

Middle Tennessee Council, BSA

2012 CAMP CARD



A SCOUT IS THRIFTY....

HE EARNS HIS OWN WAY TO SUMMER CAMP!

The Middle Tennessee Council is pleased to announce the "Camp Card". This initiative is designed to help Scouts earn their way to a summer camping program. Units participating in this program will earn 50% commission (\$2.50) on each \$5.00 Camp Card they sell.

Camp card sales can also support other unit needs. The cards will be distributed at the March Roundtables or are available for pick up after March 16th at the Boy Scout Service Center. The sale will end on May 7, 2012, giving units six weeks to sell and close out their accounts. *(Please note Publix and Shoney's coupons are valid March 31st-September 30, 2012.)*

This program is RISK FREE, simply return any unsold card. Visit www.mtcbsa.org for more information and to register. Please have one leader register your unit to sell camp cards in order to avoid duplication.

CAMP CARD SCOUT INCENTIVE

In addition to 50% commission, Scouts who sell 100-300 or more camp cards will receive camp bucks!

SELL THIS	GET THIS
100 CARDS.....	\$50 IN CAMP BUCKS
200 CARDS.....	\$100 IN CAMP BUCKS
300 CARDS.....	\$150 IN CAMP BUCKS

Camp bucks may be redeemed to pay towards any resident camp, district day camp, summer camp, winter camp or used at a Boxwell Reservation Trading Post during summer or winter camps. Does not apply to district events or Cub and Family. Vouchers may only be used during 2012 and will expire on December 31, 2012.

Publix \$5.00 OFF
Your purchase of \$50.00 or more. One Time Use Only. Please Present To Cashier. LU# 6635 Expires 9/30/2012

SHONEY'S \$5.00 OFF
Your meal of \$25.00 or more. One Time Use. Please Present To Cashier. Expires 09/30/2012

Little Caesars FREE ORDER OF CRAZY BREAD!
With the Purchase of Two Hot-It-Ready Pizzas. (this includes 8 sticks of bread baked fresh with garlic butter topped with parmesan cheese) Good at all Middle TN locations. Limit One Use Per Visit.

Great Clips \$2.00 OFF ANY HAIRCUT
Good at all of the 45 participating Middle Tennessee Great Clips locations!

Firestone \$10.00 OFF Any Oil Change
At Any Nashville District locations. Offer expires 12/31/12

SHONEY'S \$5.00 OFF YOUR PURCHASE OF \$25.00 OR MORE.
Expires 9/30/2012

Publix \$5.00 Use The Below Coupons Again and Again. Expires 12/31/2012.

Shoney's \$3.00 OFF
Any Monday-Wednesday Day of Game Reserved Seat Ticket. With a limit of 4 Tickets per card, per game.

2012 REGISTRATION FORM

FORM DUE BY FEB 29, 2012

Register Early to ensure we have enough cards for every unit who would like to participate. Forms will be filled on a first-come, first-serve basis. Camp cards will be available for pick up at the Boy Scout Service Center after March 16, 2012 or at March Roundtables! You may also register online at www.mtcbsa.org under News & Upcoming Events.

Please note: 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.

YES! Our unit wants to participate in the 2012 Camp Card Sale!

Unit information:

Unit Type: Pack Troop Ship Team Crew Post

Unit #: _____ District: _____

of Active Scouts: _____ Our Gross Sale Goal is: \$_____

How many cards would you like to order? _____
(Suggested 10 per Scout)

Contact Information:

Name: _____

Address: _____

City: _____ St: _____ Zip: _____

Home Phone Number: _____ Cell Phone Number: _____

Email Address: _____

Please return to: Middle Tennessee Council, BSA, 3414 Hillsboro Pike, PO Box 150409, Nashville, TN 37215 or Fax (615) 297-9916. If you have any questions please contact your District Executive at (615) 383-9724 or visit www.mtcbsa.org.

