

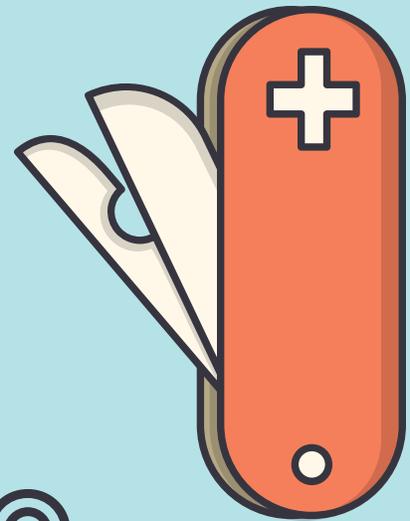
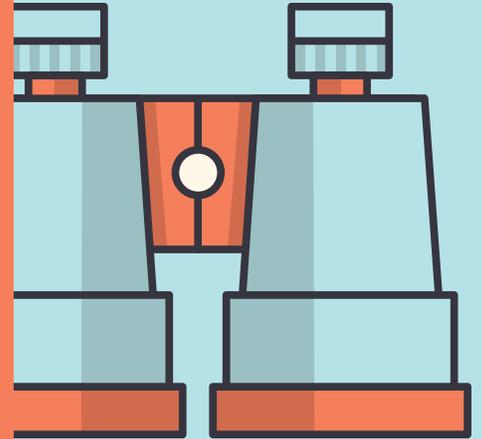


JERSEY SHORE COUNCIL
BOY SCOUTS OF AMERICA

2019 CAMP CARD GUIDEBOOK

MARCH 1ST-MAY 1ST

WWW.JERSEYSHORECOUTS.ORG





2019 CAMP CARD GUIDEBOOK



WHAT'S INSIDE:

1. Introducing the Camp Card
2. Unit Chairman Responsibilities
3. Policy and Procedures
4. The Unit Kick-Off
5. Important Dates and Incentive Program
6. Sales Method
7. Sales Techniques



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THE CAMP CARD SALE

Camp Card sale is designed to help Scouts and units earn funds to offset the cost of their Scouting experience. Units participating in this program will earn a 40% commission (\$2.00) for each \$5 Camp Card they sell. The sale begins March 1st and ends May 1st. This program is RISK-FREE, simply return any unsold cards at settlement on or before May 31, 2019.

COMMUNITY PARTNERS

ShopRite offers a generous one-time discount which makes the sale of this card a no-brainer. Harbor Freight, Edible Arrangements, Carters, McDonald's, Subway, White Castle and many more have offered special discounts that you can use throughout the year. Take advantage of this partnership to help your Scouts get to camp.

UNIT CAMP CARD CHAIRMAN

One who ensures their Scouts get to camp. Each unit should have a Unit Camp Card Chairman. The Unit Chairman's Camp Card sale responsibilities are to manage all aspects of the sale, clearly communicate sale information to your leaders, parents, and Scouts.

The Unit Chairman's ultimate goal: **Get 100% of their Scouts to summer camp.**



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UNIT CHAIRMAN RESPONSIBILITIES

- Communicate the purpose of the Camp Card sale and timeline to your Scouts and parents.
- Kick-off Camp Card sale with a BANG providing all members with a sales kit & at least 20 cards.
- Inspect, coach, and praise your Scouts.
- Collect all money and turn in the amount due to the Council on time.
- Promote the reward program.

VALUE

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

Below are samples of how many cards a Scout would need to sell to fund their way to Camp:

JERSEY SHORE COUNCIL	COST	CARDS
Cub Scout Day Camp	\$225	113
Webelos Adventure Camp	\$275	138
Philmont 2019	\$750	375



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COMMISSION

The 2019 Camp Card commission is 40% if your unit is paid in full by May 31, 2019. Units do not have to pay for any cards up front.

