

THE 2012 CAMP CARD PROGRAM Your Ticket to Successful Fundraising!



Presented to you by:



STAT
Promo Solutions

www.statpromo.com



Image
GROUP.Ink™

www.imagegroupink.com

WHAT IS THE CAMP CARD PROGRAM?



Our Program is a unique fundraising vehicle specifically designed for and with Boy Scout Councils. We provide all the tools for Councils to develop long term relationships with local businesses who participate by providing discount offers to appear on the card.

Scouting units sell the Camp Cards and split the profit with 50% of the sell price going to the Unit and the other 50% to the Council General Fund.

HOW IS THE CAMP CARD PROGRAM DIFFERENT?

Historically, Camp Card costs average 6% of our Councils gross sales. This equates to a 94% return to Scouting.

Additionally, by fostering partnerships with local businesses you are building lasting relationships in YOUR community, as well as supporting your local economy and increasing awareness of Scouting in a positive fashion.

When the program is executed as designed, there is no up front cost to the vendor and ideally, with one good Snap Off Tab, No Cost to the purchaser of the card after they redeem one offer.

Everyone benefits from Camp Card Sales!

CAMP CARD EXAMPLES

FRONT OF CARD

 <p>\$5.00 OFF Your Purchase of \$50.00 or more. One Time Use Only Please Present Coupon to Cashier LU# 8866 Expires 09/30/2012</p>	<p>\$5.00</p> <p>BY PURCHASING THIS CARD YOU ARE HELPING SCOUTS EARN THEIR WAY TO CAMP.</p>  <p>This Card is One Member's Choice and Expires on July 24, 2012.</p> <p>ANYTOWN AREA COUNCIL - BOY SCOUTS OF AMERICA® 1234 MAIN STREET, ANYTOWN USA 55555 PH: 555 555 5555 WEB: WWW.ANYTOWNBSGA.COM</p>	 <p>The helpful place.</p> <p>\$5.00 OFF \$25.00 PURCHASE Or More. One Time Use Only. See Back For Details Offer Expires 12/31/2012</p>	 <p>\$10.00 OFF \$100.00 PURCHASE OR MORE GOOD AT THE SPORTSMAN'S WAREHOUSE ANYTOWN LOCATION ONLY ONE TIME USE SEE BACK FOR DETAILS Offer Expires 12/31/2012</p>
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BACK OF CARD

 <p>Limit one deal per customer. One Time Use Only. Excluding all tobacco, alcohol, lottery items, money orders, postage stamps, gift cards and prescriptions. Customer is responsible for all taxes. Reproduction or transfer of this coupon is prohibited. Valid in North and Central.</p> <p>Not Valid in</p> <p>Scan Code 8866 Coupon Valid From 3/31/12 - 3/31/12 Receipt Description \$5 off \$50. Coupon Amount \$5 Termination Date 9/30/12</p>	<p>USE THE BELOW COUPONS AGAIN AND AGAIN!!!</p> <p> BUY ONE KRystal GET ONE FREE PLUS TAX, CHEESE IS EXTRA Limit One Coupon UN DISCOUNT PER PERSON PER VISIT. Not Valid With Any Other Offer (PLU 54) Nothing like it.</p> <p> BUY ONE SUNDAY GET ONE FREE Limit One Per Visit America's Drive-Thru.</p> <p> FREE! BUY ANY LARGE PIZZA AT REGULAR MENU PRICE AND GET A MEDIUM 1-TOPPING PIZZA FREE *Coupon required at payment</p>	<p> TWO (2) REGULAR ROAST BEEF SANDWICHES FOR \$3.00 LIMIT 1 NOT VALID WITH OTHER OFFERS. (Coupon #17) VALID AT PARTICIPATING LOCATIONS.</p> <p> 10% Off Total Order 423-870-4830 INCORPORATED LLC. Personalized Products: Embroidery - Screen-Printing Must present card at time of order.</p> <p> \$5.00 OFF ANY ONE SERVICE LIMIT ONLY 1 COUPON PER VISIT. 423-894-9381 & 706-861-1582</p> <p>ALL OFFERS EXPIRE 12/31/2012 UNLESS OTHERWISE NOTED.</p>	 <p>The helpful place.</p> <p>\$5.00 OFF A \$25.00 Purchase Or More Valid at Participating Stores Only. Limit One Coupon Per Customer. Not Valid with Any Other Coupon or Promotional Offer Coupon Must Be Surrendered At Time Of Purchase. One Time Use Only. Offer Expires 12/31/2012</p>	 <p>\$10.00 OFF \$100.00 Purchase or more. Coupon limited to one use per customer. Cashier must collect the coupon at point of purchase. Not valid for prior purchases, ammunition, gift cards, background checks on firearms, licenses or cash. Not valid with any other coupon or promotion. Applicable taxes must be applied and paid by the buyer. One Time Use Only Not valid Online - In-store Use Only. Not responsible for errors in printing. Offer Expires 12/31/2012</p>
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FREE DESIGN

