

2026

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 2026 Camp Card Sale!

The 2026 Camp Card Committee is thrilled to kick off this year's sale, and we're excited to have you on board! We've put together 4 amazing Camp Cards that offer fantastic value, and we're confident they'll be a big hit in your community. Selling them will be a breeze, and you'll have fun along the way!

This guidebook is packed with helpful tips and strategies to support you in setting goals, running a smooth sale, and achieving success. Wondering how to make your sale a win? We've got you covered! This guide will walk you through top safety practices to keep your Scouts and customers safe, plus introduce you to our easy-to-use Contactless Order System for effortless selling.

We're here to cheer you on every step of the way and ensure you have a successful sale! If you have any questions or need assistance, don't hesitate to check out our online resources or reach out to one of our committee members. We're ready to help! Let's make this year's sale a success together!

The 2026 Camp Card Committee

Battlefield District Chair – Matt Warner
Conococheague District Chair – Alix Ruby
Heritage Trails District Chair – Gina Kreh
Keystone Capital District Chair – Bryan Oshinski
Pioneer District Chair – Jennifer Vogel
Council Chair – Bryan Oshinski
Sales Staff Advisor – Brian DeBease
Sale Support – Christina Stout

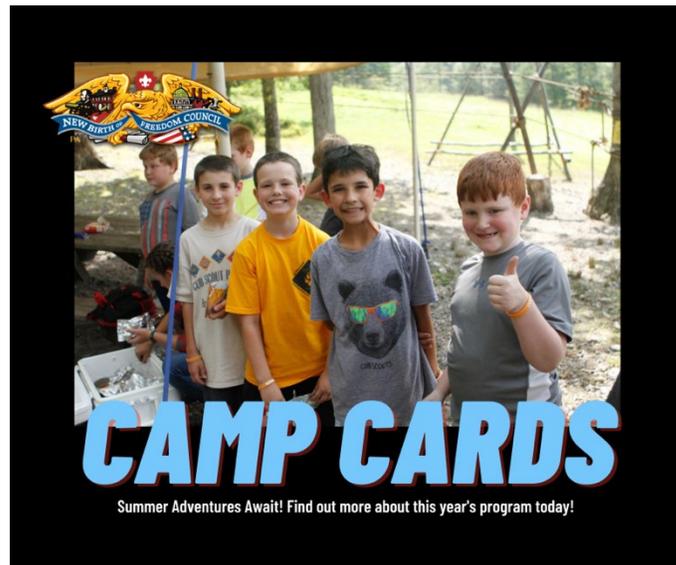
Timeline for the Sale

January 1 – Mar 1	Online enrollment for units. Orders due February 15
March	Online Sales open.
Early March	Units will receive details of card picks ups starting around March 4
March through June 4	Scouts Sell Camp Cards
<u>FRIDAY, JUNE 5</u>	Payments and prize orders are due. Unsold cards due to the Council Service Center.

You can sign up and place orders at: <https://tinyurl.com/ne63rksk>

What is the Camp Card Sale?

The Camp Card Sale helps Scouts earn their way to summer camp, high adventure bases, Cub Scout Adventure Camp, and other exciting Scouting experiences. The Camp Card is a discount card offering great deals at local businesses. Scouts and their units earn at least 50% commission for every card they sell. Customers get more than just a card—they receive incredible savings at participating stores, and if they use all the discounts, they'll get their money back, all while supporting a Scout's journey to camp! Plus, the Camp Card Sale is a low-risk fundraiser since unsold cards can be returned. It's a win for everyone!



Why Camp Cards?

Every Scout dreams of sunny days at Summer Camp, whether they're a brand-new Lion Scout or a seasoned Life Scout working towards their Eagle. To turn these dreams into reality, it's crucial to provide an easy and effective way for Scouts to earn their way to these incredible experiences. Camp Cards offer the perfect solution—a simple, low-risk fundraiser that's a win for Scouts, units, and the community. With unbeatable local discounts, Camp Cards are easier to sell than traditional fundraisers like candy or subs. Plus, they make it clear why Scouts are fundraising: to earn their spot at summer camp!

