

2020 Camp Card \$ale Timeline:

January - February

Camp Card Promotions at District Roundtable Meetings

February 18th

Submit Unit Commitment form or register online:

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).

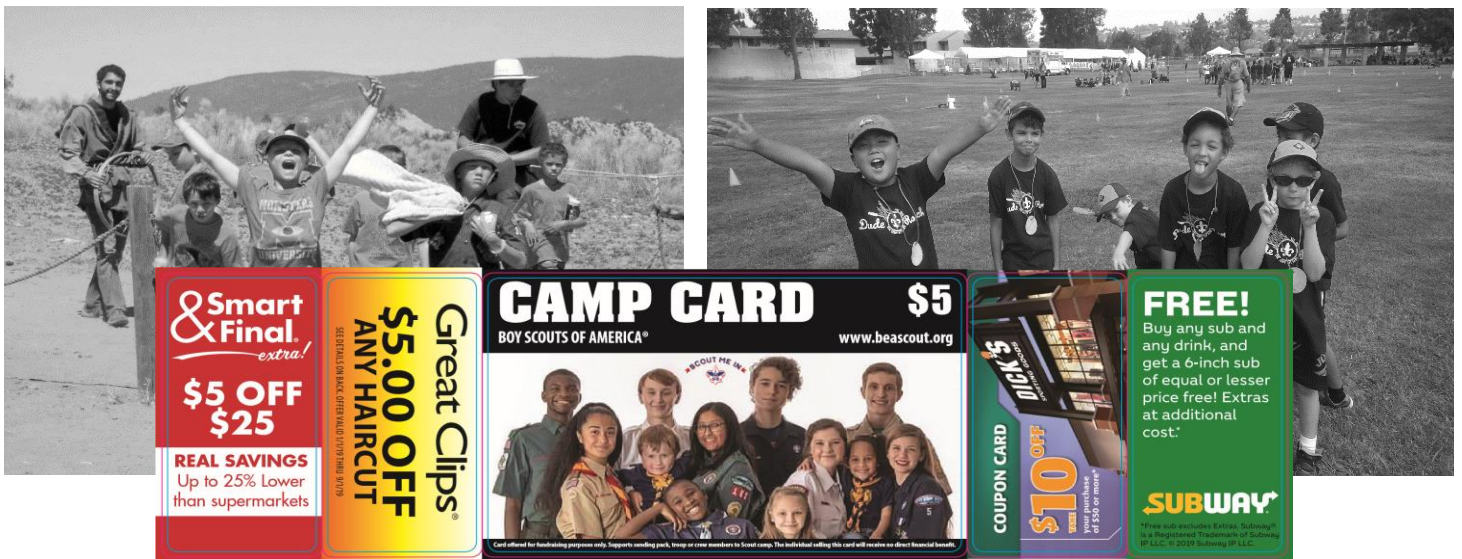
May 29th

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



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