

Fundraising – Camp Cards

General Information

Description: Organize and coordinate fundraising. Appointed by the Committee Chair and serves at the satisfaction of the Committee Chair and the Troop Committee. The Camp Card initiative is designed to help Scouts earn their way to summer resident camp or high adventure. Units participating in this program will earn 50% commission (\$2.50) for each \$5 Camp Card they sell. The sale begins February 27th and ends April 11th. This program is RISK FREE, simply return any unsold cards at settlement on or before published settlement date.

See Council Website for deadlines, unit tracking spreadsheet and Q&A: <http://www.atlantabsa.org/camp-cards/45476>

Comments:

Reports to:	Committee Chair
Term:	Preference 2-3 years

Qualifications

Experience:	Detail oriented.
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Training

Training:	Minimal transition period of three weeks working with previous coordinator.
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Responsibilities

- Ensures all fund raising activity meets BSA guidelines.
- Obtains Troop Committee approval for all fundraising project.
- Report to the Troop Committee as needed.
- Maintain a liaison with the Scoutmaster and Committee Chair to avoid scheduling conflicts with other troop activities.
- Organizes scouts and parents to assist in fund raising activities.
- Submits Money Earning Application to council office for fundraising project, if needed
- Tracks funds earned.
- Submits report to Treasurer & Advancement Chair for crediting Scout Accounts.
- Communicate the purpose of the Camp Card sale and time line to your Scouts and parents.
- Kick-off the Camp Card sale with a BANG providing all members with a sales kit & at least 10 cards.
- Inspect, coach, and praise your Scouts.
- Collect all money and turn in the amount due to the Council on time.

Camp Cards

Information available at <http://www.atlantabsa.org/camp-cards/45476>

Commission

Commission is 50% if your unit is paid in full by due date.

Units do not have to pay for any cards up front.

Card Distribution

Units who participated in last year's sale will receive the amount of cards they sold last year. Additional cards will be available. Units can do incremental settlements throughout the sale.

Revised: 5/7/2014

Return Policy

Camp Cards may be returned to the Council Service Center without penalty before the unit settlement deadline.

Recognitions Policy

Scouts will only be eligible for highest level achieved. Every Scout who sells 20 cards will receive the camp card patch.

Kickoff

- Get Scouts excited about Summer Camp.
- Get parents informed about why their son should attend summer camp.
- Make sure the Kick-Off is properly promoted through PLC, Newsletter, and phone.
- Be prepared to talk about summer camp opportunities.
- Make sure EVERY Scout gets a SALES KIT and 10CARDS.
- Keep it short.

How to Sell Camp Cards

- **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 overschedule Scouts.
- **SELL AT WORK:** A great way for Mom and Dad to help their Scout. Have Mom & Dad take the SALES KIT to work.
- County Parks and/or school sporting events.

Safety and 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

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, 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.