!

Individual Scout Accounts

The IRS is starting to pay more attention to nonprofit fundraisers to the extent that they benefit only individuals with the funds not being used for the purpose of the organization. The Boy Scouts of America’s rules do allow for individual Scout accounts, but money earned from fundraisers must primarily be used in a way that benefits the entire unit. For example, it’s ok if a Scout is part of a unit, and the unit raises money to offset the costs of Scouting for the entire unit if the money is used as a means to pay down the cost for the unit and each member to go to summer camp. However, units must be careful that the money a Scout earns through a unit fundraiser is not used solely for his own “private benefit.” If a Scout sells a lot of Camp Cards, and the unit designates the money that he raises to be used only for that Scout and only for activities that benefit that Scout, the IRS might consider that to be a substantial private benefit. Also, money raised in the name of Scouting that isn’t used for Scouting is prohibited, such as a Scout raising money from Camp Card sales and having his portion go into his individual Scout account that is used to help him go on a personal trip or to buy a backpack and shoes for school. For more information please visit newbirthoffreedom.org/scout-accounts.
Unit Kickoff

Each unit will want to plan a meeting to distribute cards to Scouts/family members. It is suggested that this be done at the same time that summer camp plans are being discussed, as that might help get everyone excited. Consider giving every Scout/family a **minimal** number of cards to get everyone involved (example: give everyone 10 cards). Setting an expectation will help build momentum for the sale. Be sure to collect all unsold cards back from Scouts at the end of the sale!

How to Sell Camp Cards

One of the roles of the camp card sale coordinator is to teach Scouts and families how to sell. Since the cards are good throughout south-central PA, not just in the town you live in, here are several good methods:

- Sell to family members.
- Sell to neighbors.
- Sell at church or other community sites.
- Ask Mom and/or Dad to sell them at work.
- Consider a “Show & Sell” display at a community event.

Safety and Courtesy

Be sure to review these safety and courtesy points with all of your Scouts, and families:

- Sell with other Scouts under the supervision of adult leaders, and never sell alone.
- Never enter anyone’s home.
- Do not sell after dark unless with an adult.
- Don’t carry large amounts of cash.
- Always walk on a driveway or sidewalk.
- Be careful of dogs and other pets.
- Say “thank you” whether or not the prospect buys a card.

Sales Techniques for Scouts

Don’t miss the opportunity to use the camp card sale as a chance to train Scouts in public speaking, sales, and service. Scouts and parents will appreciate the effort, and your sales will improve. Have Scouts role-play and practice on your kickoff night. Steps to prepare Scouts:

- Wear uniforms.
- Smile and be able to introduce themselves.
• Be able to explain how the sale helps the Scout attend summer camp.

• Be able to explain discounts that the purchaser will receive.

**Prizes**

**Scouts will receive a $25.00 gift card for every 50 camp cards they sell!** Scouts may choose gift cards to the Mechanicsburg or York Scout Shops, the trading post at Hidden Valley Scout Reservation or the trading post at Camp Tuckahoe.

![Camp Tuckahoe](image1.png)
![Perfect Scout](image2.png)
![Hidden Valley Scout Reservation](image3.png)

To be eligible for any of these prizes, the unit leader or camp card coordinator must submit the “Prize Verification Form” by **May 26, 2020**, the same date that payment is due. This form will be given out when the cards are picked up and is also available at newbirthoffreedom.org/camp-card-sale.

**Top Selling Scout** - The top selling Scout in **each district** will receive a **free week of camp** at a New Birth of Freedom summer camp in 2020 or 2021, including Cub Scout or Boy Scout resident camp, Cub Scout day camp, and National Youth Leader Training (NYLT). If payment had previously been made, the top seller will be reimbursed.

**Top Selling Unit** - The top selling **unit in each district**, will receive funding to have a **pizza party** for all of its **participating** Scouts. The unit camp card coordinator will be emailed a **gift card voucher from Papa John's** so that the party can be held at their convenience.

**Ordering**

Orders must be placed by **February 15, 2020** at newbirthoffreedom.org/camp-card-sale.

**Giant Camp Card Promotional Sign**

This **signs** is available for your unit to use at Show & Sells you plan in front of stores and other places. One sign is free to units that register and will be distributed with the camp cards. When you register, additional signs can be purchased for $5.00 each! Visit newbirthoffreedom.org/camp-card-sale to register.
Council Camp Card Committee

Need help or have questions about the sale? Contact your District Camp Card Chair below:

**Camp Card Advisor**  Chris Styers  717-572-1486  Christopher.styers@scouting.org

**Battlefield**  Christopher Lontz  717-827-4569  christopher.lontz@scouting.org

**Conococheague**  Bill Kling  wmkling@embarqmail.com

**Heritage Trails**  Michael Adelberg  717-827-4571  michael.adelberg@scouting.org

**Keystone Capital**  Dianne Theal  717-343-4252  dtheal@yahoo.com

**Pioneer**  Greg Keefer  717-557-5755  gregory.kefeer.owl@gmail.com

**Council Support**  Holly Schwalm  717-620-4526  holly.schwalm@scouting.org

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