



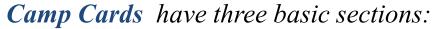


What Are Camp Cards?

Overview

The Camp Card Program is a product sale. The product is a plastic card with Discount Offers. The program is designed to create a diverse year-round fundraising strategy to support local units and strengthen council programs. Since 2007 the Camp Card marketing program has been received with great enthusiasm from Scout leaders at all levels of the organization.

Camp Cards have enabled local councils to establish a year-round Unit-Money Earning strategy with a clearly defined Spring and Fall fund-raiser for Cub Scout Packs, Boy Scout Troops, Venturing Crews and Explorer Post.



- 1)Front Center for Local Council Information
- 2) Side SNAP OFF Tabs for One Time Use Offers
- 3) Back Center Section for multi-use offers



Policy of the National Council, BSA

The sale of discount or complimentary commercial coupons must be approved by a local council executive board on an annual basis as a fundraising program. The following conditions apply to the conduct of a sale of this nature.

- 1. Councils are to take particular care to select advertisers on the card that reflect the values of the Boy Scouts of America and that no implied endorsement of the advertiser or "quid pro quo" arrangement is allowed.
- 2. Messaging on the card should not imply direct benefit to the seller.
- 3. Scout Units may only sell the cards for a maximum of 12 weeks.
- 4. Cards must be secured from a vendor that has received an appropriate licensing agreement from Supply Group to use marks and logos. BSA national leadership will determine if the marks and logos may be used on a royalty free basis



CAMP CARDS = QUALITY PROGRAM



- •Helps to achieve the MISSION of Scouting
- •Camp Cards helps provide the needed resources for families and Scout Units by helping eliminate financial barriers
- •Gets more youth in the outdoors and increases camp attendance
- •Teaches self-reliance and personal responsibility



Why are Camp Cards a successful Product Sales Program?

- •Community Alignment and Perception- It's an excellent marketing program that instantly aligns with the consumer's perception of Scouting's camping and outdoor program thus "Camp Cards". The number ONE reason an individual gives to Scouting is so young men can go to camp!
- •*Price Points* The price point is perfect and sells for only \$5.00! The consumer instantly gets their money back after redeeming the \$5.00 off coupon.
- Perceived Value- The Camp Cards have a great value to the consumer. In a tough economy Camp Cards have a remarkable perceived value and are easy to sell!



Why are Camp Cards a successful Product Sales Program?

- *Easy Logistics*-they are easy to distribute, require very little storage space and are not labor intensive. You can put a \$1-million worth of *Camp Cards* under your desk!
- **Product Cost-** The **Camp Card** is inexpensive to produce and has an excellent Return on Investment (ROI).
- Unbelievable Enthusiasm for Sales- Camp Cards has created an excitement with Scout Leaders at all levels of our program. Scoutmasters, Parents, Boy Scouts, Explorers have adopted the Camp Card product sales program with great enthusiasm. It has enabled Scout Units to have the financial resources to support their unit programs. Units earn \$2.50 or 50% for each Camp Card sold to support their unit programs. 100% of proceeds go directly back into the local Scouting program!



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Do Camp Cards negatively impact Popcorn Sales?

- •*Camp Cards* compliment popcorn sales and do not compete with each other. It allows the council to provide a year-round fundraising strategy with a clearly defined spring fundraiser and a clearly defined fall fundraiser.
- •Unit leaders enjoy having a diverse product sales program for families. Troops sell *Camp Cards*!
- Camp Cards are a great source of new revenues and increases the net bottom line in Product Sales for the local council.
- Camp Cards have the potential to surpass net popcorn sales in a local council.





How do Camp Cards help with Journey to Excellence?

Camp Cards address **four** critical areas of JTE. They are:

- Finance- Camp Cards have the potential to be a significant source of new revenue for council programs helping to build a solid financial foundation for the local council.
- •*Membership* By eliminating financial barriers, Scout Units can live out their ideal program thus creating an environment whereby youth stay in the program longer and improve retention.









How do Camp Cards help with Journey to Excellence?

- •*Program- Camp Cards-* helps to improve summer camp by giving Scout Units an easy product to sell to provide the necessary funds needed for summer camping programs. A Scout is THRIFY....he helps the unit earn it's own way.
- •Leadership and Governance- With declining United Way and fundraising dollars, the Camp Cards program can help maintain appropriate Youth Serving Executive ratio's to grow Scouting in your community.



