



BOY SCOUTS OF AMERICA®  
DANIEL WEBSTER COUNCIL

# ADVENTURE CARDS

FUND YOUR SCOUTING ADVENTURES



## UNIT LEADER GUIDEBOOK



[www.nhscouting.org/adventure-cards](http://www.nhscouting.org/adventure-cards)

# SCOUT ADVENTURE CARDS

## UNIT LEADER GUIDEBOOK

### ABOUT THE ADVENTURE CARD PROGRAM

The Scout Adventure Card is designed to help Scouts earn their way to summer camp, high adventure camp, NYLT, National Exploring Conferences (local and national), and other adventure opportunities.

Units participating in this program will earn 50% commission (\$5.00) for each \$10 Adventure Card sold. The sale will begin approximately February 15 and will end May 12 giving units 3 months to sell and close out their accounts. This program is RISK FREE and EASY to help your Scouts earn their way to camp this summer.

### ADVENTURE CARD PARTNERS

This year's Adventure Card partners include: Dick's Sporting Goods, Shaw's, Tire Warehouse, Papa John's Pizza, NH Fisher Cats, Buffalo Wild Wings, The Common Man, SUBWAY, SubZero Ice Cream and Yogurt and NEW this year...Dave and Busters, Lil Dudez N Divaz, Altitude Jump Park, Valvoline and Tractor Supply.



## DEALS ON ADVENTURE CARD

**Altitude Jump Park** – \$5 off a 60, or 90 minute jump. *Valid at Concord, Merrimack, and Pelham locations*

**Buffalo Wild Wings** – \$5 off purchase of \$25 or more (Food Only). *All NH Locations*

**Common Man Restaurants** – FREE APPETIZER with purchase of 2 Entrees

**Dave & Busters** – \$20 Free gameplay with \$20 purchase. Also, 10% off special events. *Valid at the Manchester, NH location opening March 2020*

**Dick’s Sporting Goods** – \$10 Off Purchase of \$50 or more

**LIL DUDEZ & DIVAZ** - \$5 Off Purchase of \$20 or more

**NH Fisher Cats** – Buy 2 regular season tickets, get 2 FREE

**Papa John’s Pizza** – Buy any Pan, Large or XL Pizza, Get Another of Equal or Lesser Value FREE

**Shaw’s** – \$5 Off Purchase of \$50 or more

**Subway** – Buy the footlong of the day and receive TWO free sides

**SubZero Ice Cream** – Buy One, Get One 50% Off. *Nashua location.*

**Tire Warehouse** – \$50 off set of tires or \$25 off an Automotive Service

**Tractor Supply** – \$5 Off Purchase of \$25 or more

**Valvoline Instant Oil Change** – \$10 Off Any Full Service Oil Change

## EARN A FREE WEEK OF CAMP

BIG CHANGE FOR 2020...Sell Only 150 Adventure Cards – your Scouts win and your unit wins! Your unit will keep the 50% commission, and Scouts who sell 150 Cards will attend camp for free.





ONE TIME USE ONLY  
**shaw's Osco**  
**\$5 OFF**  
 your purchase of \$50 or more

STORE COUPON  
 EFFECTIVE 1/1/20 - 12/31/20

**DAVE & BUSTERS**  
**FREE \$20 GAME PLAY**  
 WITH PURCHASE OF \$20 GAME PLAY  
**10% OFF SPECIAL EVENT**  
 WHILE SUPPLIES LAST

**ADVENTURE CARD** **\$10**

IT'S TIME FOR A NEW ADVENTURE!  
 Daniel Webster Council, Boy Scouts of America  
 www.nhscouting.org

