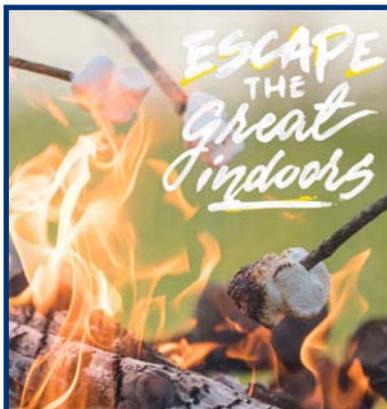


LEADER'S GUIDE

2021 CAMP CARDS

www.macbsa.org/support/campcards



The “camp card” is designed to help Scouts and units earn their way to camp. Units participating in this program will earn 30% commission (\$3) for each \$10 camp card they sell. Above and beyond the unit’s commission, Scouts can also earn “free camp” incentives based on the amount of cards they sell. The sale will begin in early February and end on April 30, 2021, giving units many full weeks to sell.

Commitments with number of cards ordered are due by Sunday, January 31, 2021.

Complete the online form at www.macbsa.org/support/campcards.

TIMELINE

Now:

- Talk to your Scouts and families about the sale and unit commission and Scout incentives
- Pre-order your unit’s camp cards online by 1/31/21

February 1 to April 30:

- Camp Card Kickoffs & Distribution
- Sell Camp Cards and earn \$\$ for camp

Friday, May 14:

- All money and unsold cards due

June to August:

- Have fun at summer camp, with less money out of pocket!

The more cards Scouts sell, the closer they get to funding their Pack, Troop or Crew’s summer camp experience!

SCOUT’S FREE CAMP INCENTIVE

(to a Mountaineer Area Council camp in 2021)

Camp	Early-bird Fee	# of Cards to Sell
Cub Scout Day Camp	Varies	25
Cub Scout Resident Camp at Camp Mountaineer	\$165	50
Scouts BSA Resident Camp at Camp Mountaineer	\$320	75

Units must use the Scout Report Form to claim any free camp incentives earned and submit by Friday, May 14.

2021 Camp Card Leader's Guide

Commission

The 2021 Camp Card commission is 30% if your unit is paid in full by Friday, May 14. It is encouraged for units to use their sales commission towards summer camp fees, but it is ultimately up to the unit. Alternative plans should be communicated with families involved in the sale.

Return Policy

Returns of unsold cards must be returned by Friday, May 14 with the following conditions.

- * A unit may return up to 25% of their order.
- * Any additional returns after 25% will be charged a \$0.50 per card restocking fee.
- * **Returns after Friday, May 14 will not be accepted and the unit will be financially responsible.**
- * **Final payments are due by Friday, May 14 as well.**

The Mountaineer Area Council reserves the right to refuse product that has been damaged or rendered unsellable. The UNIT is RESPONSIBLE for ANY unreturned cards (lost, misplaced, damaged, etc.) Be sure Scouts and parents treat each card as if it were a \$10 bill.

Your Unit Kickoff

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

- Get Scouts excited about camping!
- Get parents informed about camp opportunities.

How can you ensure a successful kick-off?

- Make sure the kick-off is properly promoted.
- Review the presentation with your unit leader prior to the meeting. Plan who is to do what.
- Be prepared to talk about camp opportunities.
- Have snacks, drinks and music.
- Make sure EVERY Scout gets five (5) cards.
- Keep it short.

How to Sell Camp Cards

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

1. **Door to Door:** Take your cards for a trip around the neighborhood. Highlight the great coupons!
2. **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.
3. **Sell at Work:** A great way for Mom and Dad to help their Scout.

Sample Camp Card Kick-Off Agenda

- **Grand opening** with music, cheers and excitement
- **Check out** at least five (5) cards to every Scout.
- **Review camp** opportunities
- **Review Sales Goal**, Camp Attendance Goal and Explain key dates
- **Scout Training:** Role play sales Do's and Don'ts
- **Big Finish:** Issue a challenge to your Scouts and send everyone home motivated to sell.
- **Follow up** after kick-off with important reminders like dates and family sales goals.



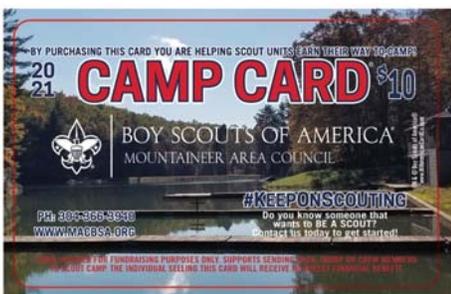
2021 Camp Card Leader's Guide

Camp Card Coordinator: One who ensures their Scouts get to camp.

