



BOY SCOUTS OF AMERICA®
DENVER AREA COUNCIL

2019 Camp Card Leader's Guide





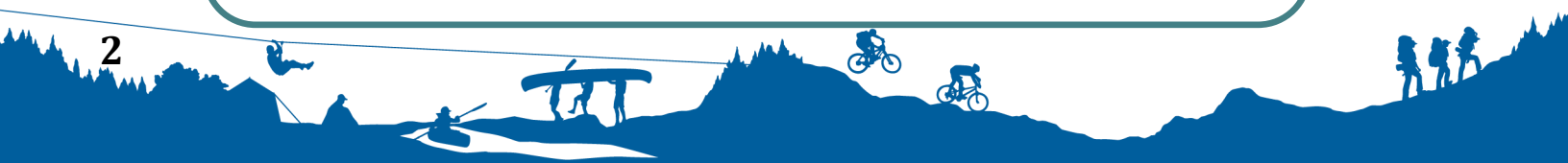
HOW THE CAMP CARD SALE WORKS:

- The Camp Card is, in essence, a way for Scouts to fund their way to camp programs.
- Each Camp Card sells for only \$5.00 to the general public and has multiple food, entertainment, and service coupons that the customer can use until the end of the year, unless otherwise noted.
- When a unit sells Camp Cards, that unit can use the commission earned to send Scouts to camp or save the commission to support the unit's needs.
- Your unit can earn up to \$2.50 in commission per Camp Card sold.



We're selling camp not just a discount card!

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, and not just selling discount 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.



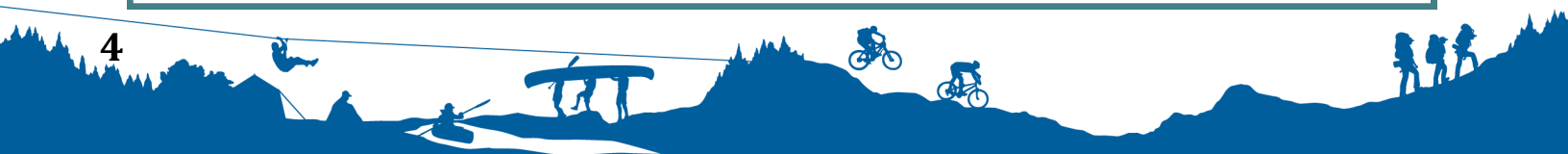


New 2019 Vendors

- * **Carl's Jr.**—Buy One Single Western Bacon Cheeseburger Combo and get one Single Western Bacon Cheeseburger free.
- * **Dickey's Barbeque Pit**—25% off entire guest check.
- * **Avalanche**—25% off select 2019 home games on February 20th, 25th, 27th, March 11th, and April 2nd.
- * **Cici's Pizza**—Buy one buffet and two drinks, get the second buffet free.
- * **Denver Zipline Tours**—25% off a zipline adventure.

Returning Vendors

- * **Jersey Mike's Subs**—Buy one regular sub & two (22 oz.) drinks, get one regular sub free.
- * **Dick's Sporting Goods**—\$10 off purchase of \$50 or more.
- * **BIG 5**—\$10 off purchase of \$50 or more.
- * **Elitch Gardens**—\$27 off Gate Admission (Online Only).
- * **Coleman**—30% off one purchase of regular or clearance merchandise at the outlet in Castle Rock or Thornton. Expires 10/31/19
- * **Grease Monkey**—\$6 off an oil change.
- * **Papa John's**—Buy one large pizza, get one free.
- * **Colorado Adventure Point**—\$35 off a STEM Camp.
- * **Menchie's Frozen Yogurt**—Buy one, get one free.





Motivate Scouts to Sell

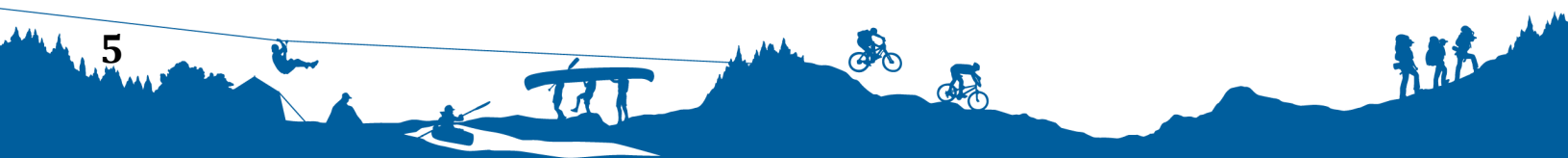
Cards Sold to Earn Prize	Prize
120	Any DAC Day Camp
200	50% off Scouts BSA Summer Camp
260	Magness Adventure Camp (1 Youth & 1 Adult) or STEM Camp
400	Camp Dietler, Dobbins, Tahosa Trek, Tahosa Adventure Trek, Angel Fire or EaglePoint
800	Cub Scout Day Camp & PlayStation or iPad or Nintendo Switch
1,000	Scouts BSA Camp & PlayStation or iPad or Nintendo Switch

