



**2021 CAMP CARD**

**TOP SELLER AND ONE OTHER SCOUT FROM  
OUR COUNCIL CHOSEN AT RANDOM  
WILL WIN!**



Annual Pass + Parking for the

**U.S. NATIONAL  
WHITEWATER CENTER**

THE MORE YOU SELL, THE BETTER YOUR CHANCES OF WINNING!

**For every 20 cards our Scouts sell,  
they will be entered into the  
grand prize drawing.**

**Example :**

**Sell 20 Cards, Scout is entered once.**

**Sell 100 cards, Scout is entered 5  
times, etc.**

**Mecklenburg County Council  
Boy Scouts of America**

**704.333.5471**

**[www.mccscouting.org](http://www.mccscouting.org)**



# **2021 CAMP CARD LEADER'S GUIDE**



**BOY SCOUTS  
OF AMERICA**

**MECKLENBURG COUNTY COUNCIL**

**Prepared. For Life.™**

**HELP A SCOUT ESCAPE THE GREAT INDOORS!**

## A Scout is thrifty

### What's Inside:

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Mecklenburg  
County Council  
Boy Scouts of America  
  
704.333.5471  
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# HELP SCOUTS EARN THEIR WAY TO CAMP!

The Camp Card is back for 2021 and is designed to help Scouts earn their way to Boy Scout Summer Camp, Webelos Adventure Camp, Cub Scout Day Camp and Top Gun Training. Units participating in this program will earn 50% commission (\$5.00) for each \$10 Camp Card they sell. The sale will begin January 30th and end April 9th giving units over 2 months to sell and close out their accounts.

*This program is RISK FREE, simply return any unsold cards at settlement on or before April 9th.*

### THE VALUE OF SELLING CAMP CARDS

New Uniform	\$125 = 25 cards
Day Camp	\$150 = 30 cards
New Tent	\$150 = 60 cards
Summer Camp	\$340 = 68 cards + bonus
Philmont	\$750 = 150 cards
Troop Trailer (20 Scouts each selling 50 cards)	\$5,000 = 1,000 cards



## 2021 Camp Card Issuance and Remittance Tracking Form

Please circle:

Unit Type: Pack/Troop/Crew/Post

Unit #

District

Unit Adult Responsible for Cards: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

I recognize that each of these cards has a cash value of **\$10.00**. There is no risk to our unit as long as all unsold cards are returned to the council by \_\_\_\_\_. By signing below, I agree that our unit will be charged **\$10.00** for every unreturned card. Our unit will close out our account (money and unsold cards turned in) by \_\_\_\_\_.

I agree to these terms: \_\_\_\_\_ Unit Position: \_\_\_\_\_

# of Cards Received	INITIAL ISSUANCE		Printed Name of Receiving Adult	Signature	Date
	Individual Card Value	x			
	\$10.00				
Total Value of Cards Issued		\$			

### Transaction History

Date	# Cards In	# Cards Sold	Money Turned In (# cards sold x \$5.00)	# New Cards Issued	# Cards Outstanding	Outstanding Value (# cards outstanding x \$10.00)	Signature



LEADER’S TRACKING FORM

Unit #: \_\_\_\_\_ CAMP CARD

	SCOUT’S NAME	# Cards Issued	PHONE	# Cards Sold	\$ Amount to Council	\$ Amount to Unit	Where to Apply Scholarship
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							
11							
12							
13							
14							
15							
16							
17							
18							
19							
20							
21							
22							
23							
24							
25							
TOTALS							



Card Front

One Time Offers

Multi-use offers

Card Back

Responsibilities of the chairman

CAMP CARD CHAIRMAN

- Attend our virtual Camp Card Kickoff on January 27th and pick up Camp Cards starting January 28th at the Scout Office.
- Communicate the purpose of the Camp Card sale and time line to your Scouts and parents.
- Kick-off the Camp Card sale at the unit level with a BANG providing all members with a sales kit and at least 30 cards to sell.
- Inspect, coach and praise your Scouts.
- Set a sales goal for your youth and unit.
- Collect all money and turn in the amount due to the Council by April 9th.

CAMPING CHAIRMAN

- Be an expert in all Mecklenburg County Council summer camp opportunities.
- Encourage all your Scouts to select a camp that fits their summer schedule and attend.
- Explain to parents the importance of the *outing* in Scouting!



## 2021 CAMP CARD UNIT LEADER'S GUIDE

### Camp Card Key Dates

- January 22** Pre-order forms due at Scout Service Center
- January 27** Council-wide virtual kickoff starting at 6:30 p.m. via Zoom; cards distribution starts January 28th at Scout Office.
- January 30** SALE BEGINS!
- March 12** Redistribution day; 50/50 day, must turn in cards or money if you haven't sold more than 50%. Cards will be redistributed to units that have sold ALL of their original allotment and want additional.
- April 9** SALE ENDS! Unit account settlements begin and all cards and money must be turned in! Units turn in Leaders' Tracking Form; for every 20 cards a Scout sells, they are entered into the grand prize drawing (one Scout will win)
- April 16** Last day to receive 50% commission
- April 17** Commission reduced to 40%
- April 19** Grand Prize Drawing
- April 23** Commission reduced to 25%
- April 30** Commission reduced to 15%
- May 7** No commission

### Orders & Re-Distribution

The council placed an order based off unit orders, a few extra cards were ordered. While supplies last, extra cards may be secured through the Scout office. Supplies are limited. A card re-distribution will occur on March 12th. Units that have completed their sale and have left over cards should plan to return unsold cards on March 12th. These cards will be re-distributed to units that wish to sell more cards. All unreturned cards will be paid for at settlement. Units may settle their account at the Council Service Center on or before April 16th, 2021.