CARD DISTRIBUTION

Cards will be disbursed based on the unit's previous year's sale and unit size (active scouts).

ADDITIONAL CARDS

Additional cards will be available. Units can do incremental settlements throughout the sale. Units can receive additional cards equal to or lesser than the quantity paid (settled) for. If a unit would like additional cards after the sale has finished, their account must be settled prior to receiving any additional cards.

RETURN POLICY

Camp Cards may be returned to either Scout Service Centers without penalty before the unit settlement deadline of May 31, 2019. The cards **MUST** be in new condition (including snap off discounts). Cards must be returned by May 31, 2019. Any cards returned after May 31st, will be subject to a decrease in their unit commission by the following:

- **June 1-June 30, 2019: Late payment due at 30% Unit commission rate (Unit pays \$3.50 per card sold)**
- **After June 30, 2019: Late payment due at 25% Unit commission rate (Unit pays \$3.75 per card)**

The Camp Card Support Team reserves the right to refuse products that have been damaged or rendered unsaleable. The Unit is **RESPONSIBLE** for ANY unreturned cards (lost, misplaced, damaged, etc.). Be sure Scouts and parents treat cards as if they were their \$5 bill.

INCENTIVE POLICY

Scouts will only be eligible by the number of cards sold individually. Money must be returned by the deadline to either Service Center in order for Scout to receive an entry into the drawings. No entries from the month prior will be carried over to the next month's drawing.



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YOUR UNIT KICK OFF

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

- Get Scouts excited about Summer Camp
- Get parents informed about why their child should attend summer camp

How can you ensure a successful kick-off?

- Make sure the kick-off is properly promoted through email, phone, and social media
- Review the presentation with your Unit Leader prior to the meeting. Plan who is to do what.
- Be prepared to talk about summer camp opportunities
- Have snacks, drinks, and music
- Make sure EVERY Scout gets a Sales Kit and 20 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 20 cards
3. Review summer camp opportunities
4. Review sales goal and % of Scouts to Camp Goal & explain key dates
5. Scout Training: Review Do's and Dont's
6. Recognition: review opportunity for prizes
7. Big Finish: issue a challenge to your Scouts and send everyone home motivated to sell

Follow up after the kick off with important reminders such as dates and deadlines



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IMPORTANT DATES & DEADLINES

Register online at: www.jerseyshorescouts.org/campcards

Camp Card Sales	March 1-May 1, 2019
Entries for March prize drawing	March 29, 2019
Entries for April prize drawing	April 30, 2019
Grand prize drawing	May 10, 2019
Settlement Deadline	May 31, 2019
Late Payment 30% Unit Commission Rate	June 1-30, 2019
Late Payment 25% Unit Commission Rate	After June 30, 2019

CAMP CARD INCENTIVE PROGRAM

For every 25 Camp Card your Scout sells, he/she will be entered into a monthly drawing to win a \$150 Amazon Gift Card.

For every 50 cards your Scout sells, they will receive 2 additional entries into the grand prize drawing for their choice of \$300 Amazon Gift Card **OR** Nintendo Switch **OR** Apple Watch 4 at the end of the sale.



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HOW TO SELL CAMP CARDS

Your job as Unit Camp Card Chairman is to teach your Scouts how to sell. To get there, your team needs to employ all 3 sales methods. Create a plan and train your Scouts in all three methods; this will give them the best results.

DOOR TO DOOR

Take your Sales Kit and cards for a trip around the neighborhood. Highlight the great coupons!

SHOW & 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 & Dad to help their Scout. Have Mom & Dad take the camp cards to work.

SAFETY & COURTESY

- 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
- Don't talk to strangers alone



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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 Camp, high adventure trip, gear, etc.)
- Tell them what they can do to help (save money with the Camp Card)
- Close the sale, 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 Scouting summer 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 people want to support Scouting.

Thank you for your support of Scouting!



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Questions? Need Help? Call Us!

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