

2020 Camp Card Guidebook

A Unit Leader Guide



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Earn Your Way to Camp

The “Camp Card” drive is an opportunity for Scouts to earn their way to camp and support their Scouting year.

The sale runs from February 21st to May 15th, giving participants 3 months to earn prizes.

Camp Cards are RISK FREE; there is no down payment, and unsold cards are free to return.

You must settle on your initial order to get additional cards. Returned cards MUST be in new condition (including snap-off discounts).

Each \$5 card sold earns 50% commission (\$2.50) for the selling Scout Unit. Units must be paid-in-full by May 15, 2020.

The after-sale begins May 15th; units can check out Cards again and receive the full 50% commission, but bonus prizes will not be earned.

Participating Community Partners include Smart & Final, Subway, Aquarium of the Pacific, and Dicks Sporting Goods, amongst others; several offer multi-use, year-round discounts.

Key Dates

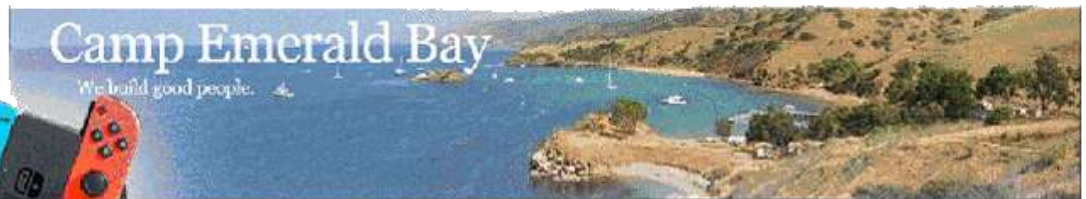
- January 31:
 - Camp Card Commitments Due
- February 21:
 - Camp Card Distribution
 - Cards will be distributed through local Council offices
- May 15:
 - Settlement of Camp Card Accounts & Submissions of Prizes
 - Deadline for Card Returns
 - *All unsold cards must be returned at this time*
- May 22:
 - Invoices mailed to Units with balance due

Contact your District Executive, or Christine Medina (Christine.medina@scouting.org) anytime you have a question at (818) 785-8700. We are here to help you!

In addition to the 50% Commission, every participating Scout will be eligible for bonus prizes during the February 3 – May 15 timeframe.

Scouts are eligible to select *one* prize from the list below. **Prizes do not accrue.** Scholarships are not transferable and have no cash value; they may only be redeemed at a WLACC-owned & operated Camp in 2020.

SELL THIS	GET THIS!
50 CARDS*	HIKING DAY PACK
75 CARDS	CUB /PARENT WEEKEND <ul style="list-style-type: none"> • JOSEPHO, WHITSETT <ul style="list-style-type: none"> ○ Valid for 2 attendees
125 CARDS	CUB SCOUT DAY CAMP
250 CARDS	CHOICE OF: <ul style="list-style-type: none"> • CUB RESIDENT CAMP & ADULT • SCOUT RESIDENT CAMP <ul style="list-style-type: none"> ○ WHITSETT or JOSEPHO • NINTENDO SWITCH
400 CARDS	CHOICE OF: <ul style="list-style-type: none"> • CAMP EMERALD BAY REGISTRATION • APPLE WATCH





HOW TO SELL CAMP CARDS

Preparation equals results! Remember, all selling opportunities must observe BSA Youth Protection Guidelines, with proper ratios of adults to Scouts.

There are three methods of sales:

- Door-to-Door: Bring your cards around the neighborhood!
- Show & Sell: Get permissions from local stores, and set up a sales booth outside the entrance, selling to passing consumers.
 - Focus on multiple locations. Arrange for shifts, so Scouts don't get overwhelmed.
- Personal Networks: Families can help too! Ask friends & relatives or bring cards to work!

Sales Techniques for Scouts!

First impressions are key; good presentation will allow you to sell more cards. Presentation is EVERYTHING!

- Wear your uniform proudly
- Smile, use eye contact, and be friendly! Have the card or cards in your hand for sale.
- Make it personal! If they buy, they are supporting *you*, and the local community.
- Use the deals; the discounts on the card provide real, direct value that will excite people.
- Have change in hand. The cards are \$5, so be prepared if they don't have small bills.
- It takes the same amount of time to sell one card, so why not ask them to buy 2 or 3?
 - "Give one to a friend or use another on your next visit."

Remember, people are busy; you have fewer than 10 seconds to grab their attention and sell.

To make a good impression:

- Do not force, follow, or harass a potential sale; there is always another.
 - Do not block store customers from entering or exiting.
- Do not stray from your designated Show & Sell area.
 - Respect boundaries set by the store management.

SAFETY FIRST: Always obey Youth Protection Guidelines.

