



# 2023 Camp Card Guidebook

## A UNIT LEADER'S GUIDE

<p>ONE TIME USE ONLY</p> <p><b>shaws</b></p> <p><b>\$5 OFF</b></p> <p>your purchase of \$50 or more</p>  <p>STORE COUPON EFFECTIVE 1/1/23 - 12/28/23</p>	<p><b>Margaritas</b></p>  <p><b>\$10 OFF \$40 PURCHASE</b></p> <p>Good for food and non-alcoholic purchases only. See reverse side for details and restrictions</p>	<p><b>CAMP CARD</b></p>  <p><b>\$10</b></p> <p>IT'S TIME FOR A NEW ADVENTURE! Daniel Webster Council, Boy Scouts of America <a href="http://www.bsofscouting.org">www.bsofscouting.org</a></p>	<p><b>TSC TRACTOR SUPPLY CO.</b></p> <p><b>\$5 OFF</b></p> <p><b>\$5 YOUR PURCHASE OF \$25 OR MORE</b></p> <p>SEE BACK FOR DETAILS.</p>	<p><b>\$5.00 OFF</b></p> <p>the purchase of \$25.00 or more</p>  <p><b>BUFFALO WILD WINGS</b></p>				
 <p><b>BUFFALO WILD WINGS</b></p> <p>Limit one coupon per person, per visit. Must present original coupon. Not redeemable for alcohol. Not valid with any other discounts, offers or coupons. Valid at participating locations. For more info, see <a href="http://buffalowildwings.com">buffalowildwings.com</a></p>	<p>ONE TIME USE ONLY. LIMIT ONE COUPON PER PERSON.</p> <p>APPLY THIS COUPON TO ANY PURCHASE OF ANY AMOUNT.</p> <p>RESTRICTIONS: MUST PRESENT ORIGINAL COUPON. NOT VALID WITH ANY OTHER DISCOUNTS, OFFERS OR COUPONS. VALID AT PARTICIPATING LOCATIONS THROUGH 12/28/23.</p> <p>WALDEN, MA 01462</p> <p>543394084549</p>	<p><b>STARK</b></p> <p><b>\$5 OFF</b></p> <p><b>ANY PURCHASE OF \$25.00 OR MORE</b></p> <p>EXPIRES 12/31/23</p>	<p><b>TIRE WAREHOUSE</b></p> <p><b>\$50 OFF</b></p> <p><b>YOUR NEXT SET OF TIRES</b></p> <p><b>\$25 OFF</b></p> <p><b>AUTOMOTIVE SERVICES</b></p> <p>EXPIRES 12/31/23</p>	<p><b>SUBZERO</b></p> <p><b>BUY ONE, GET ONE 50% OFF</b></p> <p>EXPIRES 12/31/23</p>	<p><b>PIZZA HUT</b></p> <p><b>BUY AN XL OR LARGE PIZZA AT REGULAR PRICE GET ONE FREE</b></p> <p>EXPIRES 12/31/23</p>	<p><b>ATM</b></p> <p><b>\$5.00 OFF</b></p> <p><b>60 OR 90 MINUTE JUMP</b></p> <p>EXPIRES 12/31/23</p>	<p><b>Margaritas</b></p> <p>Offer good for food and non-alcoholic purchases only.</p> <p>Valid at all New Hampshire Margaritas locations: Concord • Dover • Exeter • Keene • Lebanon • Manchester • Nashua • Portsmouth • Salem</p>  <p>EXPIRES 12/31/23</p>	<p>Proudly serving New England since 1860</p> <p>Must present this coupon at time of purchase and meet minimum purchase requirement after all other valid coupon restrictions and discounts. One per customer. Coupon may be combined with similar offer when the combined purchase total is less than that of a coupon or promotion. Offer excludes prescription products, alcohol, tobacco, designer daily products, services prohibited by law, money orders, postage stamps, library tickets, wire transfer services, gift cards and services provided as a convenience for our customers. Valid at Shaw's locations through 12/28/23.</p> <p>0 00000 92213 5</p> <p>Valid at <b>shaw's</b> locations</p>



## The Camp Card Sale

The Camp Card Sale is designed to help Scouts earn funds to offset the cost of their Scouting experience. Units participating in this program will earn a 50% commission (\$5.00) for each \$10.00 Camp Card they sell. The sale begins between February 1<sup>st</sup> – February 6th and ends on **April 17th, 2023**. This program is low risk; return 25% or less of unsold cards at settlement on or before May 15th, 2023.

## Community Partners

Buffalo Wild Wings, Shaw's, Margaritas, Stark Brewing Company, Tire Warehouse, SubZero, Papa John's, Altitude Trampoline Park, The Common Man, Valvoline, Firehouse Subs, & NH FisherCats





**Unit Camp Card Chair:** one who ensures their Scouts get to camp. Each unit should have a Unit Camp Card Chair. The unit Chair Camp Card sale responsibilities are to manage all aspects of the sale and communicate sale information to your leaders, parents, and Scouts.

The Unit Chair's ultimate goal: **Get 100% of their Scouts to summer camp.**

### Unit Chair Responsibilities

- Communicate the purpose of the Camp Card sale and timeline to your Scouts and parents.
- Kick off the Camp Card sale with a BANG providing all members with a sales kit & at least 25 cards.
- Inspect, coach, and praise your Scouts.
- Collect all money and turn in the amount due to the Council on time.
- Promote a reward program.

### Value

The Camp Card represents an opportunity for Scouts and value to the community.