Our in house artist will create a custom camp card design based on your area & vendors

CAMP CARDS BENEFIT SCOUTS

The Value of Selling Camp Cards:

New Uniform
\$80 = 32 cards

New Tent
\$150 = 60 cards

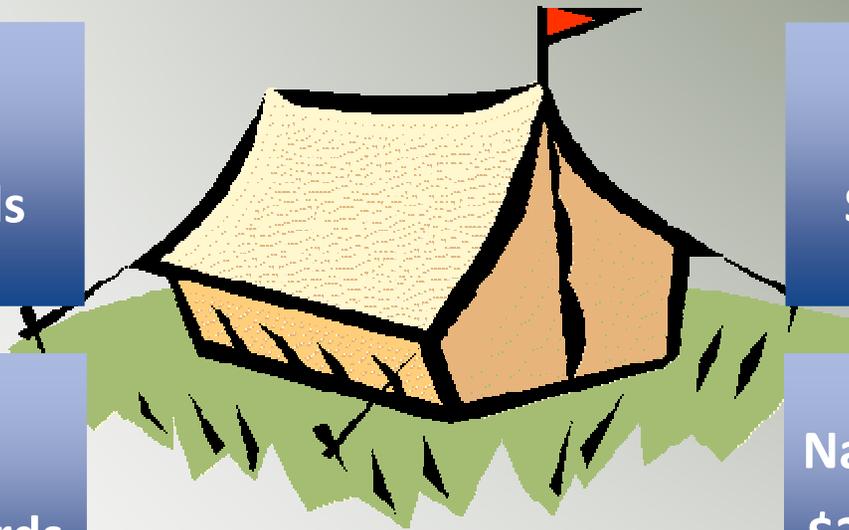
Troop Trailer
\$5,000 = 2,000
cards

Day Camp
\$120 = 48 cards

Summer Camp
\$200 = 80 cards

Philmont
\$2,200 = 700 cards

National Jamboree
\$2,200 = 880 cards



** Numbers & Amounts may vary

PROGRAM SUCCESS

**In just 5 years working with
Councils around the country
STAT PROMO SOLUTIONS
has produced over
2.3 MILLION Camp Cards!
With Council profits totaling
OVER \$7.5 MILLION DOLLARS
Nationwide!**

