



2023
New Birth of Freedom Council
Camp Card Program



Unit Guidebook

Camp Card Resources Available at:

<https://newbirthoffreedom.org/fundraising/camp-card-sale/>

Welcome to the 2023 Camp Card Sale!

The 2023 Camp Card Committee is excited to welcome you to this year's sale. Our committee has worked hard to put together 4 Camp Cards. We hope you find them both a fantastic value and easy to sell to everyone in the community!

Scouting continues to navigate the COVID-19 pandemic, but things get better each day, and we look forward to helping your Scouts plan unique outdoor experiences this summer.

This guidebook has been put together to help your unit set a goal, conduct the Camp Card Sale, and achieve your goal. We hope you find it helpful and informative as you plan your sale. You may be asking, *how can my sale be successful?* It's a great question. This guide will walk you through some best safety practices to keep your Scouts and customers safe. It will also discuss our Contactless Order System that makes selling Camp Cards even easier!

We look forward to helping you have a successful sale. If at any point you have questions or find yourself stuck or have questions, please don't hesitate to check out all of our online resources to give one of us on the committee a call. We are here to help you!

The 2023 Camp Card Committee

Battlefield District Chair – Michael Saunders
Conococheague District Chair – Pam Nery
Heritage Trails District Chair – Teri Silar
Keystone Capital District Chair – Bryan Oshinski
Pioneer District Chair – Jennifer Vogel
Sale Staff Advisor – Brian DeBease
Sale Support – Christina Stout

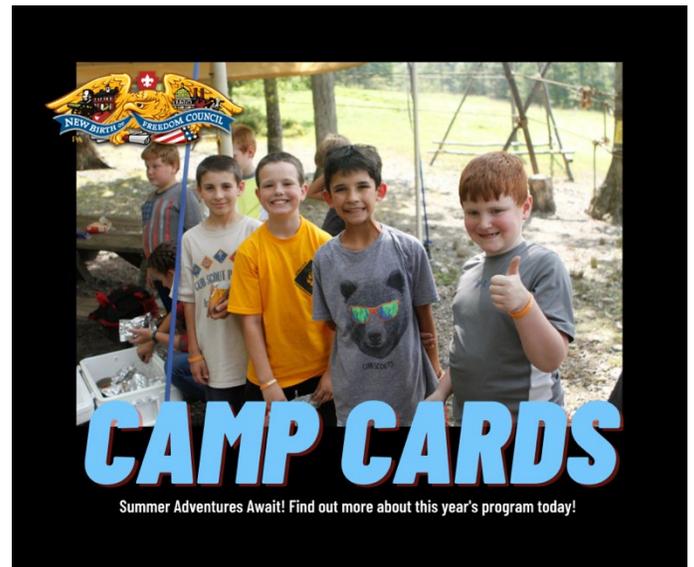
Timeline for the Sale

January 1 – Mar 1	Online enrollment for units. Orders due February 18
March	Online Sales open.
Early March	Units will receive details of card picks ups starting around March 3
March through June 8	Scouts Sell Camp Cards
<u>FRIDAY, JUNE 9</u>	Payments and prize orders are due. Unsold cards due to Mechanicsburg or York Service Centers.

You can sign up and place orders at: <https://newbirthoffreedom.org/fundraising/camp-card-sale/>

What is the Camp Card Sale?

The Camp Card Sale is designed to help Scouts earn their way to summer camp, a high adventure base, Cub Scout Adventure Camp, or other Scouting adventures. The Camp Card is a “discount card” that offers deals at area businesses to the purchaser. Participating units and their Scouts earn at least 50% commission for each card they sell. A customer can purchase a Camp Card, but they’ll get far more than the purchase price. If a customer regularly visits any of the stores on the card and uses all of the discounts, they will get all their money back—plus they will help a Scout go to summer camp. Unlike many fundraisers, the Camp Card Sale is low-risk, as units can return their unsold cards.



Why Camp Cards?

Every Scout dream about sunny days at Summer Camp, whether a brand-new Lion Scout or a Life Scout trying to complete his/her Trail to Eagle. To help Scouts earn their own way to participate in these adventures, it is essential to provide a safe and easy way for Scouts to raise money. Camp Cards are an easy, low-risk fundraiser for Scouts and units. Camp Cards have benefits for virtually everyone, making them easier to sell than subs or candy bars. They also have the added benefit of clarifying why Scouts are selling –to earn their way to summer camp!

Like other fundraisers, Camp Cards have the opportunity to train Scouts in public speaking, sales, and service. For Scouting units, Camp Cards are one of the easiest fundraisers to do. Managing the inventory is easy, and you don’t need a garage to store products. Scouts earn at least 50% commission on every card they sell in person, which makes the accounting of the sale easy to track for families and leaders in the unit.

