

## HOW TO IMPLEMENT YOUR UNIT'S CAMP CARD SALE

- **Determine NOW! the camping events your Scouts want to participate in and/or program needs for the year.**
- **Based upon the costs of those events and program needs, set a Unit Sales Goal!** Parents will support a program if there is a clear, concise goal and reason (i.e. Summer Camp, Day Camp, Equipment, Trailer, Pinewood Derby Track, etc.). Best Practices show that a Unit should establish a goal and then develop a per Scout expectation. Think in terms of 11 Camp Cards = Cub Scout Day Camp, 37 Camp Cards = Cub Resident Camp, or 80 Camp Cards = Scouts BSA Summer Camp.
- **Consider a Unit Prize Program** - Units should consider and are encouraged to develop their own prize program. Youth like prizes and recognition like a pizza party or gift cards.
- **Conduct a Unit Kick-Off!**
  - ❖ **Be ENTHUSIASTIC!** A boring and dreary sales pitch to the Scouts and families will result in boring and dreary commissions!
  - ❖ **Dream BIG!** Small dreams have no magic! Be VERY clear with parents as to how the money earned will be used (i.e. individual camp fees, uniform, etc.).
  - ❖ **COMMUNICATE!** A Scout is Thrifty. . . He helps pay his own way! Explain how the sale of Camp Cards teaches youth the value of earning what they want. Encourage every Scout to earn their own way to camp.
  - ❖ **Get Scouts EXCITED about CAMPING!** Review dates, costs, etc. for upcoming camping opportunities in the Alamo Area Council (i.e. Day Camp, Summer Camp, Philmont, etc.).
  - ❖ **Set DEADLINES!** Create a sense of urgency! People react to deadlines... "We would like to have our sale wrapped up by next week." If given three months to sell, families will take three months to sell, and sell everything the last week anyway.
  - ❖ **Conduct Sales Training** - Include role play exercises and cover safety and courtesy tips.
  - ❖ **For A Successful Sale, Ensure Your Scouts:** Wear a Scout Uniform, smile, and say their first name. Tell the customer what Unit they are with, how much THEY can save with a Camp Card, and what they are going to use the money for. Close the sale and always say THANK YOU!
  - ❖ **Big Finish** - Send Scouts and parents home EXCITED to sell.
  - ❖ Track all Cards issued and returned and payments made for each Scout family. A tracking form is available online at [www.NWScouts.org/CampCards](http://www.NWScouts.org/CampCards).
  - ❖ **Sell! Sell! Sell!** Start with your family, then sell to friends, coworkers, neighbors, church members, and businesses you frequent like dry cleaners, restaurants, etc. Units may also coordinate sales times in front of high-traffic areas like banks, stores, and churches.
  - ❖ Turn money (\$5.00 per Card) in early! All previously received Cards MUST be paid for before more Cards will be issued.
  - ❖ **Control your inventory!** This will provide you with the flexibility to provide additional Cards to Scouts who are selling. Trying to collect unsold Cards from Scouts to redistribute them is very time consuming. HOWEVER, if your Scouts are NOT selling, PLEASE RETURN THE CARDS TO THE COUNCIL OFFICE ASAP SO THAT OTHER UNITS MAY SELL THEM.

THANK YOU FOR YOUR PARTICIPATION IN THE 2020 CAMP CARD SALE!