**TSC TRACTOR SUPPLY CO.**  
**\$5 OFF**  
 YOUR PURCHASE OF \$25 OR MORE  
 -SEE BACK FOR DETAILS-

**NICK'S**  
**\$10 OFF**  
 YOUR PURCHASE OF \$50 OR MORE

COUPON CARD

**DICK'S TEAM SPORTS HQ**  
**DICK'S**

ONE TIME USE ONLY  
 \$5 OFF  
 YOUR PURCHASE OF \$25 OR MORE

**AMC**  
**\$5.00 OFF**  
 60 OR 90 MINUTE JUMP

**BUFFALO WILD WINGS**  
**\$5 OFF**  
 THE PURCHASE OF \$25 OR MORE

**PAPA JOHN'S**  
**BUY AN XL OR LARGER PIZZA AT REGULAR PRICE GET ONE OF EQUAL OR LESSER VALUE FREE**

**the common man.**  
**COMPLIMENTARY APPETIZER**

**SUBZERO**  
**BUY ONE, GET ONE 50% OFF**

**SUBWAY**  
**TWO FREE SIDES!**

**10% OFF SPECIAL EVENT**  
**FREE \$20 GAME PLAY**  
 WITH PURCHASE OF \$20 GAME PLAY

Proudly serving New England since 1860

Must present this coupon at time of purchase and meet minimum purchase requirement after all other valid coupon rebates and discounts. One per customer. Coupon may be combined with similar offer when the combined purchase threshold has been met. Void if copied or transferred. Offer excludes prescription products, alcohol, tobacco, certain dairy products (where prohibited by law), money orders, postage stamps, lottery tickets, wire transfer services, gift cards and services provided as a convenience for our customers. Valid at all Shaw's locations through 12/31/20.

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## ADVENTURE CARD SALES DATES

### JANUARY

31 Adventure Card Orders Due

### FEBRUARY

4 – 15 Adventure Card Distribution (DWC Office or District Roundtables)

15 Adventure Card Sales Begin

### MARCH

15 Summer Camp Deposit Due

### MAY

12 Adventure Card Sales End & Settlement Day

12 Free Week of Camp Incentive Form Due

13 Unit Commission drops to 40%

15 Summer Camp Payments Due

### JUNE

15 Unit Commission drops to 25%

**PLEASE NOTE:** No Adventure Cards will be accepted for return after May 12, 2020. FREE CAMP Forms are asked to be turned in ASAP and please ensure you don't pay for camp if a Scout from your unit qualified for the incentive.

## ADVENTURE CARD SALES SUPPORT

The Daniel Webster Council team wants to be sure your Adventure Card sale is successful. If at any time you have questions or need assistance, please contact a member of the team.

DISTRICT	CONTACT	EMAIL ADDRESS
Abnaki	Dylan Croston	dylan.croston@scouting.org
Arrowhead	Collin Butler	collin.butler@scouting.org
Historic	Skip Chase	skip.chase@scouting.org
Massabesic	Alan Parker	alan.parker@scouting.org
Mt Monadnock	Tom Charlton	Tom.charlton@scouting.org
Sunapee South	Tom Charlton	tom.charlton@scouting.org
Sunapee North	Garrett Boyd	Garrett.boyd@scouting.org
Wannalancit	Josh Beaucher	joshua.beaucher@scouting.org
Council	Andrew Murphy	andrew.murphy@scouting.org

## UNIT ADVENTURE CARD COORDINATOR

- Submit Adventure Card order for unit by January 31st
- Communicate the purpose of the Adventure Card sale and timeline to your Scouts and parents
- Sign, date, and return Adventure Card Receipt upon receipt of the unit's Adventure Cards
- Kickoff the Adventure Card sale at the unit level with a BANG providing all Scout members with 20 cards to sell
- Encourage, coach, and praise your Scouts
- Encourage Scouts and parents throughout the sale by providing the benefits of selling Adventure Cards and earning your way
- Set a sales goal for your youth and unit
- Help the youth reach their sales goal by offering Show & Sell opportunities
- Collect all money and turn in the amount due to the Council by May 12, 2020
- Complete 'Free Week of Camp' form and submit to the Council by May 12, 2020

## UNIT CAMP COORDINATOR

- Be knowledgeable about all DWC summer camp opportunities
- Encourage all your Scouts and families to select and attend a camp that fits their summer schedule
- Explain to parents the importance of the outing in Scouting
- Set a goal for percentage of Scouts attending camp and achieve it
- Promote additional summer programs and opportunities including NYLT and High Adventure programs

## BEST METHODS FOR SELLING ADVENTURE CARDS

Your job as Adventure Card Coordinator is to teach your Scouts how to sell. To get there, your Scouts need to use all 3 sales methods. Create a plan and train your Scouts in all three methods; this will give you the best sales results and help your Scouts earn their way to camp.