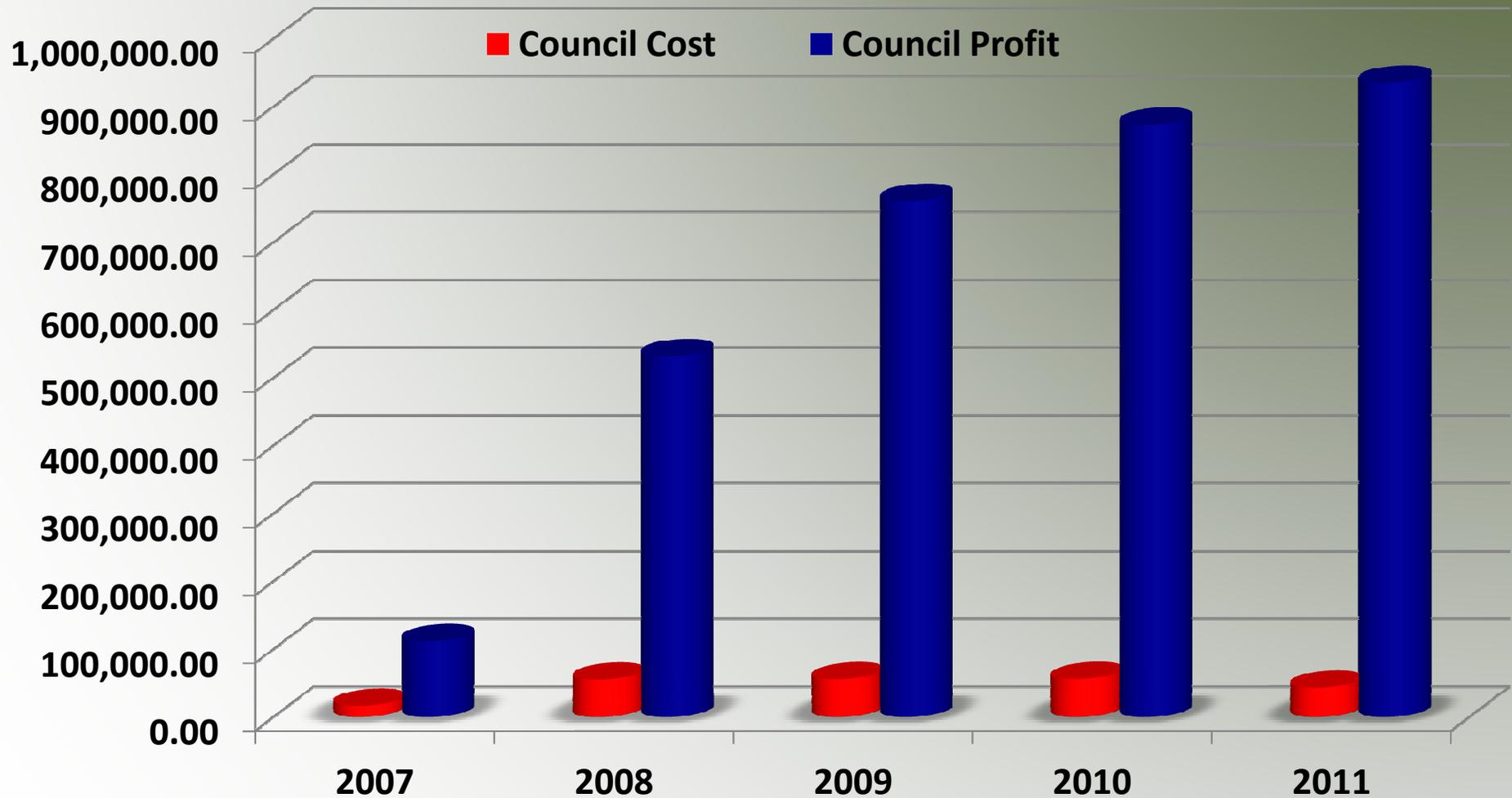
ACTUAL COUNCIL'S PROVEN RESULTS

	Number of traditional Scouts	Cost % of Gross Sale	Gross Sale	Return On Investment
Council A	19,140	5%	\$ 1,006,935.00	1914.00%
Council B	10,326	4.5%	\$ 979,300.00	2143.43%
Council C	10,764	6%	\$ 929,375.00	1556.64%
Council D	10,528	5.8%	\$ 817,075.00	1366.22%
Council E	2,258	5%	\$ 71,075.00	1254.20%
Council F	3,046	5%	\$ 44,925.00	1261.36%

Actual numbers from participating councils.

COST VS PROFIT

Spend a little. Make a LOT!



Graph of sales from one Council's ACTUAL success over the past five years.

THE MILLION DOLLAR CLUB

In 2011 STAT Promo Solutions created the Million Dollar Club to recognize councils with outstanding sales achievements.

The South Florida Council received the award for exceeding 3.4 Million Dollars in sales in just their fifth year of this program.

The Central Florida Council was recognized for exceeding over One Million Dollars in Sales in their 2011 Camp Card Program. Their gross sales exceed \$1,700,000.00 in only two years of Camp Card Sales.



ACTUAL COUNCIL PARENT COMMENTS

"I am a volunteer with the Boy Scouts of America Coastal Empire Council located in Savannah, GA. We are nearing the completion of our first Stat Promo Solutions discount card fundraising program. This initial fundraiser was limited to our two National Scout Jamboree troop contingents. During most of the time we have promoted the cards we had 65 Scouts and 8 adults registered for our max contingent size of 72 and 8. Out of those we had 54 Scouts and 7 adults who sold the discount cards. For this, our initial "camp card" program, 100% of the proceeds are going to the Jamboree contingents. We ordered 10,000 cards and our Jamboree Contingents sold just over 9,000 cards. We kicked off our program on December 5, 2009, with a big day at our local Bass Pro Shops, a couple of Krogers and at two area holiday parades/festivals. To date we have received donations of \$45,000 - an average of almost \$575 per person, with 10 Scouts and 1 adult over \$1,000 each and the highest at \$1,775. We are sold on this as an annual fundraiser and cannot wait to see what the entire council can do!"