Each unit should have a Camp Card Coordinator. The coordinator's responsibilities are to manage all aspects of the sale, clearly communicate sale information to your leaders, parents and Scouts. The coordinator's ultimate goal: Get 100% of their Scouts to summer camp and/or day camp. The coordinator should be an expert on everything camp, they must ensure Scouts know the summer camp opportunities available and are encouraged to attend. A good coordinator will have 100% of their Scouts attend summer camp.

Camp Card Coordinator Responsibilities

- Understand the camp card program and how cards can be used
- Be an expert in all Mountaineer Area Council summer camp opportunities
- Encourage all your Scouts to select a camp that fits their summer schedule
- Explain to parents the importance of the outing in Scouting
- Set a goal for percentage of Scouts attending camp and achieve it
- Communicate the purpose of the Camp Card sale and timeline to your Scouts and parents
- Kick-off the Camp Card sale with a BANG providing all members with at least 5 cards
- Inspect, coach, and praise your Scouts



Orders & Re-Distribution

The council will place an order based on pre-orders submitted online by January 31. While supplies last, extra cards may be secured through the council office. Supplies will be limited. Units that have completed their sale and have left over cards should plan to return unsold cards to the Mountaineer Area Council, subject to the return policy.



2021 Camp Card Leader's Guide

The Camp Card

Each camp card has a unique access code on the reverse side that can be used via a website or mobile app for visual or printed discount coupons.

Website: www.boyscoutscampcard.com

Mobile App: SaversGuide
(by HSP EPI Acquisition LLC)



The purchaser will need to create a profile with username and password. The single profile can be used between the website and app.

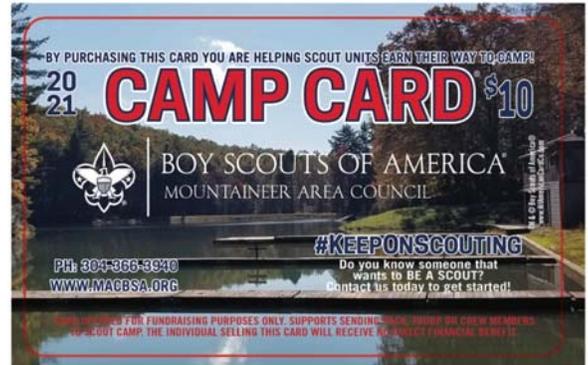
The code from each camp card purchase will allow the use of each deal between the website and the app. For example, if a deal is used from the app, it is no longer available to use from the website. Some deals are single-use and some may be used multiple times.

Note: Multiple camp cards may be purchased to have multiple access codes added to a purchaser's account, allowing multiple uses of each discount.

Things to keep in mind:

1. Each location might offer slightly different deals, so you will have to look in the app or on the website to check a vendor's specific location.
2. The website has some printable deal coupons that are not available through the app.
3. Just because a place is not on the list in one town, does not mean it will never be on the list.

- Aaron's
- Anna Jarvis Birth Place Museum
- Books-A-Million
- Budget Truck
- Christopher & Banks
- Dagwood's
- Dick's Sporting Goods
- Dunham's Sports
- francesca's
- FYE
- Harbor Freight Tools
- Hardee's
- Heavenly Ham
- Hobby Lobby
- Hot Topic
- ICING
- IHOP
- Michaels
- Papa John's Pizza
- Sherwin Williams
- Subway
- Sweet Frog
- Taco Bell
- The Grounds Guys



2021 Camp Card Leader's Guide

Safety and Courtesy

Be sure to review these safety and courtesy tips with your Scouts and parents.

1. Sell with another Scout or with an adult.
2. Never enter anyone's home.
3. Never sell after dark, unless with an adult.
4. Don't carry large amounts of cash.
5. Always walk on the sidewalk and driveway.
6. 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 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 the kick-off. Find a way to make training fun and reward Scouts who do a good job.

Have your Scouts practice these simple steps:

1. Wear your uniform
2. Smile and tell them who you are – first name only!
3. Tell them where you are from (unit within Scouting)
4. Tell them what you are doing (earning money toward your unit for ...)
5. Tell them what they can do to help (save money with deals and discounts through the Camp Card)
6. Close the sale and thank them

We're Selling Scouting, Not Just Discount Cards

Ensure your families understand that 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 Scouts go to camp. The reason our sale will be successful is that people want to support Scouting.



COVID-19 UPDATE

Units and sale coordinators are asked to stay attentive to the current situation in their community related to COVID-19, including any restrictions that could impact sales opportunities for Scouts.

Keep your Scouts, families, and potential customers safe!

Contact the Council Service Center with any questions or to acquire additional Camp Cards for your sale.

Mountaineer Area Council

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Fairmont, WV 26554

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