Card Value Exceeds Cost

Camp Cards sell 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 discounts on the card.

Who Benefits from Camp Cards?

Scouts benefit from the skills taught during the sale and from the result of getting to go to camp. **Customers** benefit from all of the significant savings on the card. **Businesses** that partner with us benefit from increased sales and advertising from being on the card. The **New Birth of Freedom Council** benefits and uses resources gained to improve camp properties, service units, and improve programs. Finally, **units** benefit by being about to redirect funds that would have been used for camp fees to other unit needs. Units also benefit from earning credits towards the Unit Program Fee (read more later).

What about COVID-19 and Safety?

The safety of our Scouts, Scouting families, and Scouting volunteers is paramount! This year's sale offers in-person and contactless options so that all Scouts can still safely participate.

As part of the unit plan for the sale, units need to think about what safety measures need to be in place depending on the types of selling your unit decides to utilize. There are ways to still safely conduct Show and Sells and Door-to-Door sales. Scouts and units must follow the active local and federal COVID-19 mitigation guidelines. These guidelines do change and are likely to be updated during the course of the sale. For the most current guidelines and how they impact Scouting programs, please visit <https://newbirthoffreedom.org>.



Some guidelines and best practices for units that plan to have Show and Sell sales and Door-to-Door sales are:

- Anyone that has been exposed or suspects having been exposed to COVID-19 should not participate until they have confirmed they are not infected with COVID-19
- Have families screen their Scouts before arriving at the Show and Sell locations or before Scouts go door-to-door
- Everyone is recommended to wear a face covering
- No more than 3 Scouts and 2 adults should be at a single selling location
- Use hand sanitizer regularly, especially after customer transactions
- Clean surfaces frequently with a disinfectant wipe or hand sanitizer
- Assign one individual to handle all money transactions and one to handle all the cards
- Use signs to help inform customers you are fundraising and provide directions for safe interactions between Scouts and customers
- Do not shake hands with customers and maintain social distance from them
- Do not have open food or drinks in the area. Do not share drinks, cups, or utensils
- When possible, avoid engaging with anyone exhibiting symptoms

Scouts or families in high-risk categories regularly interact with others in high-risk categories or are still uncomfortable with in-person interactions and should consider participating in our contactless sale options/Virtual Camp Card Sale (read on for more details). We want every Scout to have opportunities to succeed.

How does the Sale Work?

The Camp Card Sale is user-friendly for both the Scouts and the unit. The sale follows these simple steps:

1. Units commit to participating in the sale
2. Units place orders for the number of cards they plan to sell
3. Units build a plan for selling with their Scouts and families
4. Units hold a Unit Kick off
5. Units pick up their cards
6. Scouts sell cards
7. Units pay for sold cards and return any unsold cards

Commit to Participate

To participate in the sale, units must register at <https://tinyurl.com/d3mu9kna>

Ideally, before registering, units should identify a Unit Camp Card Champion. The Unit's Champion can be a parent or a unit committee member to serve as the principal promoter and organizer for the sale. He or she should work closely with the unit leaders planning the unit's summer camp trips. Responsibilities:

- Order and receive the units supply of cards
- Organize and conduct a Camp Card Kick-off to promote the sale to families, distribute cards and publicize due dates and calendar
- Utilize coordinator tools found at <https://tinyurl.com/fw5xszrs>

Order Cards

Units need to order by March 1 to ensure their cards are ready for pickup at the beginning of the sale. Units can place orders after March 1 but may be subject to availability. Units can place their card order by following the link at <https://tinyurl.com/2p9fm9zd>.

After units have placed their initial order, they can order additional cards as long as supplies last. To do so, they can either use the Add-on Order Online or contact Holly Schwalm at the Mechanicsburg Service Center. Many first-time units ask, *how many cards should I order?* Start with your unit goal. How much money do you want to raise from the sale? Then figure out how many Scouts plan to sell. From here, it is simple to figure out. Here is a quick example:

If the unit wants to raise \$1,000 from the sale, the unit will need to sell \$2,000 worth of cards or 400 cards. If the unit has 40 Scouts, that is only 10 cards per Scout! Knowing you need to sell 400, we recommend ordering between 500 and 600 cards to make sure you have cards for Scouts to potentially take door-to-door or so you have enough cards for multiple show and sells.

Units are permitted to order more than 1 type of Camp Card.

Build a Unit Plan

Selling Camp Cards will not only help offset the costs associated with Scouts attending camp, but it will also teach the Scout the values of being thrifty, managing money, setting and achieving goals, and earning his or her own way. The sale **IS PART OF THE SCOUTING PROGRAM!** We want our Scouts to be successful, and a successful sale starts with a great plan.