" My son Dylan, 7, who just recently went from a Tiger Cub to a Wolf cub received these cards for boy scouts. I wasn't quite sure who would be more excited – myself or my husband. Here's the story... As the Den leader announced the boy scouts were selling cards as a fundraiser, everyone sat listening. It was when the Den leader announced what participating stores that were on these cards is where I've probably never seen a face so excited in my life (and not even for ESPN or the play off games!). "\$5/\$50 Purchase Publix Store coupon". Did he just say Publix coupon?! I thought to myself as I look over at my husband. It was funny to see my husband's eyes light up and then turn his head to look at me with a great big grin across his face... I think right then he wanted to jump up and get all the cards. He couldn't sit still until the boy scouts meeting was over to get his hands on these. This story, to me is a special one in itself. I have to say when I first started to coupon nearly 2 1/2 years ago, I'd heard the phrases, "Get these coupons off my counter., ..off my sofa, ..off my bed" ...etc. With no designated area for my addiction , what was I suppose to do? And where am I suppose to do my coupons?? He didn't care for what I brought home, what I got for nearly free or even free for that matter and definitely didn't want to hear my excitement for the deals or the prices that I had paid either. He just wanted his house to look clean and orderly. Period. Fast track to 2 1/2 years later, he is all for it! Although he dares not go to the store with me to spend countless hours and calculating or even do an errand run with just ONE coupon. He'd rather much stay at home and enjoy the savings as I do all the heavy lifting. And I have to say that with him on board now, it's something we both enjoy as well as helping other people enjoy the savings too. The great part of it all is he knew the awesome savings that anyone would receive just by shopping at Publix - alone!! He wanted to share these savings with anyone he could find. Not only is it a savings card but it's for a great cause – The Boy Scouts of America.

THE NEXT STEP TO FUNDRAISING SUCCESS

Contact STAT Promo Solutions or Image Group INK to get started.

When we hear from you we will provide you with a step by step program, complete with instruction manual as well as forms and actual samples to share with your potential Vendor Partners.

We will start building your Camp Card and at the same time provide you with information on program administration along with the best practices learned from our years of experience with other Councils.

We do understand that each Council in the USA has it's own challenges, so our experts will work with you to develop a program tailored to your specific needs.



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954-748-4019

Contact us today!

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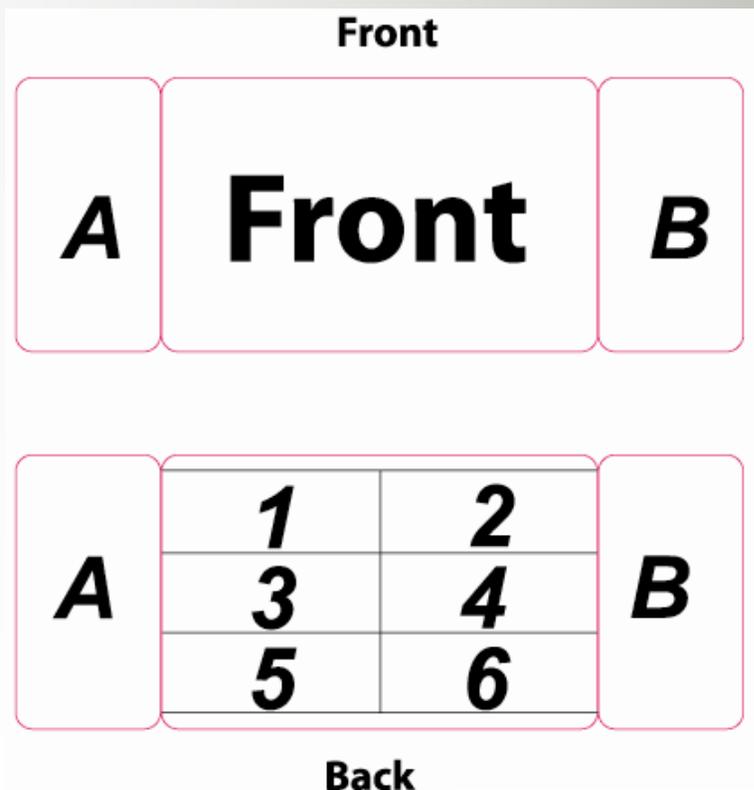
1-800-693-4184