The Camp Card program is an approved Unit Money Earning Activity sponsored by the Middle Tennessee Council. Scouts are authorized and encouraged to wear their Class "A" uniform for all local council-sponsored money earning activities. Please refer to the Unit Money Earning Application for requirements and guidelines for all other money earning activities.

Camp Card Timeline, Commission Schedule & Incentives



Timeline

January 1, 2012 - February 17, 2012	Register to Sell Camp Cards
March 2012	Camp Cards Distributed at Roundtables
March 19-May 7, 2012	Sale of Camp Cards
May 7, 2012	END OF SALE – ALL ACCOUNTS TO BE CLOSED
May 8, 2012	Units closing out AFTER May 7, 2012 will earn 40% of their remaining Camp Card account
May 31, 2012	Camp card accounts must be closed to receive commission.



Commission

50%

Units will receive 50% commission for all Camp Cards sold if their accounts are closed by May 7th.

40%

Units closing AFTER May 7th will earn 40% on their remaining Camp Card account.

*****All camp card accounts must be closed to receive commission by May 31, 2012.**



Incentives

In addition to 50% commission, Scouts who sell 100-300 or more camp cards will receive camp bucks!

SELL THIS

100 CARDS.....	\$50 IN CAMP BUCKS
200 CARDS.....	\$100 IN CAMP BUCKS
300 CARDS.....	\$150 IN CAMP BUCKS

GET THIS

Camp bucks may be redeemed to pay towards any resident camp, district day camp, summer camp, winter camp or used at a Boxwell Reservation Trading Post during summer or winter camps. Does not apply to district events or Cub and Family. Vouchers may only be used during 2012 and will expire on December 31, 2012.

Nashville Sounds Incentive

The top 25 selling Scouts will receive 2 tickets to the Nashville Sounds Boy Scout Sleepover on July 28th!

Each sleepover ticket includes the following:

- One (1) reserved seat Sounds ticket & parking pass
- One (1) hot dog and soda voucher
- One (1) Limited edition Boy Scout Night Patch
- Breakfast in the morning provided by Krispy Kreme

*****To qualify for the incentives, units must turn in a copy of the Camp Card tracking sheet at the time of settlement.**

List of Participating Camp Card Offers

Snap Off One Time Use:

- Publix - \$5 off of your purchase of \$50 or more.
- Shoney's - \$5 off of your meal of \$25 or more. (at participating locations)

Recurring Offers:

- Firestone Complete Auto Care - \$10 off any oil change
- Little Caesars Pizza - Free Crazy Bread with any two Hot -N- Ready pizzas (middle Tennessee locations)
- Great Clips - \$2.00 off a hair cut (45 locations in middle Tennessee)
- Nashville Sounds—\$3.00 off of any Mon-Wed walkup Reserved Seat Ticket, with a limit of 4 tickets per card per game.

Camp Card Coordinator: Each unit should have a Camp Card Coordinator. The Camp Card Coordinator responsibilities are to manage all aspects of the sale, and clearly communicate sale information to your leaders, parents and Scouts.

Camp Card Coordinator Responsibilities

CAMP

- Be an expert in all Middle Tennessee Council summer camp opportunities.

CARD

- 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 & camp cards.
- Inspect, coach, and praise your Scouts.
- Collect all money and turn in the amount due to the Council on time.
- Set up and organize a day to sell cards outside a business. Please note you cannot sell outside Publix and Shoney's. **PLEASE do not approach them.**

Your Unit Kickoff

The objectives of your Camp Card kick-off are simple:

- Get Scouts excited about camp and how they can earn money to attend by selling camp cards.
- Get parents informed about why their son should attend camp.

How can you ensure a successful kick-off?

- Make sure the Kick-Off is properly promoted through e-mail, e-mail groups and phone.
- Review the presentation with your Cubmaster 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 10 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 camp cards.
3. Review 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. Prizes: Review incentive opportunities and top 25 incentives.
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 like dates, family sales goals and incentives Scouts can win.

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, etc.)
- Tell them what they can do to help (save money with the Camp Card).
- Close the sale, and thank them.