Sell 800 cards and earn a Cub Scout Day Camp and choose between a PlayStation console, an iPad, or a Nintendo Switch!

Sell 1,000 cards and earn a Scouts BSA Camp and choose between a PlayStation console, iPad, or Nintendo Switch!



Top Seller in Council wins 4 FREE tickets to an Avalanche Game!





How to Earn Commission

Your Unit can earn commission in three ways:

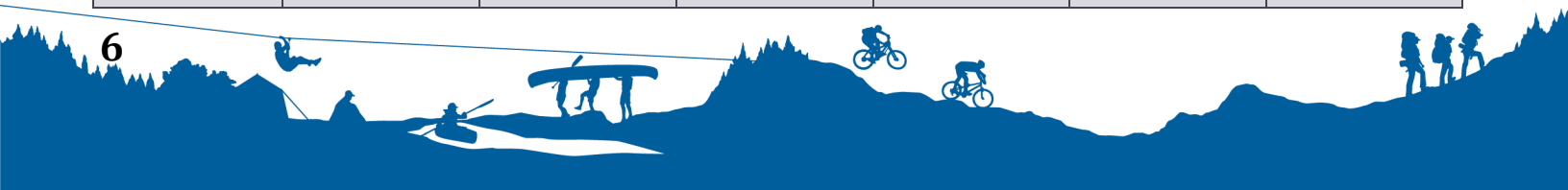
1. Attend the East or West Kickoff to earn \$0.50 per Camp Card sold.
2. Host a Unit booth at the 2019 Scout Show for \$1.00 per Camp Card sold.
3. Settle your Unit account and return all unsold cards for \$1.00 per Camp Card sold.

The highest possible total commission your Unit can earn is \$2.50 per Camp Card sold. Please see table below that demonstrates different amounts of commission earned and how to earn the most commission.

Possible Commission

This table illustrates the variations of commissions earned by selling 100, 500, and 1,000 cards

Attend Kickoff	Participate in Scout Show	Settle Account by 5/31	Total Commission Earned	Commission Earned with 100 cards sold	Commission Earned with 500 Cards sold	Commission Earned with 1,000 cards sold
\$0.50			\$0.50	\$50.00	\$250.00	\$500.00
	\$1.00		\$1.00	\$100.00	\$500.00	\$1,000.00
		\$1.00	\$1.00	\$100.00	\$500.00	\$500.00
\$0.50	\$1.00		\$1.50	\$150.00	\$750.00	\$1,500.00
\$0.50		\$1.00	\$1.50	\$150.00	\$750.00	\$1,500.00
	\$1.00	\$1.00	\$2.00	\$200.00	\$1,000.00	\$2,000.00
\$0.50	\$1.00	\$1.00	\$2.50	\$250.00	\$1,250.00	\$2,500.00





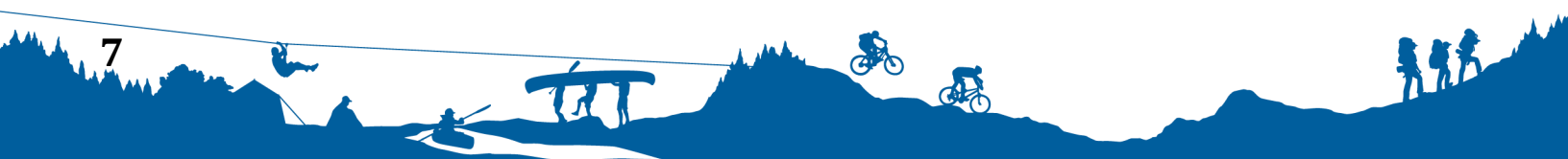
2019 Unit Camp Card Chair Job Description

Position Concept:

To serve as your Unit's Camp Card Chair, you will be the authority for all aspects of your unit's Camp Card sale. You must be able to clearly communicate the sale information to your leaders, parents, and Scouts.

