

Three Harbors Council, Boy Scouts of America

CAMP CARD

2022 GUNDEBOOK

- A UNIT LEADER'S GUIDE -



THREE HARBORS COUNCIL
BOY SCOUTS OF AMERICA®

330 South 84th Street, Milwaukee, WI 53214
www.ThreeHarborsScouting.org/CampCard
414.774.1776

THE CAMP CARD SALE

This sale is designed to help Scouts earn funds to offset the cost of their Scouting experience.

Units participating in this program will:

- Earn 50% commission (\$2.50) for each \$5.00 card they sell
- RISK FREE, return any unsold cards at settlement on/before June 6-10

Register your unit online: www.ThreeHarborsScouting.org/CampCard

Camp Card Sales: April 1 – June 1, 2022

Settlement Deadline: June 6-10 2022

NEW FOR 2022

We will be offering two card options - one for Milwaukee County units and another for Racine/Kenosha County units.



RETURN POLICY

- Camp Cards may be returned to the Council Service Center without penalty before the unit-settlement deadline of June 10, 2022
- The cards MUST be in new condition (including snap off discounts)
- No cards will be accepted for return after June 10, 2022
- You are responsible for 50% of the cards sold, to be paid at settlement
- The Camp Card Support Team reserves the right to refuse product that has been damaged or rendered unsalable
- UNITS are RESPONSIBLE for ANY unreturned cards (lost, misplaced, damaged, etc.)
- Be sure Scouts and parents treat each card as if it were a \$5.00 bill

VALUE

The Camp Card represents opportunity to Scouts and value to the community!

Samples of how many cards a Scout would need to sell to fund their way to camp:

Camp	Cost	Cards
Cub Adventure Day	\$25	10
Family Weekend	\$70	28
Day Camp	\$175	70
Average ScoutsBSA cost	\$350	140

\$ COMMISSION

50% if your unit is paid in full by June 10. Units do not have to pay for any cards up front.

+ ADDITIONAL CARDS

Additional cards can be requested on the webpage www.ThreeHarborsScouting.org/CampCard.

- Units can do incremental settlements throughout the sale
- Units can receive additional cards equal to or lesser than the quantity paid for



CAMP CARD CAPTAIN

Each unit should have a Camp Card Captain. The Captain's sale responsibilities are to manage all aspects of the sale and communicate sale information to your leaders, parents and Scouts.

Camp Card Captain's Responsibilities

- Communicate the purpose of the sale and timeline to your Scouts and parents
- Kick-off the sale with a BANG by 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 reward program

TOP SELLERS EARN



1,000 Cards: \$500 Amazon Gift Card

500 Cards: \$250 Amazon Gift Card

300 Cards: \$150 Amazon Gift Card

100 Cards: \$50 Amazon Gift Card

50 Cards: \$20 Amazon Gift Card

20 Cards: Official Camp Card Patch



FRONTLINE HEROES

Purchase Camp Cards for Frontline Heroes:

To honor those who have sacrificed so much during this pandemic, Three Harbors Council will deliver camp cards purchased by our community to local front-line workers. Each card donated will be delivered to a frontline worker at the conclusion of the 2022 sale.

How Will the Frontline Hero Sale Also Benefit Units?

- Between April 1st and June 1st, send friends, family & others to the Camp Card website and encourage them to select your district and unit.

- We will deliver the camp cards you have sold as part of this campaign to Frontline Heroes by going to a hospital, grocery store, fire station, etc.
- The commission of \$2.50 per card sold through our website will be placed in your unit's account or a check will be mailed for earned commission.
- Scouts can also directly sell Frontline Hero camp cards. They simply collect the money for the card and notify the Council on their unit tracking sheet of the purchase upon settlement of their sale.



SALE SUPPORT

- Contact your District Executive if you have any questions: (414) 774-1776
www.ThreeHarborsScouting.org/Staff
- Visit www.ThreeHarborsScouting.org/CampCard
- Camp Card Advisor: Nathan Rackers;
(414) 443-2845 / Nathan.Rackers@Scouting.org
- Camp Card Support: Adriana Martin;
(414) 443-2872 / Adriana.Martin@Scouting.org



HOW TO SELL CAMP CARDS

Your job as Camp Card Captain is to teach your Scouts how to sell. To get the best results, create a plan and train your Scouts to employ all sales methods:

- 1. Door to Door:** Take your sales kit and cards around your neighborhood & promote the 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, take the Sales Kit to work!
- 4. Phone:** Call your relatives, neighbors and family friends to see if they would want to purchase any cards.
- 5. Social Media:** Use email or social media to let others know about the sale.
- 6. Double the Sale:** Let every customer know that they can purchase a second card that will be donated to local front line heroes.

SAFETY & COURTESY

- Never enter anyone's home
- Never sell after dark, unless with an adult
- Do not 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
- Do not talk to strangers alone

SALES TECHNIQUES FOR SCOUTS

Use the Camp Card sale to train your Scouts in public speaking, sales and service. Your Scouts and parents will appreciate the effort and sales will improve. Have Scouts role play and practice during your Kick-Off. 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 Boy Scouts of America)
4. Tell them what you are doing
(earning money towards Scout Camp, high adventure or camping gear, etc.)
5. Tell them what they can do to help
(save money with the Camp Card)
6. 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 because people want to support Scouting.

Thank you for supporting Scouting!



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