Benefits to Everyone

<u>A Scout is Thrifty</u>: The 9th point of the Scout Law says that, "A Scout works to pay his own way and to help others. He saves for the future. He protects and conserves natural resources. He carefully uses time and

property."



•The *Camp Card* is designed to help a Scout Unit earn its way to camp. This helps the parents with the cost of camp and it helps the individual Scouts learn the value of their efforts.



Benefits for the Vendor

- •It creates store traffic, encourages the consumer to buy up, it increases sales, improves customer loyalty, and builds the brand throughout the community.
- Scouts and their leaders will be an excellent sales force to market the Vendor brand to the consumers.
- •Our Scouts and leaders <u>will not sell</u> to customers directly outside of stores but to people in neighborhoods, family members, and business associates.



Benefits for the Vendor Continued

- •The snap-off tab is one-time use with an expiration date selected by the Vendor.
- •The Vendor's values parallel the same values as the Boy Scouts helpful, friendly, community leader, and values driven.
- •Vendor helps youth, future customers; earn their collective way to camp, teaching the benefits above and brand loyalty.
- •The Vendor is seen as helping young people and enhancing its image as a premier corporate citizen in the community.



Benefits for a Scout Unit

- •Each Scout unit earns \$2.50 from each \$5.00 card sold that they use to help pay their way to camp. This way we help Scouts earn all or part of their cost.
- •Provides Scouts with experience in sales, money management, planning, and goal setting, and increases their self-esteem.
- Camp Card -helps a Scout Unit purchase needed equipment and assist their families with financial assistance to be able to better afford all the costs associated with camp.
- •Provides Scout Units in at-risk neighborhoods the opportunity to raise funds in other communities outside of their neighborhood.



Benefits for the Boy Scout Local Council

- •It helps fulfill the mission of Scouting teaching youth to be self-reliant
- Helps to grow our programs, recruit new youth and serve more families in our community
- •We help our youth get outdoors and be physically active.
- •Allow us to provide direct program support to our Chartered Organizations
- •Provides additional resources for at-risk youth including tents and camping equipment and scholarships
- •Allows for leader training for adult leaders, year-round activities for youth and to maintain first class camping facilities for youth
- •The *Camp Card* will promote and increase Day and Summer Camp attendance of Scouts especially for at risk families



What Scouts learn at Camp

- •Self Sufficiency Being on their own
- •Physical Fitness Getting outdoors and being active fighting obesity
- •Social and Life skills Working together w/ different Scouts from all over
- •Education Earning Merit Badges and Advancements
- •Goal-Setting Setting goals and completing them
- •Teamwork Meeting new friends and working in groups
- •Healthy eating and cooking Skills that help Scouts stay physically fit
- •Perseverance Getting through a week of heat. classes, activity, rain, and other obstacles that PREPARE THEM FOR LIFE



Council Success Stories

- •*Miami Lakes, Florida-* 12,720 Traditional Youth... in four years has grown from \$129,045 to \$979,300. (658% increase)
- •*Orlando, Florida* 26,577 Traditional Youth... sold \$490,000 in the first year and in four years has grown to \$1,100,000. (124% increase)
- Griffin, Georgia 7,098 Traditional Youth... in two years has grown from \$179,000 to \$280,000 in its second year. (57% increase)



Council Success Stories Continued

- •*Louisville, Kentucky-* 16,161 Traditional Youth....in three years has grown from \$120,000 to \$450,000.
- Dallas, Texas- 28,554 Traditional Youth ... in first year sold \$621,000
- Jacksonville, Florida- 17,444 Traditional Youthsold \$550,000 in its first year
- •Tallahassee, Florida- 2994 Traditional Youthsold \$67,135 in its first year.



What does this mean for units?

Product	Year	Sales	Unit Revenue
Popcorn	2009	\$418,000	\$155,000 (37%)
Camp Card	2010	\$198,000	\$99,000 (50%)
Popcorn	2010	\$412,000	\$152,000 (37%)
Camp Card	2011	\$288,000	\$144,000 (50%)
Popcorn	2011	\$400,000	\$148,000

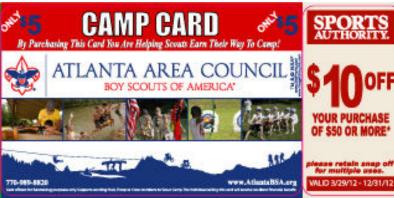
In 2010 Griffin, GA an additional \$99,000 to fund unit programming. In 2011 they added \$150,000.