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## 2021 CAMP CARD REGISTRATION FORM

To ensure that we have enough cards for every unit that would like to participate, please register early. Kickoff meeting will be held virtually January 27th at 6:30 p.m., link will be sent to units selling. Camp cards can be picked up from Council Service Center starting January 28th.

☐ **YES! Our unit wants to participate in the Camp Card sale!**

**Earn BIG Money!**

### Unit Information:

Unit Type (please circle one): Pack    Troop    Team    Crew    Post

Unit #: \_\_\_\_\_ District: \_\_\_\_\_

# of active youth: \_\_\_\_\_ Our gross sale goal is: \$ \_\_\_\_\_

How many cards would your unit like to order? \_\_\_\_\_

### Unit Information:

Camp Card Master: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip: \_\_\_\_\_

Home Number: \_\_\_\_\_ Work Number: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

**Please return to:** Mecklenburg County Council, BSA, 1410 East 7th Street, Charlotte, NC 28204  
or send email scan to  
Brian Sweeney at [brian.sweeney@scouting.org](mailto:brian.sweeney@scouting.org)

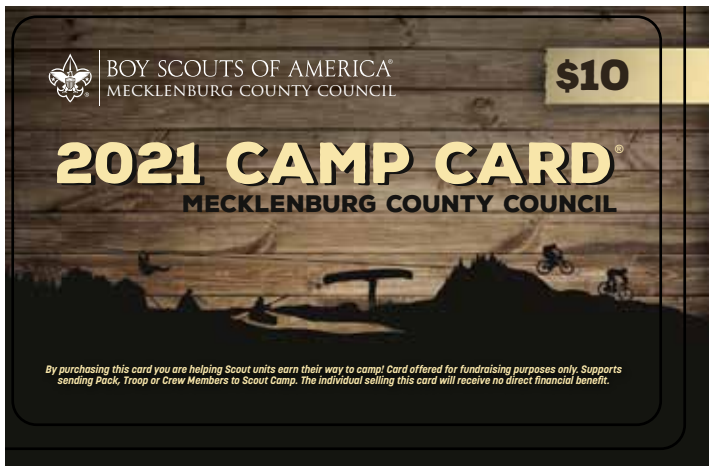


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Don't Forget!

Camp scholarships earned from camp card sales with be credited to the Scout's camp registration before the event. This eliminates the need to put up the money before camp and be reimbursed after camp. If the Scout doesn't attend camp, the credit will be removed. For example, a Scout selling 200 cards would pay \$240 to register and receive a \$100 credit to pay the full camp fee of \$340.



# 2021 CAMP CARD SAMPLE FORMS

Visit our council Camp Card page at  
[mccscouting.org/events/CampCard](https://mccscouting.org/events/CampCard)  
for a downloadable forms and other information

## 2021 Camp Card Commission Structure

- Commission is 50% if your unit is paid in full by April 16
- Commission drops to 40% on April 17
- Commission drops to 25% on April 23
- Commission drops to 15% on April 30
- After May 7th, NO commission can be earned

We encourage units to track Scouts' sales so Scouts can pay for summer camp with Camp Card proceeds; however, it is up to the unit to elect to do this, we understand the unit may have another goal.

## Return Policy

Camp Cards can be returned to the Council Service Center without penalty no later than April 16th, 2021. The cards MUST be in new condition (including snap off discounts). NO cards will be accepted for return after April 16th, 2021. The Camp Card Support Team 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 \$10.00 bill.

For **each** example below, the Scout will get their name in a drawing for a Whitewater Center Annual Pass + Parking (1 chance for every 20 cards sold)

### Example 1 (A Scout sells 80 Camp Cards)

80 x \$10.00 = \$800.00	Scout/Unit receives	\$400.00
	Council receives	\$400.00
<b>4 chances to win</b>	<b>Total</b>	<b>\$800.00</b>

### Example 2 (A Scout sells 100 Camp Cards)

100 x \$10.00 = \$1,000.00	Scout/Unit receives	\$500.00
	Scout receives	\$50.00 camp scholarship credit
	Council receives	\$500.00
<b>5 chances to win</b>	<b>Total</b>	<b>\$1,000.00</b>

### Example 3 (A Scout sells 300 Camp Cards)

300 x \$10.00 = \$3,000.00	Scout/Unit receives	\$1500.00
	Scout receives	\$150.00 camp scholarship credit
	Council receives	\$1,350.00
<b>15 chances to win</b>	<b>Total</b>	<b>\$3,000.00</b>