CARD LAYOUTS

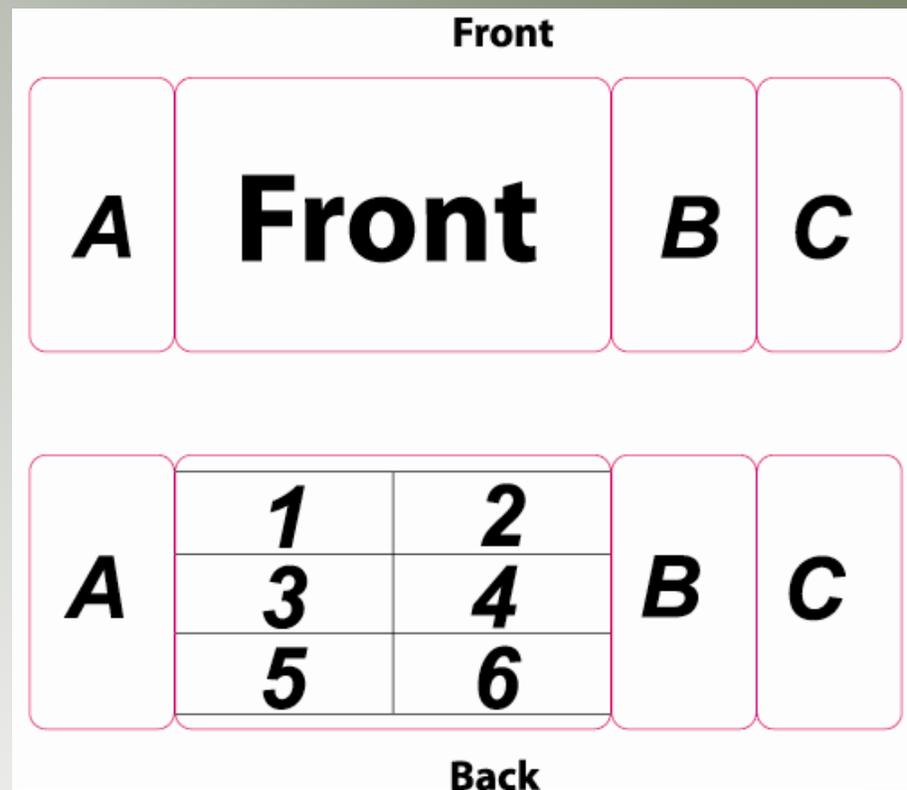
The letters “A, B & C” represent “ONE TIME USE” Snap-Off Tabs/Coupons
(Advertiser offer appears on both sides of the tab.)

The numbers “1 through 6” represent the standard layout for six multi-use offers,
Which appear exclusively on the back side of the center section of the card.

TWO TAB LAYOUT



THREE TAB LAYOUT





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ABOUT US

**Promoting the next 100
years of Scouting.**

Image Group Ink has been putting new ideas in motion since the company started in 1992. We have pursued innovation and entrepreneurial enthusiasm while at the same time maintained a reputation for maturity, integrity, stability and unquestionable quality of product and service.

We are headquartered in South Carolina, with an additional sales division in Kansas City. Our customers include small businesses, individuals, non-profit organizations, and large conglomerates. We offer commercial offset printing, logo and graphic design, advertising specialties, and mailing/fulfillment. We are appreciative of our business association with the Boy Scouts of America over the past seven years and look forward to serving your Scouting and commercial printing needs in the years to come. Our small town approach combined with our experience has helped the BSA achieve their best printed image possible. But don't just take our word for it. We invite you to contact us and see for yourself.

Sincerely,

Rob Miller and all the staff at Image Group Ink



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ABOUT US

WE SUPPLY SOLUTIONS!

STAT Promo Solutions focuses on providing top notch customer service, coupled with a creative approach and thought process, using unique products and designs that will help set your organization apart from the competition. STAT thrives at the opportunity to custom tailor a promotional program for your organization that will stand out from the rest! “WE SUPPLY SOLUTIONS FOR ALL YOUR PROMOTIONAL PRODUCT AND APPAREL NEEDS”

Over the last 15+ years, Tom Van Note, the President of Stat Promo Solutions, has worked with the BSA® Councils, Packs, and Troops to create effective programs and provide first quality products that meet budget requirements and exceed expectations in these challenging financial times. As a Boy Scout Licensee since 2007, you can feel confident that Stat Promo Solutions is well equipped to meet the needs of the Boy Scout Councils nationwide.

Yours in Scouting,

Tom Van Note and all the staff at STAT PROMO SOLUTIONS

A close-up photograph of a bald eagle's head, facing forward. The eagle has white feathers on its head and neck, and a large, sharp yellow beak. Its eyes are a bright yellow. The background is a blurred American flag with red and white stripes and a blue field with white stars.

WE WANT YOU!!!!!!

TO HAVE A GREAT DAY!