Beyond raising funds, Camp Cards provide valuable life skills. Scouts get the chance to develop public speaking, sales, and customer service abilities. For units, it's one of the simplest fundraisers to manage. No need for large storage spaces or complicated logistics—just easy inventory tracking and clear sales. With at least 50% commission on each card sold, it's straightforward for families and leaders to track progress, making this fundraiser a seamless way to reach camp goals. It's more than just raising money—it's about building skills and making dreams come true!

Card Value Exceeds Cost

Camp Cards sell for only \$5.00, but the card's value exceeds 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 programs. Finally, **units** benefit by being able 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).

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/ycypr233>

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

- Order and receive the unit 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/mvyw3bxa>

Order Cards

Units need to order by February 15 to ensure their cards are ready for pickup at the beginning of the sale. Though we will carry an inventory of Cards, Units can place orders after February 15, subject to availability. Units can place their card order by following the link at <https://tinyurl.com/yc5sxm78>

After units have placed their initial order, they can order additional cards as long as supplies last. To do so, they can use the Add-on Order Online or contact Christina Stout 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, only 10 cards per Scout! Knowing you need to sell 400, we recommend ordering between 500 and 600 cards to ensure you have enough for Scouts to take door-to-door or for multiple shows and sales.

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 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 put together a fantastic sale where Scouts 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 to sell the cards safely.

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 2026 sale:

1. Show and Sell—The unit coordinates plans for Scouts to sell in front of stores, locations, or events with a regular flow of people. Note that some stores may still be hesitant to allow Shows and Sells. During the fall popcorn and nuts sale, several units got creative and found new show-and-sell locations, where they were very successful.
2. Door-to-door—The unit allocates each Scout a number of cards. Scouts go door-to-door in their neighborhood and sell cards to neighbors. They work with the Unit Champion to get new cards and report progress.
3. Family and Friends – The Scout contacts family, friends, church family, and coworkers of parents 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 Council Service Center by June 5, 2026. 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 6, 2026.

Payments

All final payments must be received at the Council Service Center by June 5, 2026. Payments must be postmarked by June 6 to be considered on time. Unit Commission drops to 40% for payments received after June 6, 2026, and 30% after June 30, 2026. **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, and 10-13 multiple-use offers on the back. PLUS, 25 online offers will be available through 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 2026 local offers and their redeemable locations on the leader's page <https://tinyurl.com/mvyw3bxa>

Digital Savings Membership – Powered by the Entertainment Book

Through the Digital Savings Membership program, which is included with the purchase of a card, purchasers can redeem hundreds of 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 link using your smartphone. While some offers are unlimited, premium offers can only be redeemed up to 25 times. This is also a terrific selling feature for those who enjoy the Digital Savings Membership Program benefits. For every card a customer purchases at \$5.00, they will receive up to 25 offers. Find more information at <https://tinyurl.com/5n7s6eea>

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!

Online Card Sale

The Online 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.

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 must 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 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 5, 2026. 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 (60%)

Units may earn a **60% commission on all in-person Camp Card sales** when **full Camp Card payment is received by June 5, 2026**, and the Unit registers **for and attends at least one 2026 summer camp program at Camp Tuckahoe or a New Birth of Freedom Council Cub Scout Adventure Camp** (minimum **three Cub Scouts per Pack**).

Eligible programs include:

- Scouts BSA Summer Camp (Camp Tuckahoe)
- Webelos Resident Camp (Camp Tuckahoe)
- Cub Scout Resident Camp (Camp Tuckahoe)
- Any NBOFC Cub Scout Adventure Camp

Registration must include a deposit.

Provisional campers do not count toward qualification.

Each Scout earns **\$3.00 per Camp Card sold. Online Camp Cards (\$6.00) also earn \$3.00 per card.**

Units submit the Council's portion and retain the Scouts' share. Units may track Scout sales for camp credits; **use of funds is determined by the unit committee.**

Note on Individual Scout Accounts: The IRS is paying more attention to nonprofit fundraisers because 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 okay if a Scout is part of a unit, and the unit raises money to offset the Scouting costs 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 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.

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 Scout Shop or Camp Trading Post.

To be eligible for these prizes, the unit leader or Unit Camp Card Champion must submit the "Prize Verification Form" online by June 7, 2026, 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 2026 or 2026, 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 Sales 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

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.