What’s Inside:

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2. Unit Chairman Responsibilities
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5. Cub Camp opportunities
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7. The Unit Kick-Off
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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 50% commission ($2.50) for each $5 Camp Card they sell. The sale begins February 1st and ends April 1st. This program is RISK FREE, simply return any unsold cards at settlement on or before April 30, 2020.

Community Partners
Papa John’s, Dick’s and Great Clips have offered generous one-time discounts which make the sale of this card a no brainer. Waffle House, Willys, Papa John’s, Smoothie King, Krystal and Firehouse Subs have offered discounts that are reusable throughout the year. Take advantage of this partnership to help your Scouts get to camp.

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

The Unit Chairman’s ultimate goal: Get 100% of their Scouts to summer camp.

<table>
<thead>
<tr>
<th>ATLANTA AREA COUNCIL</th>
<th>COST</th>
<th>CARDS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scouting Registration Fee</td>
<td>$60</td>
<td>24</td>
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</table>
Unit Chairman Responsibilities
- Communicate the purpose of the Camp Card sale and time line to your Scouts and parents.
- Kick-off the Camp Card sale with a BANG providing all members with a sales kit & at least 20 cards.
- Inspect, coach, and praise your Scouts.
- Collect all money and turn in the amount due to the Council on time.
- Promote reward program.

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

Below are some samples of how many cards a Scout would need to sell to fund their way to Camp.

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<th>ATLANTA AREA COUNCIL</th>
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<tbody>
<tr>
<td>Cub Weekend Camp</td>
<td>$150</td>
<td>60</td>
</tr>
<tr>
<td>Cub S.T.E.M. Camp</td>
<td>$200</td>
<td>80</td>
</tr>
<tr>
<td>Scouts BSA Camp</td>
<td>$350</td>
<td>138</td>
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IMPORTANT DATES
Register online at: www.atlantabsa.org/campcards
Camp Card Sales: February 1 - April 1, 2020
Settlement Deadline: April 30, 2020

COUNCIL TOP SELLERS EARN

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Amazon Gift Card</th>
<th>Council Camp &amp; Activity Credit</th>
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<tbody>
<tr>
<td>20 Cards</td>
<td>$20</td>
<td>Camp Card Patch</td>
</tr>
<tr>
<td>50 Cards</td>
<td>$50</td>
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<tr>
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<td>$100</td>
<td>OR $60</td>
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<td>200 Cards</td>
<td>$150</td>
<td>OR $120</td>
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<tr>
<td>300 Cards</td>
<td>$250 OR</td>
<td>Apple Air Pods Pro OR $300</td>
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<tr>
<td>500 Cards</td>
<td>$350 OR</td>
<td>Nintendo Switch OR $420</td>
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<tr>
<td>700 Cards</td>
<td>$500 OR</td>
<td>Xbox One X OR $600</td>
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<tr>
<td>1000 Cards</td>
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<td>PS4 Pro OR</td>
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Commission
The 2020 Camp Card commission is 50% if your unit is paid in full by April 30, 2020. Units do not have to pay for any cards up front.

Card Distribution
Will be based on the unit’s previous year’s sale and unit size (active scouts)

Additional Cards
Additional cards will be available. Units can do incremental settlements throughout the sale. Units can receive additional cards equal to or lesser than the quantity paid (settled) for.

Return Policy
Camp Cards may be returned to the Council Service Center without penalty before the unit settlement deadline of April 30, 2020. The cards MUST be in new condition (including snap off discounts). NO cards will be accepted for return after April 30, 2020. The Camp Card Support Team reserves the right to refuse product that has been damaged or rendered unsalable. 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 $5.00 bill.

Recognitions Policy
Scouts will only be eligible for highest level achieved. Every Scout who sells 20 cards will receive the camp card patch. Items will be rewarded once Unit has settled their accountant.

Sale Support
Contact your District Executive or Support Person anytime you have a question. (770) 989-8820
CUB WEEKEND/S.T.E.M. CAMP

Cub Weekend Camp is one of the best ways to experience all the fun and adventure that Cub Scout Camping has to offer. More than just a regular campout, Cub Weekend Camp is a long-term experience at Bert Adams Scout Reservation in July for Cub Scouts of all ages, plus their parents and/or leaders. Bert Adams offers two levels of programming that are designed to meet all Scouts needs for fun, excitement in the outdoors, and advancement in Scouting. Plus S.T.E.M. Camp for the experienced Cub that can’t get enough! The sessions have a high staff to camper ratio. S.T.E.M. Camp if for Bears, Webelos and Arrow of Light Scouts and their parents/leaders.

COST: $150 per Scout (Cub Weekend)
$200 per Scout (Cub S.T.E.M.)

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<td>140</td>
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SCOUTS BSA CAMP
The highlight of your Scouting year for Scouts BSA is a week or more of Summer Camp. Woodruff Scout Camp in the North Georgia mountains and Bert Adams Scout Camp in Georgia’s Piedmont near Atlanta both offer some of the best summer camp programs in the BSA. Supported by excellent facilities, equipment, and great staff, our Summer Camps are known for the quality and value of their programs. To a Scout, the magic of Summer Camp is the greatest adventure that Scouting holds. To a Scout leader, Summer Camp is the greatest opportunity they have to help their Scouts grow, and thus to achieve Scouting’s aims. As Scout Leaders, they have the responsibility to help a Scout to find that magic.

COST: WSC - $350 per Scout
     BASC - $320 per Scout

SCOUTS BSA WINTER CAMP
Experience a different kind of resident camp with over 30 merit badges, unique adventure programs, and the famous Polar Bear Club’s plunge! For 5 days and 4 nights in December, Scouts BSA have the opportunity to camp and play at one of America’s premier camps.

HARD WORKING SCOUTS DESERVE TO GO TO CAMP
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 son should attend summer camp.

How can you ensure a successful kick-off?
• Make sure the Kick-Off is properly promoted through e-mail and phone.
• Review the presentation with your Unit Leader prior to the meeting. Plan who is to do what.
• Be prepared to talk about summer camp opportunities.
• Have snacks, drinks, and music.
• Make sure EVERY Scout gets a SALES KIT and 20 CARDS.
• Keep it short.

Camp Card Kick-Off Agenda
1. Grand Opening with music, cheers, and excitement.
2. Check out a SALES KIT to every SCOUT with AT LEAST 20 cards.
3. Review summer camp opportunities.
4. Review Sales Goal and % of Scouts to Camp Goal & Explain Key Dates.
5. Scout Training: Role play sales Do’s and Don’ts.
6. Recognition: Review Opportunity For Prize
7. 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 as dates and recognition.
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!
<table>
<thead>
<tr>
<th>Cards</th>
<th>Gift Card</th>
<th>Camp Card Patch</th>
<th>Activity Credit</th>
<th>OR</th>
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<tr>
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<td>$500</td>
<td>Xbox One X</td>
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**ATLANTA AREA COUNCIL**

Boy Scouts of America

1800 Circle 75 Parkway, SE | Atlanta, GA 30339

Ph: 770.989.8820

[www.atlantabsa.org/campcards](http://www.atlantabsa.org/campcards)

The Atlanta Area Council covers 13 metro-Atlanta Counties:

Carroll, Cherokee, Clayton, Cobb, DeKalb, Douglas, Fulton, Gwinnett, Haralson, Newton, Paulding, Pickens, Rockdale.