## 2021 CAMP CARD UNIT LEADER'S GUIDE

### SCOUT CAMP OPPORTUNITIES

**CUB DAY CAMP**  
Offered during the summer in various locations in each district. Day Camps offer Archery, BBs, Field Sports, Arts & Crafts, Climbing, Swimming, Scout skills and much more.  
**Cost: \$150 = 30 Camp Cards**

**WEBELOS ADVENTURE CAMP**  
(Resident Camp)  
Spend 4 days & 3 nights at Belk Scout Camp. Webelos entering 4th & 5th grade will receive a special introduction to Scouting. From earning activity pins, belt loops, and badges to canoeing, swimming, BBs, Archery. FUN is sure to be had!  
**Cost: \$195 = 35 Camp Cards**

**SUMMER CAMP (Camp Grimes)**  
Select a week during the summer in 2021. 7 days, 6 nights. Come with your Troop, your patrol, or by yourself in our provisional Troop. The activities range from rifle & shotgun, sailing, and even several Eagle required merit badges.  
**Cost: \$340 = 64 Camp Cards**

**TOP GUN (National Youth Leadership Training)**  
NYLT, or Top Gun, is an intense 6 day youth outdoor leadership training experience. This course prepares young men and women to become superior leaders within their units and everyday lives.  
**Cost: \$285 = 57 Camp Cards**

### 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 Scout Camp, high adventure trip, 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 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 a Scout go to camp. The reason our sale will be successful is that people want to support Scouting.

**For more information on Camp Cards, contact our Staff Advisor, Brian Sweeney at:**

**brian.sweeney@scouting.org or 704-342-9347.**

## BELK SCOUT CAMP



Thank you for your  
support of Scouting





## 2021 CAMP CARD UNIT LEADER'S GUIDE

### How to Sell Camp Cards

Your job as 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 you the best results.

#### Door-to-Door:

Take your SALES KIT and Cards for a trip around the neighborhood. Highlight the great coupons! Also, encourage them to buy several cards because the coupon tear-off portion can only be used one time. Let them know you are trying to earn your way to camp.

#### 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 over the course of a couple of days.

**\*Do NOT sell at the store fronts listed on the camp card\***

#### Sell at Work:

A great way for Mom and Dad to help their Scout. Have Mom & Dad take the SALES KIT to work.

### Safety and Courtesy

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

- Sell with another Scout or with an adult.
- 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.

### It's Easy to sell!

#### Say you sell:

- 5 to family
- 5 to friends and neighbors
- and 10 from mom and dad taking them to work

**That's 20 Camp Cards right there, and a chance at the Grand Prize—  
an Annual Pass + Parking for the Whitewater Center**

## ADDITIONAL UNIT INCENTIVE

For all units selling we will have an additional incentive this year. Sell at least 300 more camp cards as a unit than last year and you will get an extra \$100 in Scout Bucks; sell at least 600 additional camp cards than last year and you get an extra \$200 in Scout Bucks; sell at least 900 additional camp cards than last year and you get an extra \$300 in Scout Bucks. Scout Bucks can be used in our Scout Shop to buy really cool stuff. So give it a try, camp cards really help our Council and also helps Scouts earn their way to camp. This offer includes new units selling for the first time.

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## CAMP GRIMES



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## 2021 CAMP CARD UNIT LEADER'S GUIDE

### Your Unit Kickoff

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

- Get Scouts excited about camping and how they can earn their way to camp!
- Get parents informed about why their Scout should have a camp experience.

**How can you ensure a successful kick-off?**

- Make sure the Kick-Off is properly promoted through e-mail, e-mail groups, and phone.
- 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 a SALES KIT and at least 30 Camp Cards.
- Have a GOAL!
- 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 30 Camp Cards.
3. Review camp opportunities.
4. Review sales goal, percent of Scouts to camp goal and explain key dates.
5. Scout training: role play sales "do's and don'ts."
6. Prizes: review "camp scholarships" and grand prize opportunities.
7. Big finish: issue a challenge to your Scouts and send everyone home motivated to sell.
8. Thank your Scouts!

**Follow up after the kick-off with important reminders like dates, family sales goals and the bonus "scholarships."**

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## TOP SELLER AND ONE OTHER SCOUT FROM OUR COUNCIL CHOSEN AT RANDOM WILL WIN!

**Scouts will be entered to win for EVERY 20 cards they sell and have the chance to win, one of 2:**

**Annual Pass + Parking for the**



**U.S. NATIONAL  
WHITEWATER CENTER**

## PRIZES: QUALIFY FOR A CAMP SCHOLARSHIP!

In addition to 50% commission, Scouts that sell 100 or more cards will qualify for a camp scholarship.

<i>Sell This!</i>	<i>Get this!</i>
<i>100 cards</i>	<i>\$50 scholarship</i>
<i>200 cards</i>	<i>\$100 scholarship</i>
<i>300 cards</i>	<i>\$150 scholarship</i>
<i>400 cards</i>	<i>\$200 scholarship</i>

**THE MORE YOU SELL, THE BETTER  
YOUR CHANCES OF WINNING!**

\* To qualify, the Leader's Tracking sheet must be turned in to the Scout Office by **April 16th.** \*