January - February  
Camp Card Promotions at District Roundtable Meetings  
Submit Unit Commitment form or register online:  

February 18th  
Camp Card Kickoff  
Card Distribution Begins  

May 15th  
Camp Card Sale Officially Ends  

May 22nd  
Turn in unsold cards, money, list of scouts sold  
(25% of Camp Cards received can be returned).  

May 29th  
Final payment for Camp Cards is Due  
(*Note: Unit keeps 50% the commission and need only to submit any unsold cards  
(25% can be returned) & a check due to VCCBSA for the other 50%)  

Immediately  
Prize Incentives distributed  

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**How to have a $uccessful Card $ale:**  

1. **Complete the unit participation form & request your cards in advance!**  
2. Determine the number of active youth in your program and set individual youth sales goals  
   (Cards will be distributed in kits of 25 cards and a minimum of one kit per scout is suggested).  
3. Set an overall unit sales goal (Individual youth goal x number of active youth = Unit Goal).  
4. **Clearly Communicate needs with each youth and parent** (Hold a Unit Kick-off).  
   a. **Explain** how the sale of Camp Cards teaches youth the value of earning their own way in life  
      and how it reinforces Scout values  
   b. **Explain** exactly how your unit plans to allocate the revenue generated from the sales  
      (i.e. Activity/Camp fees, Uniforms, Pinewood Derby Track, etc.)  
5. **Clearly Communicate the Camp Card sales deadlines with all youth and parents.**  
   a. Have a Sales Kickoff and Summer Camp Promotion night  
   b. **Promote** any council incentives & maybe offer a low-cost unit-level prize contest  
   c. **Frequently** collect funds, **deposit** the funds, and inform Scouts and Parents of the successes along the way.  
   d. Have a **FINAL** Turn-In date for funds and any unsold Camp Cards in late May early June