As your Unit Camp Card Chair, you will be responsible for:

- Being a proactive member of your Unit Committee.
- Ensuring your unit is signed up for, and attends, one of the two Camp Card Kickoffs by February 1st. Kickoffs are held on February 13th and 19th.
- Being an expert in all Denver Area Council summer camp opportunities.
- Setting a challenging sales goal for your unit and youth that pays for the unit's camp and program needs.
- Communicating the impact that your unit's participation in summer activities has on retention and advancement of your youth.
- Understanding the sale deadlines, unit incentives, youth incentives, and how to fill out the paperwork/tracking forms.
- Setting up your unit's "Sale Calendar & Schedule".
- Enthusiastically promoting the sale to both youth and parents to make sure everyone is onboard.
- Plan and conduct your own Unit Camp Card Kickoff.
- Reconcile unit account by May 31st. This includes:
 - ⇒Collect all money for sold cards and unsold cards not returned.
 - ⇒Collect prize sheets.
 - ⇒Collect all unsold cards.
 - ⇒Reconciling check out receipts.
 - ⇒Ensure payment & unsold cards are turned in on-time to the Denver Area Council with one check made out to DAC.
 - ⇒Be mindful that your unit will gain \$1 commission per card if your unit reconciles the unit account by May 31st.
 - ⇒Remember, units keep their commission on the front end. 100% of unsold cards must be collected and turned in with payment. Units are responsible for payment of sold cards and any unsold cards not returned.



YOUTH CAMP CARD RECEIPT

(Scout Parent to turn in to Unit Camp Card Leader)

☐PACK

☐TROOP

☐CREW

☐SHIP

☐TEAM

☐POST

DATE _____

UNIT# _____

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

Camp Cards Issued	To be completed upon card turn in
Total number of Cards Issued this receipt _____	Checks \$ _____ Cash \$ _____ TOTAL \$ _____ _____ Cards Sold _____ Cards Returned _____ Total Cards this receipt

I recognize that each of these cards have a cash value of \$5. There is no risk to our unit as long as all unsold cards are returned to the Denver Area Council by no later than May 31st. By signing below, I recognize that our unit will be charged for every unreturned card.

☐ Our unit will close out our account (money/unsold cards turned in) by _____.

I agree to these terms: _____

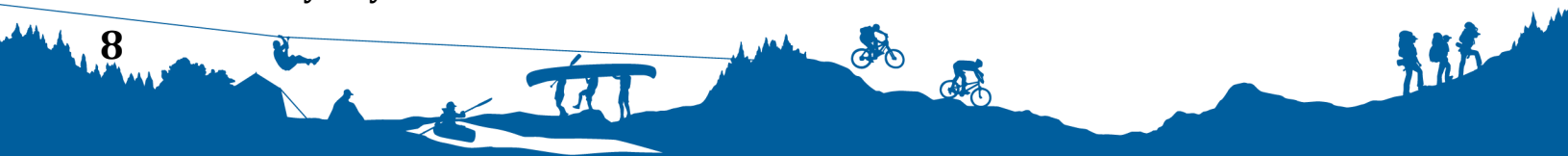
Parent Signature

Date: _____

Name of Youth: _____

This form is available online in Word format at www.denverboyscouts.org/campcards

***NOTE—Per the request of the vendors participating in the 2019 Camp Card and due to each Camp Card having a cash value above and beyond the unit selling price, 100% of unsold Camp Cards must be returned to our unit. This will allow our unit to reconcile our account with Denver Area Council by May 31st.**



2019 Camp Card Contact Information

District Support	Name	Phone	Email
Arapahoe Camp Card Chair	Kitty Schoenherr	303.768.8312	kschoenherr@comcast.net
Arapahoe Staff Advisor	Rachel Joslyn	720.266.2122	Rachel.Joslyn@Scouting.org
Centennial Camp Card Chair	Jolee Gust	855.986.5080	joleeg11@gmail.com
Centennial Staff Advisor	Brittany Fria	720.266.2177	Brittany.Fria@Scouting.org
Frontier Camp Card Chair	JD Leonard	303.379.9150	johndleonard@comcast.net
Frontier Staff Advisor	Michaela Levine	720.266.2139	Michaela.Levine@Scouting.org
Gateway Camp Card Chair	Kip Davis	303.424.3767	scoutert21@yahoo.com
Gateway Staff Advisor	Talia Peterson	720.266.2110	Talia.Peterson@Scouting.org
Pioneer Trails Camp Card Chair	Leslie McFarland	713.303.1143	macles50@hotmail.com
Pioneer Trails Staff Advisor	Garrett Byrd	720.266.2215	Garrett.Byrd@Scouting.org
Timberline Camp Card Chair	Jennifer Borsheim	720.985.7818	Jen.borsheim@gmail.com
Timberline Staff Advisor	Joanna Clement	720.266.2160	Joanna.Clement@Scouting.org
Valley Camp Card Chair	TBD		
Valley Staff Advisor	Alberto Rodriguez	720.266.2237	Alberto.Rodriguez@Scouting.org

