



BOY SCOUTS OF AMERICA®  
NORTH FLORIDA COUNCIL

# Unit Guidebook

## 2020 Camp Card Campaign

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A Scout is Thrifty..."A Scout works to pay their own way and to help others. They save for the future."



**\$250 Gift Card to Any Store**  
**for ALL SCOUTS/VENTURERS/EXPLORERS that Sell 600 Cards**

J. B. Owens - North Florida Camp Card Sales Manager  
Phone (904) 388-0591 Toll Free (800) 232-0845

Email [jb.owens@scouting.org](mailto:jb.owens@scouting.org)



## Guidebook 2020 Camp Card Campaign

### The Camp Card Fundraiser

The intent of the Camp Card sale is to allow Units to raise funds to pay for their year round Camping Program. This includes purchasing camping equipment; such as tents, and cooking equipment; and to send Scouts to Cub Day Camp, Aquatics Camp, Summer Camp, NYLT, and WinterBlast.

This program is **completely RISK FREE**, because any unsold Camp Cards may be returned.

### Community Partners

The Camp Card offers discounts to local, regional, and national businesses in your community. If you know someone that can help us secure new vendors for future Camp Cards, please contact JB Owens at [jb.owens@scouting.org](mailto:jb.owens@scouting.org).

### Details

Camp Cards sell for \$5 each. Units earn 50% commission, or \$2.50 per card sold. The cards come in a promotional envelope with 10 cards in each envelope.

Camp Cards should **ONLY** be sold during the authorized sales period. Cards sold after these dates diminish in value because the Vendor Offers are valid for a shorter period of time.

Scouts are encouraged to sell Camp Cards **MORE** than one at a time. Ask the customer if they would like to buy one for a friend or family member?



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Camp Cards are ordered by the Envelope (10 Cards per Envelope), but individual Camp Cards may be returned.

### Key Dates for the Camp Card Sale

District Roundtables are held the first Thursday of the month for all Districts except Suwannee River (Lake City area), which is held the first Tuesday of the month.

<b>December 2019 Roundtable</b>	<b>Camp Card Kickoff – Begin Collecting Commitments/Orders</b>
<b>January 2020 Roundtable</b>	<b>Commitments/Orders Due</b>
<b>February 2020 Roundtable</b>	<b>Distribute Camp Cards to Units – Sale Starts</b>
<b>March 2020 Roundtable</b>	<b>Redistribute Camp Cards among Units</b>
<b>April 2020 Roundtable</b>	<b>Money and Unsold Camp Cards Due – Sale Ends</b>

### Camp Card Names/Areas for 2020

Alachua & Gilchrist Counties  
Nassau County  
Clay County  
Baker County  
Metro Jacksonville

Marion County  
St Johns County  
The Suwannee Valley  
Putnam County  
Keystone Heights, Melrose & Starke

A List of Vendors for each card can be found at [www.nfcscouting.org/campcards](http://www.nfcscouting.org/campcards).

### Incentives

Besides the Unit earning 50% commission, or \$2.50 per card sold, Scouts can also earn FREE WEEKS of camp at North Florida Council Camps.



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### \*FREE Camps

SELL THIS	EARN THIS
150 Cards	FREE WEEK Cub Day Camp
60 Cards	WEBELOS WinterBlast Weekend
290 Cards	FREE WEBELOS Resident Camp
290 Cards	FREE WEEK Aquatics Camp
290 Cards	FREE WEEK Scouts BSA/Venturers Summer Camp
290 Cards	FREE WEEK NYLT
290 Cards	FREE WEEK Scouts BSA/Venturers WinterBlast
290 Cards	FREE WEEK Camp Shands Floridian Expedition

FREE Camp Certificates are Emailed to the Scout Parent's Email listed on the *NFC Camp Card Settlement Form*.

FREE Weeks of Camp Certificates are non-transferable, are only valid at North Florida Council Camps, and expire December 31, 2020. FREE Camps are not cumulative.

\*Covers the Basic Camp Fee Only. Does NOT include additional material or class fees, or transportation.