Key elements that the unit should decide on before the sale include:

- What are the dates of the sale? When is my kick-off? When do I need to collect all the money and the unsold cards?
- What methods of selling will we use?
- What is our unit goal?
- What is our goal per Scout?
- What does our communication plan look like?

Using these questions as a guide, your unit will be able to put together a fantastic sale where Scouts will earn their way to summer camp!

Hold a Unit Kick off

Each unit will want to plan a meeting to distribute cards to Scouts. Conduct an exciting, informative kick-off that sets expectations and goals for Scouts and families. Make sure to share the unit goal and how many cards it takes for each Scout to go camping for free.

This is an important meeting to share the unit calendar and the overall plan. It is also an excellent opportunity to train Scouts on how to sell the cards and be safe.

Don't forget to share the prize program incentives as part of your kick-off. Will your unit be the top seller in your district? Will one of your Scouts be the top seller?

Start the Sale

There are 4 ways that Scouts can engage in the 2023 sale:

1. Show and Sell – The unit coordinates plans for Scouts to sell in front of stores or at locations or events with a regular flow of people. Note that there still may be some stores that are hesitant to allow Show and Sells. During the fall popcorn and nuts sale, we had several units get creative and found new Show and Sell locations where they were very successful.
2. Door-to-Door – The unit gives each Scout an allocation of cards. Scouts go door-to-door in their neighborhood and sell cards to neighbors. Scouts work with the Unit Champion to get new cards and report progress.
3. Family and Friends – The Scout reaches out to family, friends, church family, and parents' coworkers to sell cards. The cards have local and national offers, so they are an excellent value for family and friends no matter where they live.
4. Online Sales – Scouts invite friends, family, and neighbors to purchase a card through our online system. Scouts can invite through email, social media, door hangers, etc. Customers go to the New Birth of Freedom Council store and select the type of card and the quantity. The customer pays for the card online, which is mailed to them. As long as the customer enters the Scout's name and the unit, the Scout gets credit for the sale! It is easy and contactless!

Returns

This is a low-risk fundraiser, as units can return their unsold cards. Returns are accepted at the Mechanicsburg or York Service Centers by June 9, 2023. The cards must be in complete condition (no tabs removed, etc.). The unit is responsible for any cards 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 those cards after June 9, 2023.

Payments

All final payments must be received at either Service Center by June 9, 2023. Payments must be postmarked by June 9 to be considered on time. Unit Commission drops to 40% for payments received after June 9, 2023, and 30% for payments received after June 30, 2023. **PAYMENTS MUST BE MADE BY CASH OR CHECK PAYABLE TO: NEW BIRTH OF FREEDOM COUNCIL, BSA**

The Card

Each card will have 4 one-time-use tabs. Each card will have between 9 and 11 multiple use offers on the back. PLUS, online offers will be available through a digital membership from the Saver's Guide Entertainment discount network.

We will have a Harrisburg Area Card, a York Area Card, a Gettysburg/Hanover Area Card, and a Chambersburg/Shippensburg Area Card.

You can find all 2023 local offers and their redeemable locations at <https://tinyurl.com/fw5xszrs>.

Online Offers

Purchasers can redeem hundreds of online offers for various categories, including dining, shopping, travel, things to do, and services. Users create an account by activating the access code printed on their Camp Card and following the link.

The account and offers are good through the end of the calendar year. Some offers need to be printed, while others can be accessed through the Saver's Guide app on a smartphone.

NOTE!! Online offers also "travel" with the user, so wherever you and your smartphone are located at any particular time, anywhere in the country, you'll see offers in that specific area!

Virtual Card Sale

The Virtual Camp Card Sale is a safe, risk-free way for Scouts and units to participate in this year's sale. It's simple. It doesn't require anyone from the unit to go anywhere, pick anything up, or do anything they can't do from the safety of their own home. These cards are still the same physical cards Scouts sell in person.

How it works is that Scouts will invite family, friends, neighbors, and others interested in helping support their Scouting adventures to purchase a Camp Card or Camp Cards online. We have created an online store that offers all 4 versions of our Camp Card. When Scouts invite someone to purchase a card, they need to ensure they provide their customer with their unit number and the Scout's name. The order is placed online through the New Birth of Freedom Council store; the council ships the card or cards directly to the customer, and the Scout/unit gets the \$2.50 commission per card, just as if they sold it directly to the person themselves. The process is simple and safe; you don't need any physical cards to participate.

The store will go online around the beginning of March.

Commission Structure

The base Camp Card commission is 50% on all in-person card sales paid in full by June 9, 2023. The Scout earns \$2.50 for each of these cards sold. Cards sold online, which are \$6, give the same \$2.50 per card. The additional online cost covers the cost of postage.