Council Support	Name	Phone	Email
Staff Advisor	Tobin Truslow	720.266.2130	Tobin.Truslow@Scouting.org
Staff Advisor	Lindsay Gerlach	720.266.2146	Lindsay.Gerlach@Scouting.org
Camp Card Admin Support	Sheena Flanagan	720.266.2148	Sheena.Flanagan@Scouting.org

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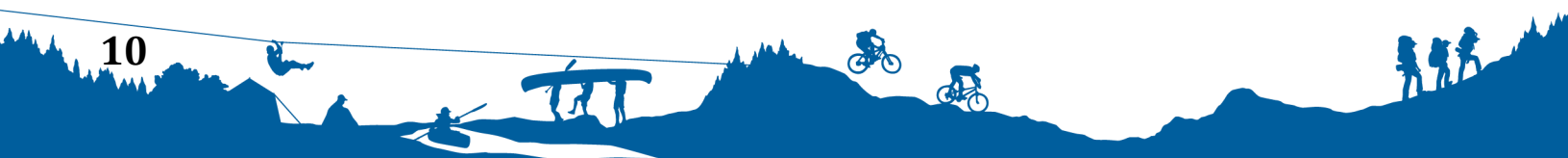
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Parents:

Why should you put your own time into this fundraiser?

- Builds **confidence** in Scouts.
- Scouts take **ownership** of their camp fees.
- Teaches **self-reliance** and **personal responsibility**.
- **Assistance** with camp costs for families and scout units in need.
- Draws Scouts outdoors to have **fun** with other kids.
- Teaches Scouts the value of **perseverance**.
- Strengthens **teamwork** and **social skills** by working with other Scouts.
- Master setting and completing **goals**.
- Scouts are more **involved** in the Scouting program.
- Scouts not only sell Camp Cards, they sell **character** and a **better community**.





How to Handle Objections:

Customer Says . . .	You Say . . .
"I'm too busy to use the card."	<ul style="list-style-type: none">• Let the customer know the card fits right in your wallet.• Camp Cards don't expire until the end of the year.• Respond "This coupon (say which one) would help you save time!"
"I don't have time right now."	<ul style="list-style-type: none">• Ask the customer if they just have 10 seconds, or if you can talk to them when they leave the store.
"I already buy/bought a discount card from the high school sports teams/band/cheerleaders."	<ul style="list-style-type: none">• Tell the customer what makes Scouting different from the rest. Remember Scout Law and the mission of Scouting. Sports/band/cheerleading don't have the values that Scouting does!
"I'm fine." Or "I don't need one."	<ul style="list-style-type: none">• If the store you are selling at is similar to a coupon on the card, make the connection for the customer.• Ask them what businesses they go to regularly and point out related coupons.
"I'll get back to you." Or "I need to check with my wife, husband, dog, goldfish, etc."	<ul style="list-style-type: none">• "Buy it now and you won't have to think about it later. Why add one more thing to think about?"• "Won't your wife be happy you saved money today?"
"I don't have enough cash." Or "I don't want to spend the money."	<ul style="list-style-type: none">• Point out the nearest ATM.• Compare the value of the card to the cost of the card.• Compare it to other items of similar cost like buying coffee or lunch.
"I don't know where these businesses are." Or "None of these businesses are close enough."	<ul style="list-style-type: none">• Know where the nearest locations are ahead of time, so you can say, "Did you know there's one right down the street?"• "This store is worth going to because of the discount."
"I don't go to any of those businesses."	<ul style="list-style-type: none">• Suggest the customer try something new at a discount. They can't lose!• The customer could use the coupon on their kids, friends, or family.

Get creative! What else can you say? If you have more ideas, share with your Troop, Pack, Crew, Team, Ship or Post.