**All Scouts/Venturers/Explorers** who sell 600 Camp Cards or more will receive a:



\$250 Gift Card of their choice.



**NO COMBINING OF SALES FOR FREE CAMP OR SALES INCENTIVES.**  
**MUST BE INDIVIDUAL SCOUT SALES.**  
**FREE CAMP CERTIFICATES ARE NON-TRANSFERABLE.**  
**FREE CAMP CERTIFICATES EXPIRE 12/31/2020.**  
**FREE CAMPS ARE NOT CUMULATIVE.**

## **Sales Techniques for Scouts**

Don't miss this opportunity to use the Camp Card Sale to train your Scouts in public speaking, entrepreneurship, and salesmanship.

Have Scouts role play during your Unit Camp Card Sale Kickoff.

For a successful Sale, ensure your Scouts:

Wear their Scout Field Uniform.

Smile, and say their first name.

Tell Customers what Unit they are with. For example, Pack 25

Tell Customers what the Scouts are going to use the money for.

Tell Customers how much THEY can save with the Camp Card.

Close the sale, and always say Thank You.

**Remember, we're not just selling Camp (Discount) Cards;  
we're selling the Adventure of SCOUTING!**

Ensure your Scout families understand that they are selling a better community, and they are selling the benefits of Scouting. Emphasize that each card sold helps a Scout go to camp. The reason our sale will be successful is that people in your community want to support Scouting.



## Sales Methods

There are 3-Methods for selling Camp Cards:

<b>Door to Door</b>	Take your Camp Cards for a trip around the neighborhood. Don't forget local businesses.
<b>Show and Sell</b>	Set up a sales booth and sell Camp Cards on the spot.
<b>Sell at Work</b>	A great way for adults to help their Scout.

## 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 SELL ALONE!**
- Never enter anyone's home.
- Never sell after dark, unless with an adult.
- Don't carry large amounts of cash.
- Say Thank You, whether or not the person buys a Camp Card.

## Your Unit Camp Card Kickoff

The objectives of your Unit Camp Card Kickoff are simple:

- Get Scouts excited about going to Camp.
- Ensure parents are informed about why their Scout should attend Camp.
- Have Fun.

How can you ensure a successful Kickoff?



## Guidebook 2020 Camp Card Campaign

Make sure the Kickoff has maximum attendance.

Be prepared to discuss camping opportunities available in the North Florida Council.

Make sure every Scout Family receives at least one Promotional Envelope with 10 Camp Cards in it.

### Camp Card Kickoff Sample Agenda:

1. Grand Opening with music, cheers, and EXCITEMENT!
2. Explain Commission and Incentives. **NO COMBINING OF ORDERS FOR INCENTIVES OR FREE WEEKS OF CAMP!**
3. Review camping opportunities in the North Florida Council (Cub Day Camp, Aquatics Camp, Resident Summer Camp, NYLT, and WinterBlast).
4. Review Goals and Key Dates.
5. Scout Training – Role Play.
6. Cover Safety and Courtesy Tips.
7. Ensure each Scout Family signs out at least one promotional envelope with 10 Camp Cards.
8. Big Finish, send Scouts and parents home excited to sell.

### **Unit Commission**

The Camp Card Sale commission is 50% IF your Unit has returned unsold cards, and paid in full between April 2 and April 13, 2020.

Commission DROPS to 40% IF your Unit returns unsold cards, and are paid in full between April 14 and April 27, 2020.

Commission DROPS to 30% IF your Unit returns unsold cards, and are paid in full between April 28 and May 15, 2020

NO cards will be accepted after May 16, 2020, only payments.