### DOOR TO DOOR:

Take Adventure Cards for a trip around the neighborhood. Highlight the great coupons and offers. Also, encourage them to buy several cards because the break-off coupons can only be used one time. Let them know you are trying to earn your way to camp and fund your Scouting adventures.

### SHOW & SELL:

Set up a sales booth and sell Adventure 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 and weekends. Schedule early and often to get the most out of this portion of your sale. Recruit a Show and Sell Chair to help you coordinate this portion of the sale.

## SELL AT WORK:

A great way for Mom and Dad to help their Scout. Have Mom and Dad take the Adventure Cards to work. Come up with a nice flyer with pictures on why your Scout is selling and what the proceeds support. Hang it on the fridge and put some contact information!

## IT'S EASY TO SELL!

Not only are the Adventure Cards just \$10, they contain many great offers that help customers save money. If you sell:

- 10 to family
- 20 to friends and neighbors
- And 10 from Mom and Dad taking them to work

That's 40 Adventure Cards right there. Sell more cards and earn your way to camp this summer. Ever try a social media blast? Give it a try as it works well most every time!

## SAFETY & COURTESY WHEN SELLING ADVENTURE CARDS

Be sure to review these safety and courtesy tips with your Scouts and parents.

- Sell with another Scout/Buddy or with an adult
- Never enter anyone's home
- Never sell after dark, unless with an adult
- Don't carry large amounts of cash
- Always walk on the sidewalk and driveway
- Be careful of dogs while selling. If it doesn't look safe, head to the next house!
- Say Thank You whether or not the prospect buys an Adventure Card. A Scout is Courteous.

## SHOW & SELL GUIDELINES AND RECOMMENDATIONS

Some Show & Sell locations may have specific instructions for Scouts selling Adventure Cards. The instructions given by the store or location management must be followed. Not doing so will jeopardize future Show & Sell opportunities for other Scouts and units and other potential product sales opportunities. We rely heavily on the support of our local retailers and supermarkets so ensure you are always adhering to these rules!

Follow all store management guidelines and requests at all times. Be flexible – because things may change when you arrive and be different than when the arrangements were made.

Scouts must be supervised by unit leaders or parents. Remember that at least two adults should be present when conducting Show & Sell sales.

### HOW TO REQUEST A CERTIFICATE OF INSURANCE

Some locations that allow your unit to conduct a Show & Sell of Adventure Cards may require a Certificate of Insurance from the Daniel Webster Council. If a store manager requires this, please complete the **Request for Certificate of Insurance** online request form at least two weeks in advance at: <http://nhscouting.org/request-for-certificate-of-insurance/>



## ADVENTURE CARD COMMISSION STRUCTURE

- Unit commission is 50% if paid in full by May 12, 2020
- Unit commission drops to 40% if paid after May 12, 2020
- Unit commission drops to 25% if paid after June 15, 2020

We encourage units to track Scouts' sales so Scouts can pay for summer camp with Adventure Card proceeds; however, it is up to the unit to elect to do this. We understand the unit may have another goal. A Unit Tracking form has been included in this guide to help you track sales.

## ADVENTURE CARD RETURN POLICY

A unit may return up to 25% of their Adventure Cards without penalty. Additional returns over the 25% will be charged a \$0.75 per card restocking fee. All unused Adventure Cards must be returned to the Council Service Center subject to the conditions below by May 12, 2020. All cards MUST be in new condition (including break-off discounts). NO cards will be accepted for return after May 12, 2020. The Daniel Webster Council reserves the right to refuse any Adventure Cards that have been damaged or rendered unsellable.