## Important Dates

Register online at:

<https://form.iotform.com/nhscouting/2023-camp-cards-order-form>



**Camp Card Sales: February 1<sup>st</sup> – April 17, 2023**

**Settlement Deadlines:**

**May 15, 2023 (50% Unit Commission)**

**after May 15, 2023 (40% Unit Commission)**

**A Scout selling 150 Camp Cards or more receives a free  
Week of camp PLUS unit earns a commission.**

**The qualification form needs to be submitted by May 15, 2023**





## Important Information



### *Terms and Conditions regarding Camp Cards:*

- (1) Camp Cards will be sold for \$10 per card*
- (2) Units must order cards in increments of 25 (Additional cards may be available on a limited basis)*
- (3) Units may order additional cards AFTER payment is received for their initial camp card order*
- (4) Units may return up to 25% of their total Camp Cards without any penalty*
- (5) Any additional returns over the 25% will be charged a \$0.75 per card restocking fee*
- (6) Returned cards must be complete with no tabs removed by April 15, 2023. Cards will only be accepted for return on May 1<sup>st</sup>, and the unit will be responsible for settlement.*
- (7) Units are responsible for unreturned Camp Cards (lost, misplaced, damaged, etc.)*
- (8) Camp Cards must be ordered before February 15, 2023. Units may pick up their Camp Card order at the Member Care Center, 1500 Bodwell Road, Manchester, or coordinate other options with Bianka Cullen, Development Director - [Development@nhscouting.org](mailto:Development@nhscouting.org), or 603-854-9626.*
- (9) Camp Card orders placed after February 15, 2023, will be available for pick up at the Member Care Center as supplies last.*
- (10) Unit commission: 50% if paid in full by April 15, 2023; 40% if paid after April 15, 2023*
- (11) A Scout selling 150 Camp Cards or more receives a FREE week of camp PLUS the unit earns 50% commission*
- (12) Expected pickup time frame is February 1<sup>st</sup> thru February 10<sup>th</sup>, 2023*

**A Scout selling 150 Camp Cards or more receives a free camp week PLUS a unit earning a commission.**





# Unit Kick-off

## Your unit Kick-Off

- The objectives of your camp card kick-off are simple:
- Get Scouts excited about Summer Camp
- Get parents informed about why their Scouts should attend summer camp.

### How can you ensure a successful kick-off?

- Make sure the Kick-Off is properly promoted
- Review the presentation with your Unit Leader
- Be prepared to talk about summer camp.
- Have snacks, drinks, & Music.
- Make sure EVERY Scout gets a Sales Kit & 25 Cards.
- Keep it short.

## Camp Card Kick-off agenda

- Grand Opening with music, cheers & excitement.
- Check out a sales kit to every scout with at least 25 cards.
- Review summer camp opportunities
- Review Seles Gold and % of scouts to camp Goal & Explain Key Dates.
- Scout Training: Role play sales
- Recognition: Review Opportunities
- Big Finish: issue a challenge to your Scouts and send everyone home motivated to sell.

Follow up after the kick-off with important reminders such dates





# The Value of Selling Camp Cards

Adventure Card \$48 = 20 cards

Cub Scout Resident Camp- \$600 (without discounts)\* = 240 cards

Scouts BSA Summer Camp \$620 (without discounts)\* = 248 cards

NYLT \$520 (without discounts)\* = 208 Cards

**Selling Camp Cards Saves you \$**  
**Earn your FREE week at Camp by selling 150 Camp Cards!**

\*Note Adventure Cards offer discounted rates & additional discounts are provided as “early bird” discounts.

Additional details about Outdoor programs can be found at  
[nhscouting.org/outdoor-programs/](https://nhscouting.org/outdoor-programs/)





# How to Sell Camp Cards



## How to Sell Camp Cards

Your job as Unit Camp Card Chairman is to teach your Scouts how to sell. To get there, your team needs to employ all 3 sales methods. Create a plan and train your Scouts in all three methods; this will give you the best results.

**DOOR TO DOOR:** Take your SALES KIT and Cards for a trip around the neighborhood. Highlight the great coupons!

**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.

**SELL AT WORK:** A great way for Mom and Dad to help their Scout. Have Mom & Dad take the SALES KIT to work.

## Safety and Courtesy

- 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.
- Say thank you whether or not the prospect buys a Camp Card.
- Don't talk to strangers alone.

## Sales Techniques for Scouts

Don't miss the opportunity to use the Camp Card sale to train your Scouts in public speaking, sales and service. Your Scouts and parents will appreciate the effort and your sales will improve. Have Scouts role play and practice during your Kick-Off. Find a way to make training fun and reward Scouts who do a good job.

Have your Scouts practice these simple steps:

- Wear your uniform.
- Smile and tell them who you are - first name only!
- Tell them where you are from (unit within Scouting).
- Tell them what you are doing (earning money toward Scout Camp, high adventure trip, gear etc.)
- Tell them what they can do to help (save money with the Camp Card).
- Close the sale, and thank them.

## We're selling Scouting 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 our program. Remind families that Camp Cards can help you offset the price of Scouting.

**Thank you for your support of Scouting!**





# Camp Card Unit Tracker Sheet



	Scout's Name	# Cards Issued	Phone Number	Number of Cards Sold	Number of Cards Returned	\$ Amount to DWC(\$5.00 x cards sold)	\$ Amount to Unit & \$5.00 x Cards Sold)
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							
11							
12							
13							
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