We're Selling Camp not just Discount Cards

Ensure your families understand that they are selling character, they are selling a better community, and they are selling the benefits of Scout camp, 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.

How to Sell Camp Cards

Your job as Camp Card Coordinator 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. Set up and organize a day to sell cards outside of a business. Please note you cannot sell outside of Publix and Shoney's. PLEASE do not approach them.

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

Be sure to review these safety and courtesy tips with your Scouts and parents.

- Sell with another Scout or with an adult.
- 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

Coupon Vendor Information

Units are not to approach Publix or Shoney's about selling Camp Cards outside their locations according to both headquarters. Please note Publix and Shoney's coupons are valid between March 31-September 30, 2012. The recurring coupons do not expire until December 31, 2012.

Commission & Settlement

The 2012 Camp Card commission is 50% if your unit is paid in full by May 7th. Units are only responsible for turning in the 50% of the \$5.00 card (\$2.50 per card) to the council when they settle their accounts. Commission drops to 40% on May 7th after 5:00 pm (owing \$3.00 per card back to the council). We encourage units to set up Scout accounts so Scouts can pay for summer camp with Camp Card proceeds; however, it is up to the unit to elect to do this, we understand the unit may have another program goal. Units do not have to pay for any cards upfront. All accounts must be settled by May 31st to receive commission.

Orders & Re-Distribution

The Council placed an order based off unit orders, a few extra cards were ordered. While supplies last, extra cards may be secured through the Boy Scout Service Center or your District Executive. Supplies are limited. A card re-distribution will occur at April Round Table. Units who have completed their sale and have left over cards should plan to return unsold cards at April or May Round Table (those prior to the May 7th deadline). These cards will be re-distributed to units who wish to sell more cards. All unreturned cards will be paid for at settlement. Units may settle their account at the Boy Scout Service Center between April 15 -May 7th (Monday-Friday 8:30-5:00 pm).

Return Policy

Camp Cards can be returned to the Boy Scout Service Center in Nashville without penalty before May 7th. The cards **MUST** be in new condition (including snap off discounts. The Camp Card Support Team reserves the right to refuse product that has been damaged or rendered unsellable. **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.**

Pay for Camp

Make it easy and settle your camp account and pay for your Scouts camping at the same time! Come to the Boy Scout Service Center by May 7th to turn in your camp card money and pay for your Scouts camp. If you will be paying for your Scouts camping experience through the unit, please review the following procedure:

Step 1: Have your Scouts register online for their camp prior to settling your Camp Card account. Tell parents registering online to select **Offline Payment option**. Please indicate in the questionnaire that your Scout participated in Camp Card sales.

Step 2: Bring to the office a spreadsheet with each Scout name, Camp attending and the amount you will be paying for their camp.

Step 3: Notify the Scout parent with the amount you have paid for their child. It is the parent's responsibility to pay the balance.

Camp Bucks & Prize Policy

Camp Buck recipients will be mailed their bucks within 2 weeks of the unit card settlement and are only awarded if camp card settlement is completed by May 7th. Camp Bucks are based on camp availability. Scouts must register online for camp to reserve their spot. Camp Bucks cannot be sold or transferred to another Scout and have no cash value. Camp Bucks are only good for camps and trading posts operated by the Middle Tennessee Council during the 2012 calendar year. Bucks may be redeemed in increments of \$10 and have no monetary value. Scouts may receive only one of the following:

SELL THIS

100 CARDS.....	\$50 IN CAMP BUCKS
200 CARDS.....	\$100 IN CAMP BUCKS
300 CARDS.....	\$150 IN CAMP BUCKS

GET THIS

Camp bucks may be redeemed to pay towards any resident camp, district day camp, summer camp, winter camp or used at a Boxwell Reservation Trading Post only during summer or winter camps. Does not apply to district events or Cub and Family. Vouchers may only be used during 2012 and will expire on December 31, 2012.

Top 25 Council Sellers will be determined based on the Camp Card Tracking Sheet turned in by May 7th. The Middle Tennessee Council will not be responsible for lost forms or late entries whatever the reason.