**\*\*IMPORTANT...NOTE THE CHANGE IN DATE AS THE DUE DATE IS NO LONGER THE SAME DAY AS CAMP PAYMENTS BEING DUE. CAMP PAYMENTS ARE STILL DUE ON MAY 15, 2020.\*\***

Returns of unsold Adventure Cards will be accepted until May 12, 2020 with the following conditions:

1. Units may return up to 25% of their Adventure Cards without any penalty.
2. Any additional returns over 25% will be charged a \$0.75 per card restocking fee.
3. The cards must be complete with no tabs removed.
4. No Adventure Card returns will be accepted after May 12, 2020 and the unit will be financially responsible for all Adventure Cards ordered and issued to them.
5. The UNIT is RESPONSIBLE for ANY unreturned cards (lost, misplaced, damaged, etc.). Be sure Scouts and parents treat each card as if it were a \$10.00 bill.

## REORDERS AND DISTRIBUTION

Additional cards may be available on a limited basis – while supplies last. Units may order additional cards AFTER payment is received for their initial cards. Order Adventure Cards via the PLACE ORDER and online form at <http://nhscouting.org/adventure-cards/>

Units must settle their Adventure Card account by May 12, 2020 with payment or unsold Adventure Cards per the return policy and commission structure above. Bring or mail payment to the Council Service Center at:

Daniel Webster Council  
Attn: Adventure Cards  
571 Holt Avenue  
Manchester, NH 03109

## DAMAGED OR UNSALEABLE CARDS

All cards MUST be in new condition (including all break-off discounts). NO cards will be accepted for return after May 12, 2020. The Daniel Webster Council reserves the right to refuse any Adventure Cards that have been damaged or rendered unsellable.

### **REMEMBER – ADVENTURE CARDS HELP SCOUTS GO TO CAMP**

Ensure your families understand that they are selling character, they are selling a better community, and they are selling the benefits of Scouting summer camp. They're not just selling Adventure Cards. Emphasize that each card sold helps a Scout go to camp. The reason our sale will be successful is that people want to support Scouting. The value of the deals is just an added bonus!

### **YOUR UNIT ADVENTURE CARD KICKOFF**

The objectives of the Adventure Card sale are simple:

- Get Scouts excited about camping and how they can earn their way to camp!
- Push the FREE CAMP INCENTIVE to your Scouts! Only 150 Cards sold gets a FREE WEEK!!
- Get parents informed about why their Scout should have a camp experience.
- Show off some sales techniques to your Scouts
- Offer Food and Prizes too...always a good bet for any Scout unit.

### **HOW TO HAVE A SUCCESSFUL ADVENTURE CARD KICKOFF**

- Promote the kickoff with Scouts and parents via email, text, social media and phone calls.
- Review the presentation with your unit leader prior to the meeting.
- Be prepared to talk about summer camp opportunities.
- Have snacks, drinks, and music.
- Make sure every Scout gets at least 20 Adventure Cards to sell.
- Offer unit incentives to Scouts for selling the most cards.
- Remind parents and Scouts of important dates.
- Get Scouts and parents to sign up for Show & Sell dates.
- Have a GOAL!
- Keep it short and FUN!

### **SAMPLE ADVENTURE CARD KICKOFF AGENDA**

Grand Opening with music, cheers, and excitement.

1. Check out at least 20 Adventure Cards to every Scout
2. Review summer camp opportunities
3. Review Sales Goal and % of Scouts to Camp Goal, and explain key dates
4. Scout Training: Role play sales DOs and DON'Ts
5. Prizes: Review "Free Camp" incentive and offer unit incentives
6. Big Finish: Issue a challenge to your Scouts and send everyone home motivated to sell
7. Remind: Scouts and parents about Show & Sell dates, times, and locations
8. Thank your Scouts, parents, and leaders for attending!

Follow up after the kickoff with important reminders like dates, family sales goals, and be sure to promote the many summer camp opportunities available to Scouts.

## SALES TECHNIQUES FOR SCOUTS

Don't miss the opportunity to use the Adventure Card sale to train your Scouts in public speaking, sales, and service. Your Scouts and parents will appreciate the effort and your unit sales will improve.

