



Camp Card Guidebook

UNIT LEADERS GUIDE



BOY SCOUTS OF AMERICA.
ORANGE COUNTY COUNCIL

714-546-4990

ocbsa.org

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What is the Camp Card Sale?

The \$10 Camp Card has four break-off tab coupons with more coupons on the back. Units participating in this program can earn up to \$5 for each \$10 Camp Card that they sell. The sale will begin March 9 and end May 11.

How the Camp Card Sale Works

- The Camp Card is designed to help units fund their way to great outdoor adventures.
- Each Camp Card sells for \$10
- We have partnered with great businesses to provide useful and valuable discounts for the customer.
- Commissions from the sales are encouraged to be applied directly toward sending youth to Camp and funding unit Camp programs.
- NO RISK! Units can return any unsold cards.

We're Selling Camping, 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 the Unit attending summer camping programs; not just selling discount cards. Emphasize that each card sold helps a Unit go to camp. The secret to a successful sale is that people want to support Scouting and customers easily identify with camping.



District Contacts

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Camp Card Sales Timeline

Visit www.ocbsa.org/campcard for the latest calendar

- **Tuesday 1/24**—District Camp Card Chair Meeting
- **Friday 2/10, Wednesday 2/15, Saturday 2/18,** —Unit Camp Card Chair Training on Zoom at 7pm.
- **Tuesday 2/28**—District Camp Card Chair Meeting
- **Thursday 3/9**—Unit Camp Card Distribution—at District Roundtables
- **Sunday 3/12** —Camp Card Pool Party Kickoff at Ed Laird Scout Camp
- **Monday 3/13**—Storefront Sales Start
- **Tuesday 3/28**—District Camp Card Chair Meeting
- **Tuesday 4/25**—District Camp Card Chair Meeting
- **Thursday 5/11**—Roundtable—All Accounts Closed
- **Monday 5/15**—Prize Orders Due Online
- **Tuesday 5/23**—Downhill District Camp Card Chair Meeting

Camp Card Chair Responsibilities

- Order your cards at <https://forms.gle/iqFC5C42nPzNNHZk9>
- Communicate the purpose of the Camp Card Sale and timeline to your Scouts and parents
- Kick-off the Camp Card Sale at the unit level
- Inspect, coach and praise your Scouts
- Set a sales goal for your Scouts and unit
- Collect all money and turn-in the amount due (less the commission). No credit cards accepted for payment; checks preferred. Make checks payable to OCBSA.



How to Implement Camp Card Sales for Your Unit

- Determine NOW the Scouting Adventures your youth plan to participate in for 2023-2024.
- Determine the number of active youth in your program.
- Set a per youth sales goal.
- Set an overall unit sales goal.
- Communicate unit needs clearly with each youth and parent.
- Explain how the sale of Camp Cards teaches youth the value of earning their own way.
- Explain exactly where the unit plans to allocate the revenue generated from the sales. (i.e. camping fees, prizes, uniforms, parties, etc.)
- Communicate the Camp Card calendar clearly with all youth and parents
- Have a kick-off for your unit.
- Have turn-in dates for money and unsold Camp Cards.

Commission (The Breakdown of the \$10)

- For each card that the unit sells, that unit will keep \$5.
- The unit will pay council the other \$5 for each card that they sell.
- The \$5 that the council collects goes towards the prizes that are awarded and the rest will help fund Scout-o-Rama.

Return Policy

Units can return unsold Camp Cards checked-out without penalty. Unreturned Cards will be charged to the Unit at \$5 a card (including lost cards). Incentives will not be approved until the Unit Account is resolved

Closing Your Account

Your account is closed when all the money for the Camp Cards solds and all remaining cards are returned to your District Camp Card Chair or to Council. Unit will pay council \$5 a card for each card that they sell. Accounts must be paid in full by May 11, 2023 for incentive orders to be approved

Rewards

Rewards will be ordered online at ocbsa.org/campcard



How to Sell Camp Cards

Your job as Camp Card Chair is to teach Scouts how to sell. To get there, your team needs to employ all 4 sales methods. Create a plan and train your Scouts in all four methods; this will give you the best results. You'll get tips and great ideas on bestselling practices when you attend any of the training sessions.

Door to Door

Take your Cards for a trip around the neighborhood. Highlight the great coupons. Also, encourage them to buy several cards because some of the coupon offers are one time use and they may want more. Let them know that your Unit is trying to earn their way to camp.

Storefront

Setup 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. (Bring a tent display and posters)

Sell Online

Scouts can sell Camp Cards online by sharing a link to an online store. The customer will have the option while checking out to write in the Scouts name and Unit. The unit will receive \$5 in commissions for every online sale. At the end of the sale, the Orange County Council will credit the Unit's Account with their commission and let the Unit Camp Card Chair know which scouts made online sales. Cards will be mailed out weekly. **Please make sure the customer puts the Scouts name and Unit during checkout—this is the only way we know to give the Scout credit.**

<http://scoutingevent.com/039-CampCards2023>

Family and Friends

Bring your cards to family or friends. Let them know that by purchasing the card that they are supporting your scouting unit and get lots of great discounts. For the Family and Friends that you cannot reach in person or to reach those on social media, use the Online Selling method and Council will mail them a Camp Card.



Heroes and Helpers

- One of the most commented item from last years sale was to bring back the option to donate a Camp Card to a local hero or helper.
- Someone may now purchase a Camp Card that can be donated to a Hero or Helper in the community.
- The Orange County Council will coordinate the delivery of Camp Cards to heroes at the end of the sale.
- The unit will earn \$5 commission for every Hero and Helper donation that they get.
- The cards that are donated will count towards that scout's eligibility in our rewards program.
- During the closeout process, the unit will let Council know how many of the returned cards are to be donated.