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**Units will not be allowed to participate in any Council Fundraisers until all financial obligations are resolved.**

**When you provide a unit check as payment, you authorize us either to use information from your check to make a one-time electronic fund transfer from the account or to process the payment as a check transaction. We cannot accept personal or third party checks. Payment for Camp Cards should be with a Unit Check, Credit Card, Cashier's Check, Money Order, or Cash. For inquiries please call the North Florida Council at 904.388.0591 ext 157.**

### **Return Policy**

Camp Cards may be turned into the Council Office without penalty between February 1, 2020 and April 3, 2020. The cards must be in new condition, including all snap-offs still attached. Units are responsible for any cards that are lost, stolen, misplaced or damaged. **Scouts and parents should treat the cards like a \$5 Bill.**

### **Unit Orders**

The Council will order Camp Cards based on the *Unit Commitment/Order Forms*. **THE COUNCIL RESERVES THE RIGHT TO ADJUST UNIT ORDERS BASED ON PAST SALES HISTORY.** Few, if any, extra cards will be ordered. Each District Executive/Director is responsible for managing the cards in their District. Please keep in mind, that while Units may return any unsold cards without penalty, **the Council has to pay for ALL the CARDS PRINTED** regardless of whether they are sold or not.





## Requests for Additional Cards

If your Unit requests additional Cards during the sale, **Council may request a full or partial payment** on the Cards your Unit initially checked out.

## Extended Camp Card Sales

On a case by case basis Units may be able extend their Camp Card Sale beyond April 3, 2020. The request must be made to [jb.owens@scouting.org](mailto:jb.owens@scouting.org). Units must settle up (Pay for or return the Cards they checked out). Then new Cards will be issued to the Unit, and a new Settlement Date will be set.

## How to Redeem FREE Camp Certificates

It is important that the information on the *NFC Camp Card Settlement Form* is accurate AND legible. The FREE Camp Certificates will be **Emailed to the Email address** listed on the *NFC Camp Card Settlement Form*. Instructions on how to redeem the FREE Camp Certificates will be in the email sent with the Certificates.

The FREE Camp Certificate will list the Scout's District, Unit, Name, and Camp (such as Cub Day Camp or Aquatics Camp).

Our goal is to have all FREE Camp Certificates Emailed to Scout families by April 24, 2020. FREE Camp Certificates **will not be** Emailed to Units that have not settled their accounts.



# Attachments

Unit Camp Card Chair Position Description

Commitment/Order Form

Acknowledgement of Receipt/Return of Camp Cards

Camp Card Settlement Form



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### **Unit Camp Card Chair Position Description**

#### **OVERVIEW:**

*Communicate, Inspire, Organize and Lead your Unit in a successful Camp Card Sale that meets the Unit's planned funding needs.*

#### **SPECIFIC RESPONSIBILITIES:**

1. Attend December District Roundtable to obtain information about the Camp Card Campaign.
2. Attend January District Roundtable to submit Unit Commitment/Order Form.
3. During a January Unit Meeting, explain the details of Camp Card Campaign, including Unit Goals, incentives, and important dates to Scouts/Parents by leading a fun, dynamic Unit Kickoff.
4. Attend February Roundtable to pick up your Unit's Camp Card order.
5. Distribute Camp Cards to the Scout's Parents. Ensure that ALL Scout Families in your Unit have the opportunity to participate in the Camp Card Sale.
6. Attend March Roundtable for redistribution of Camp Cards between Units.
7. Before April Roundtable receive all Camp Cards and Money from Parents.
8. Attend April Roundtable and settle up.
9. Achieve Unit Sales Goal!



North Florida Council

# Camp Card

## Commitment/Order Form 2020

### A Scout is Thrifty...They help pay their own way!

The Camp Card fundraiser is designed to help Scouts pay their own way.

The Camp Card, with discounts to local businesses, sells for \$5 each. **Units** earn 50% Commission, or \$2.50 per card sold. The cards must be ordered by January 10 and will be distributed at February Roundtables. All left over cards and money (\$2.50 per card) must be turned in at April Roundtables. This Program is RISK FREE, any unsold cards may be returned.

As Camp Card Chair for my Unit, I understand that I am responsible for obtaining a copy of the 2020 Camp Card Guidebook, and sharing its content with the members of my Unit. **I also understand that the Council reserves the right to adjust my order based on Unit Sales History.**

#### WHY SELL CAMP CARDS? 50% UNIT COMMISSION AND FREE CAMP!

Sell 150 Cards, EARN a Free Week of Cub Scout Day Camp

Sell 290 Cards, EARN a Free Week of Aquatics Camp

Sell 290 Cards, EARN a Free Week of Resident Camp at Camp Shands (Summer, NYLT or WinterBlast)

More Camping Opportunities are available.