- Have Scouts role play and practice sales techniques during your unit kickoff
- Find a way to make training fun and reward Scouts for participating

Have your Scouts practice these simple steps:

- Wear your uniform
- Tell them where you are from (example: Cub Scout Pack 123)
- Tell them what you are doing (example: earning my way to Scout camp, a High Adventure trip, etc.)
- Tell them what they can do to help (example: save money by purchasing this coupon card)
- Close the sale and thank the customer

## SUMMER CAMPING OPPORTUNITIES AND ADVENTURES

For more information about all the Daniel Webster Council camping opportunities and adventures, visit <https://nhscouting.org/outdoor-programs>

### DAY CAMPS AROUND THE STATE

A five-day session of Cub Scouting offered at various locations throughout the state. Day Camps offer archery, BB shooting, field sports, water activities, arts & crafts, Scout skills, and much more.

### CUB WORLD DAY CAMP

Two sessions of Cub World Day Camp offered at Camp Carpenter in Manchester. This program, which runs Monday through Friday, offers a fun-filled week of challenging Cub Scout activities, exciting adventures, and new friendships. Cub Scouts will participate in water activities, archery, BB shooting, field sports, nature, Scout skills, and a variety of other activities.

### CUB WORLD AKELA CAMP

Cub World Akela Camp is a great introduction for Cub Scouts and their parents to see what Camp Carpenter Cub World is all about! Cub Scouts may attend with their parent or a guardian. There are two sessions which run for three days and two nights. Meals and snacks provided in the dining hall.

### CUB WORLD RESIDENT CAMP

Seven sessions of Pack camping running Sunday afternoon to Thursday evening at Camp Carpenter in Manchester. Seven sessions of individual "provisional" camping also offered. Cub Scouts can attend with their Cub Scout Pack (**chartered** option) or individually (**provisional** option). Meals and snacks provided in the dining hall.

## CUB WORLD FAMILY OVERNIGHT

Returning for all Scouting Families in 2020! Come try a Camp Sampler of all the things our camp has to offer. Stay over Friday night and into Saturday for a fun-filled family camp getaway. On July 17<sup>th</sup> to July 18<sup>th</sup> come join us for a Family Adventure.

## CAMP BELL

Scouts BSA patrols and Venturing Crews choose unique programs featuring skills from the past and modern, action-packed adventures. Options for both new Scouts and veteran Scouts and Venturers including: Challenge Valley extreme obstacle course, Foxfire, metalworking area, Logging Camp, Mountain Man, Native American program, Equestrian, Bell Farm, aquatics, all-terrain vehicles, COPE ropes course, and more! Patrol cooking at campsite.

## HIDDEN VALLEY SCOUT CAMP

Traditional Scouts BSA and Venturing summer camping with unlimited opportunities for patrols and crews. Enjoy a week with your troop (**chartered** option) or on your own (**provisional** option). Numerous merit badges and advancement opportunities offered. Extensive waterfronts, shooting sports, STEM, scoutcraft, ecology, and handicraft program areas. Meals provided in the dining hall.

## NATIONAL YOUTH LEADERSHIP TRAINING (NYLT)

A week-long outdoor leadership training program for youth leaders (Scouts and Venturers) developed by Boy Scouts of America and conducted by Daniel Webster Council. The course focuses on teaching advanced leadership skills in a team-building atmosphere based on the patrol method. Patrol Based Cooking.

## NATIONAL AND LOCAL EXPLORING CONFERENCES AND TRAINING

Explorers may sell Adventure Cards to help fund their attendance at National or local Exploring conferences and training opportunities to include career specific programming.

## VALUE, VALUE, VALUE!!

This year's Adventure Card has over \$125 in value! The most value any Adventure Card has ever had! Thanks to all of our vendors for their support and we are so excited for a very successful 2020 sale!

Thank you for all you do for the Scouting program and for any questions about the fundraiser, please contact us at [productsale@nhscouting.org](mailto:productsale@nhscouting.org) or for any camp related questions email us at [camping@nhscouting.org](mailto:camping@nhscouting.org). Happy Selling and Good Luck!

# ADVENTURE CARD TRACKING FORM

SCOUT'S NAME	PHONE NO	# OF CARDS ISSUED	# OF CARDS SOLD	# OF CARDS RETURNED	\$ AMOUNT TO UNIT (\$5.00 X CARDS SOLD)	\$ AMOUNT TO COUNCIL (\$5.00 X CARDS SOLD)

[www.nhscouting.org/adventure-cards](http://www.nhscouting.org/adventure-cards)