- Stay with adults and other Scouts
- Never enter anyone's home, or sell after dark
- Do not carry large amounts of cash!
- Be polite and respectful when you are denied

Tell people that you're not selling just discount cards, you're selling the opportunity to support Scouting. They are supporting YOU above anything else, and by buying a card, they are making a real difference in your life.

And always, ALWAYS, say THANK YOU



CAMP OPPORTUNITIES!

Selling Cards will send you to Camp! Refer to Page 3 for the full prize breakdown.

CUB SCOUT CAMP EXPERIENCES (Grades K-5)

- Cub Family Weekend (Camps Whitsett or Josepho)
 - Spend an all-inclusive weekend at one our incredible camp properties, experiencing the fun that the program has to offer.
 - COST: \$90-\$120 (varies by location) **Free with 75 cards sold (2 attendees)**
- Day Camp
 - An activity-filled summer week of Scouting fun! "Day Camps" provide engaging development opportunities for Cub-aged Scouts and their families.
 - Day Camps can offer archery, BBs, field sports, arts, crafts, Scout Skills, & more!
 - COST: \$160-\$200 (varies by location) **Free with 125 cards sold!**
- Webelos Resident Camp
 - Spend 4 days & 3 nights at Camp Josepho or Camp Whitsett
 - Participating Webelos entering 4th or 5th grade receive an incredible intro to the older Scout program, experiencing a real camp experience & exciting activities.
 - COST: \$250 per Scout / \$90 per parent **Free with 250 cards sold!**

RESIDENT CAMP EXPERIENCES (Grades 6-12)

- Camp Josepho
 - Nestled in the Santa Monica Mountains, Josepho is a hidden treasure mere minutes from the 405. The 110-acre property serves youth throughout LA County & beyond, with a unique emphasis on filmmaking and technology!
 - www.campjosepho.org
 - Cost varies **Free with 250 cards sold!**
- Camp Whitsett
 - Deep in the Sequoia National Forest, near the rapids of the mighty Kern River, Whitsett is the classic Scout Camp experience. Get away from the city hustle and choose your adventure, from COPE, white water rafting, mountain biking, rock climbing, and more!
 - www.campwhitsett.org
 - Cost varies **Free with 250 cards sold!**
- Camp Emerald Bay
 - A truly once-in-a-lifetime Scout Camp experience. Emerald Bay features the best of Catalina; breathtaking hikes & pristine beaches and coves allow for unique & unforgettable opportunities, including scuba diving and snorkeling, for your Scout.
 - www.campemeraldbay.org
 - Cost varies **Free with 400 cards sold!**

2020 WLACC Camp Card Unit Prize Request Form

Unit information

District: AV BH CC CB RA OR *(check one)*

Unit type: Pack Troop Team Crew Ship Post *(check one)*

Unit #: _____

Scout information

Name: _____

BSA ID#: _____

Phone number: () _____ - _____

Prize requested: - *(check one)*

<input type="checkbox"/> Hiking Day Pack (50 cards)	<input type="checkbox"/> Cub Parent Weekend for 2/Josepho or Whitsett (75 cards)
<input type="checkbox"/> Cub Day Camp (125 cards)	<input type="checkbox"/> Cub Resident Camp plus adult (250 cards)
<input type="checkbox"/> Scout Resident Camp Josepho or Whitsett (250 cards)	<input type="checkbox"/> Nintendo Switch (250 cards)
<input type="checkbox"/> Camp Emerald Bay Registration (400 cards)	<input type="checkbox"/> Apple Watch (400 cards)

Camp information

Reservation #: _____

Confirmation of participation and eligibility

Unit leader signature: _____

Parent signature: _____

For internal use only

Journal Entry request: from 1-9153-040-90

To (use one of these) 1-6801-107-21 (CJ Day) or 1-6801-142-20 (Day) or 1-6701-___-21 (WH/109) (CJ/107) (EB/112)

Field Staff

Camping

Accounting

2020 WLACC Camp Card Unit Commitment Form

YES! Our unit will participate in the 2020 Camp Card Sale!

Unit Information:

Unit Type: Pack Troop Crew Post (Please Check One)

Unit #: _____ District: _____

Number of participating scouts _____ (You will receive a sales kit with 20 cards per active Scout)

How many additional cards would your unit like to start the campaign with? _____

Date of unit Kickoff: _____ Location: _____

I understand that all unsold cards and proceeds must be turned in no later than May 15, 2020 and that my unit will receive an invoice for the total value of inventory checked out if not paid in full by May 22, 2020.

_____ (please initial)

Unit Camp Master:

Name: _____ Position in Unit: _____

Address: _____

City: _____ State: _____ Zip: _____

Best Contact Number: _____ Work Number: _____

E-Mail Address: _____

Please return to: WLACC, 16525 Sherman Way, C8, Van Nuys, CA 91406

You may email the form to Christine.medina@scouting.org