Entertainment App

- The Camp Card will have on it a code to use for a subscription to the Entertainment: Coupons & Deals App.
- This code will give a user access to over 500,000 coupons at 40,000 local merchants served in over 10,000 cities.
- This is a great selling point of the card to those friends and family that are outside of our community.



Entertainment Activation for New Members

On the back of the card is a code that will be used to activate your membership in the app. 1) Tap on Activate a New Membership, then 2) enter your email address and activation code.



Sign in to your account

Email Address

Password

Forgot your password?

Sign In >

Activate a New Membership

Buy a Membership

Activate Your Membership

Enter your email address and access code.

sample@entertainment.com

12abcd34

Activate Membership >

Back



Entertainment Activation for New Members

3) You will be asked to confirm the email address entered and to create/confirm a password.

A screenshot of a mobile app interface for "entertainment". The status bar at the top shows signal strength, 4G LTE, 81% battery, and 2:21 PM. The app logo is at the top. Below it, the title "Create Your Account" is centered. There are four input fields: the first two contain "sample@entertainment.com", the third contains seven dots, and the fourth contains seven dots followed by a cursor. At the bottom, there is an orange "Continue" button with a right arrow and a blue "< Back" link.

4) To complete the account set-up, enter your first name, last name and zip code. Then you can select **Activate Member-**

A screenshot of a mobile app interface for "entertainment". The status bar at the top shows signal strength, 4G LTE, 81% battery, and 2:22 PM. The app logo is at the top. Below it, the title "Tell Us About Yourself" is centered. There are three input fields: the first contains "Joe", the second contains "Sample", and the third contains "48084" followed by a cursor. Below the fields is a checkbox with a checkmark and the text "Send me emails featuring printable and mobile coupons near me, online discounts & member-only deals." At the bottom, there is an orange "Activate Membership" button with a right arrow and a blue "< Back" link.



Entertainment Activation for Existing Members

- 1) Logout of your account.
- 2) Similar to #1 for new members, click on activate new membership.
- 3) Similar to #2 for new members, On the Activate Your Membership screen, enter the email address associated with your account and the access code that you are activating. Press the Activate Membership button.
- 4) The app will indicate that it has located your existing account. You will be asked to enter your password. Once entered, press the Activate Membership button.

entertainment

Activate Your Membership

Enter your email address and access code.

sample@entertainment.com

12abcd34

Activate Membership >

< Back

entertainment

Activate Your Membership

There is already an account associated with this email address. Please enter your password to add this membership to your account.

12abcd34

sample@entertainment.com

Enter Current Password

[Forgot your password?](#)

☒ Send me emails featuring printable and mobile coupons near me, online discounts & member-only deals.

Activate Membership >

< Back



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 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 (going Camping).
- Tell them what they can do to help (save money with the Camp Card).
- Ask them if they would like to buy more than one.
- Close the sale and thank them (whether they buy one or not).

Online Sales—Social Media & Email Templates

Scouts and their parents can find social media and email graphics and templates at www.ocbsa.org/campcard. Scouts can download them, share them, and start selling. Don't forget to add your personal touch! Short videos of the Scouts are a great way to sell Camp Cards online. Be sure to tag @OCBoyScouts in your social media posts!

Safety & Courtesy

- Wash hands or use hand sanitizer often while selling.
- Sell with another Scout and 2 adults or just by yourself with a parent.
- Never enter anyone's home.
- Never sell after dark, unless you are with an adult.
- Don't carry large amounts of cash.
- Always walk on the sidewalk or driveway.
- Say Thank You whether or not the prospect buys a Camp Card



2023 Rewards Program

Scouts can earn camping opportunities and amazon gift cards for selling lots of Camp Cards. The Scouts earn 1 gift card for each level that they reach. If they reach the 150+ level then they will earn a total of 2 gift cards.

Strive for 25

For every 25 Camp Cards an individual youth members sells, he or she will receive one entry into one of our weekly drawings for a \$50 voucher to activities and programs at the Irvine Ranch Outdoor Education Center, Newport Sea Base, Oso Lake Scout Camp and Lost Valley. Drawings are held on Thursdays and announced on facebook.com/ocboyscouts. All entries from the weekly drawings will then be put into a Super Drawing at the end of the sale for a \$250 voucher.

40+ Camp Cards



150+ Camp Cards





2023 Rewards Program

Scout-o-Rama Front of the Line Pass

- New reward for this year.
- Every Scout that sells a camp card will be entered into a drawing.
- There will be 4 winners that will be selected after the sale is over.
- The winner will win a pass for them and a parent to go to the front of the line at the experiences offered at Scout-o-Rama.
- These experiences may include: Archery, BB Guns, Zip Line and potentially other experiences that are available at the Ed Laird Scout Camp

What is Scout-o-Rama?

Scout-o-Rama (SOR) is a community event put together by the Orange County Council Boy Scouts of America and our volunteers to show what Scouting is all about! Scout-o-Rama is Saturday September 23, 2023 and is free for all ages – both boys and girls! Families who want to learn more about Scouting are encouraged to come and participate. It's going to be a great day full of adventure!

Scout-O-Rama 2022 is at the Ed Laird Scout Camp and features: Zipline, Pioneering, Archery, Scout Dutch Oven Cooking, Games, BB-Guns, Scouting Skills, Ropes Course, Camping, Pinewood Derby, Pan for Gold, Fire Trucks, Community Partners, Climbing Rock Wall, Orchard and Gardens, Science Center, Tomahawk and more!