2 year return \$250,000 to support unit programs















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Discuss Card Options

•Large Markets: One card for the council

•Smaller Markets: One per district

•Card Type: plastic

•Pricing: \$5.00 vs. \$10.00

Orlando story

•\$10.00 3 Years Card Highest sale \$55,000

\$5.00 Card, First Year \$760,000.00

\$5.00 Card Second Year \$1,110,000.00





Marketing to Units

- Before the sale
 - Teasers explaining the sale through e-mail with more details on the website to leaders and parents
 - Mail out Leader's Guide to all Top Leaders (CM SM and CC)
 - Roundtable: Posters, exciting kick-off, sample cards list of discounts secured, sample revenue
- After Distribution
 - Weekly camp scholarship drawing, e-mailed to everyone on the day of the drawing.
 - Report on successful units!





Resources Available

Unit Leader's Guidebook Youth Sales Kit





Planning to Execution For February Distribution

July/August Executive Committee approved

August/Sept Board Approved

September Begin securing discounts

October Complete securing discounts

November/Dec. Released teasers to units

January Unit orders due at January Roundtable

February Cards distributed at February Roundtable



Council Governance

- •National BSA approved product sales fundraiser
- •Local Council Executive Board adopts program
- •Local Councils should comply with state tax laws and IRS requirements.







Private Benefit Considerations

Councils should make sure that any sales materials, instructions, and support information do not make reference to individual scouts earning money for their own participation in Scouting activities.

When the council is remitting proceeds, from any sale, back to units, provide guidance on distribution of funds. Encourage units to develop fund distribution plans that include other criteria than sale of items.

These might include:

- 1. Participation in the camp card sale
- 2. Participation in the program
- 3. Leadership
- 4. Scout Spirit
- 5. Advancement

A portion of the proceeds from any sale or activity should be set aside for general unit expenses and could include funds used for assistance to members with financial need.



Where do we go from here?

- •Build your volunteer teams!
- •Recruit your Council, District and Unit Chairs
- •Engage your Scout families
- •Establish unit and Scout goals
- •Go out and sell





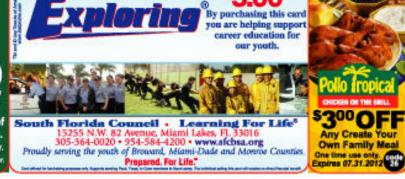




KEEP CHICKEN ON THE GRILL \$300 OFF Any Family Meal

IT











ON STREET SOUL HOME GAMES One FREE child exhibit ticket LIMIT & TICKETS PER ORDER

UNGLE S

SIMPLE



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Frequently Asked Questions Vendors:

How do we get started?

Get sample cards and data from nearby Councils if any are already doing the Program. If none, contact a Licensee.

How do we convince a vendor to participate?

* Do your homework. Check daily newspapers, sale flyers and direct mail for local vendors PAYING TO ADVERTISE.

How do we approach the Vendor?

* Start with your Executive Board, move on to local Managers

Where do we start with Vendors?

* Start with your Local Store General Manager. They will sometimes make an independent decision to participate. If Not, they can tell you specifically who to contact.



Frequently Asked Questions

How long does it take to get Vendors?

• This depends on how good your Program Manager is and how much time they can spend on a daily basis. First Year program take much more time and effort. Vendors are the hardest part.

What is the single most important factor?

Knowing your target market for Vendor Selection and End User. Our target market is families with children and everyone goes to a grocery store. Anchor Offer of a Grocery Store just about guarantees success.

What is the most common mistake made by Council's?

SETTING A DISTRIBUTION DATE BEFORE ALL VENDORS ARE OBTAINED AND OFFERS CONFIRMED!

Distribution, how many Cards Should my Council get?

First year Councils should be conservative when ordering. Talk with a knowledgeable Licensee to guide you through this process.



One Scout's Success

Presentation from Life Scout Daniel Bolan,
 Central Florida Council, Troop 687.







QUESTIONS?



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