BONUS COMMISSION! Units can earn 60% on all in-person card sales paid in full by June 9, 2023. If that unit is registered to attend a 2023 New Birth of Freedom Council Camp, it will qualify for this new commission level. Each Scout earns \$3.00 for each of these cards sold. Cards sold online, which are \$6, give the same \$3.00 per card.

Qualifying for the new commission level is simple. Your unit must register and attend at least 1 of the following programs:

- Scouts BSA Summer Camp at Camp Tuckahoe or Hidden Valley
- Webelos Resident Camp at Camp Tuckahoe
- Cub Scout Resident Camp at Camp Tuckahoe
- Tiger Camp at Hidden Valley
- Any New Birth of Freedom Council Cub Scout Adventure Camp (day or twilight version)

Your unit must register with a deposit. With Adventure Camp, units must register 3 or more Scouts. Scouts attending camps provisionally do not count towards qualification.

Units keep their Scouts' share of sales and pay the Council all at once. Units are encouraged to track their Scouts' sales so that Scouts can use 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.

Note on 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 organization. The Boy Scouts of America's rules allow for individual Scout accounts, but money earned from fundraisers must primarily be used to benefit 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 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 Scout account that is used to help him go on a personal trip or to buy a backpack and shoes for school.

Unit Program Fee Credit

For 2023, participating units can earn credit towards their Unit Program Fee. For units that qualify for a 50% commission, they will receive a credit of 30% of their entire sale, and for units that qualify for a 60% commission, they will receive a credit of 20% of their entire sale. Example: A unit with a \$1,000 Camp Card Sale and a 50% commission level would earn \$500 (50%) for their unit treasury and \$300 (30%) in credit towards their Unit Program Fee.

Honoring our Heroes Program

In 2020, we started our #Scoutingcares initiative. As a part of that, the Council decided to match the number of Camp Cards ordered online and provide them to first responders, medical providers, and local heroes during the COVID-19 pandemic. We believe that as Scouts, we must be “Helpful” and “Cheerful,” and we want to continue to bring this small gesture of cheer and gratitude to our community heroes in 2023.

In 2023, the New Birth of Freedom Council will continue offering customers an option to purchase online and donate their cards to a community hero. We will provide them cards to deliver locally to the medical, first responder, or community heroes of their choice. Units must report where they donated and, ideally, provide a picture. For units that don't wish to deliver their cards, the council will make donations to first responders and medical professionals.



Incentives

50+ Camp Cards - 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.

To be eligible for these prizes, the unit leader or Unit Camp Card Champion must submit the “Prize Verification Form” online by June 9, 2023, when payment is due.

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 2023 or 2024, including Cub Scout, Webelos, or Scouts BSA resident camp, Cub Scout Adventure Camp (day or twilight program), and National Youth Leadership Training (NYLT). If payment had previously been made, the top seller would 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 Champion will be emailed a gift card voucher from Papa John's so the party can be held at the unit's convenience.

Best Practices and Sale Support Information

Goal Setting

Units need to teach their Scouts about setting individual Scout goals for sales and communicate an overall sales goal at the Unit's Camp Card Kick-off. Not only will this increase the likelihood that your Camp Card fundraiser will be successful for the unit and all Scouts and families who participate, but it will also 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 per Scout sales goal of 50 cards per Scout. ($\$5.00 \times 50$ cards = \$250.00 per Scout. $\$250.00$ per Scout \times 25 Scouts = \$6,250.00).

Using the base commission rate of 50%, out of \$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, less the cost of items to administer the sale, is used to help support camping facilities and programs.

The troop committee decides what of the \$125 each Scout earns by selling 50 camp cards. For example, the troop could keep \$25 to purchase new camping equipment. This would give the troop \$625 ($\25×25 Scouts) for new equipment and leave \$100.00 per Scout to use toward their fees to attend summer camp.

The troop also decides to allow 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 towards summer camp fees (75 cards \times $\$5.00$ = $\$375.00$. 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!

Camp Costs in Cards (New Birth of Freedom Council Camps – based on 60% Commission)

Cub Scout Twilight Camp (\$80) = sell 27 Cards
Complete Uniform for Camp (Approx \$100) = sell 33 Cards
Cub Scout Resident Camp (\$175) = sell 58 Cards
Webelos Resident Camp (\$330) = sell 110 Cards
Scouts BSA Summer Camp (\$420) = sell 140 Cards
National Youth Leadership Training (\$295) = sell 99 Cards

Sales Techniques for Scouts

Don't miss the opportunity to use the Camp Card sale 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 kick-off 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
- Follow COVID-19 guidelines

Giant Camp Card Promotional Sign

These signs are available for your unit to use at Show and Sells you plan in front of stores and other places. One sign is provided to registered units and will be distributed with the Camp Cards. When you register, additional signs can be purchased for \$7.00 each.