**NO COMBINING OF CARD SALES FOR CAMP REWARDS! SALES MUST BE BY INDIVIDUAL SCOUTS. FREE CAMP CERTIFICATES ARE NON-TRANSFERABLE, AND WILL EXPIRE 12/31/2020.**



District: \_\_\_\_\_ Unit Type/Number: \_\_\_\_\_

Name: \_\_\_\_\_ How Many Scouts will be Selling: \_\_\_\_\_  
(This Number will help determine how many Envelopes you will receive)

Best Phone Number: \_\_\_\_\_

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

**Camp Cards come in a Promotional Envelope with 10 Cards in Each Envelope.**

Which (Name of Card) Cards Do You Want? \_\_\_\_\_

How Many Packages of 10 Cards Does Your Unit Want? \_\_\_\_\_

Return this Form to JB Owens at [jb.owens@scouting.org](mailto:jb.owens@scouting.org),  
Phone 904.388.0591 by January 10, 2020



North Florida Council

# Camp Card

## Acknowledgement of Receipt/Return of Camp Cards 2020

Initial Issue: \_\_\_\_\_

Supplemental Issue: \_\_\_\_\_

I hereby acknowledge receipt/return of \_\_\_\_\_ **Camp Card Envelopes** (10 Cards per Envelope) for the \_\_\_\_\_ (Name of Card) from the North Florida Council.

I understand that my Unit will receive 50% Commission, or \$2.50 for each Camp Card that we sell if settlement is between April 2 and April 13. Unit Commission will drop to 40%, \$2 per Card, if settlement is between April 14 and April 27; and 30%, per Card \$1.50, if settlement is between April 28 and May 15. NO Cards, ONLY Payments, will be accepted after May 16.

I further understand that I am responsible for returning ALL unsold Camp Cards, AND \$2.50 for each card we sell to the North Florida Council by the April Roundtable.

*When you provide a unit check as payment, you authorize us either to use information from your check to make a one-time electronic fund transfer from the account or to process the payment as a check transaction. We cannot accept personal or third party checks. Payment for Camp Cards should be with a Unit Check, Credit Card, Cashier's Check, Money Order, or Cash. For inquiries please call the North Florida Council at 904.388.0591 ext 157.*

District: \_\_\_\_\_

Unit Type/Number: \_\_\_\_\_

Best Phone Number: \_\_\_\_\_

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

Name (Please Print): \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_



# NFC Camp Card Settlement Form 2020

District: \_\_\_\_\_ Unit Type/Number: \_\_\_\_\_

Name (Please Print): \_\_\_\_\_

Best Phone Number: \_\_\_\_\_

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

Cards For \_\_\_\_\_ (Name of Cards, ie Clay County).

Total Cards ISSUED: \_\_\_\_\_

Total Cards RETURNED: \_\_\_\_\_

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=

Total Cards SOLD: \_\_\_\_\_

**AMOUNT DUE To Council (Total Cards SOLD) x \$2.50 =** \_\_\_\_\_

*When you provide a unit check as payment, you authorize us either to use information from your check to make a one-time electronic fund transfer from the account or to process the payment as a check transaction. We cannot accept personal or third party checks. Payment for Camp Cards should be with a Unit Check, Credit Card, Cashier's Check, Money Order, or Cash. For inquiries please call the North Florida Council at 904.388.0591 ext 157.*

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

List Scouts who qualified for a NFC FREE CAMP:

***NO COMBINING OF SALES FOR FREE CAMPS. MUST BE INDIVIDUAL SCOUT SALES!  
FREE CAMP CERTIFICATES ARE NON-TRANSFERABLE, AND EXPIRE 12/31/2020.***

Scout Name	Parents Phone #	Parent's Email	# Card Sold	Camp (Such as Day Camp)