



Great Smoky Mountain Council, BSA

2020 Camp Card Sale

Celebrating 105 years of Scouting in East Tennessee

CAMP CARD IMAGE COMING SOON

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A Scout is Thrifty... Help earn your way to Camp!

Great Smoky Mountain Council is pleased to announce its 2020 Camp Card! Units participating in this program will earn 50% commission, (\$2.50) on each \$5 Camp Card they sell. The cards will be distributed at council and district kickoffs starting February 27th. The sale will end May 4th.

** This is a draft version of the 2020 Camp Card Sale Guide. All subsequent versions are subject to change.*

Camp Card Timeline

KEY SALE DATES

February 27, 2020.....	Camp Card Kick Off & Distribution
March 15 – March 29, 2020.....	Food City Dates
May 4, 2020.....	End of Sale
May 6, 2020.....	District Top Sales Deadline

ALL ACCOUNTS NEED TO BE CLOSED BY **MAY 8, 2020**

COMMISSION DROPS TO 40% AFTER **MAY 15, 2020**



This program is **RISK FREE**, simply return any unsold cards.

The value of selling Camp Cards:

(Prices for events and items are estimates. Subject to change)

W2W Camp - \$100 = 40 cards
Day Camp - \$80 = 32 cards
Summer Camp - \$260 = 100 cards
Camporee - \$20 = 8 cards

New Uniform - \$80 = 32 cards
New Tent - \$150 = 60 cards troop
Trailer - \$5,000 = 2,000 cards
(40 Scouts each selling 50 cards)



Camp Card incentives for 2020

In addition to the 50% commission units can earn by selling camp cards, the GSMC is offering a variety of great bonus incentives to help out youth enjoy all that Scouting has to offer!

Unit Camp Certificate Program

Units can earn a \$50 camping/activity certificate that may be redeemed at any district/council sponsored activity during the 2020 calendar year!

To qualify, your unit must meet the following requirements:

1. All units selling for the first time must sell a minimum of 200 cards, and average 10 cards sold per registered youth.
2. All returning units must sell a minimum of 200 cards, and have an increase of 10% on their 2019 sale.

Regal Movie Day

Scouts can earn a ticket to participate in a Regal Movie Day at the Pinnacle Theater in Turkey Creek in January 2021!

**Movie to be announce at later date*

To qualify, each youth must meet the following requirements:

1. Scouts must sell a minimum of 25 Camp Cards before the sale deadline.
2. Scouts must submit an entry to the "Weekly Prize Drawing" at <https://www.easttnscouts.org/volunteers/fundraising/> (used to capture qualifying Scouts) OR be one of the top two selling Scouts in their unit (units must submit top-salesman form)
3. Scouts must present the Regal Movie Day pass the morning of the event. (will be sent prior to event)

More Camp Card Incentives...

Weekly Prize Drawing

For every 25 cards sold, a Scout may enter his or her name in the weekly prize drawing through the <https://www.easttncscouts.org/volunteers/fundraising/> A minimum of 25 cards must be sold for the first entry, and a Scout may enter his or her name for each additional 25 cards sold. Entries accumulate throughout the sale. Once a week, a name will be selected at random to receive a special Scout prize to be picked up at the Council Service Center!

TOP DISTRICT SALESMAN AWARD

1. To qualify for the district top salesman award, you must sell a minimum of 100 camp cards. Once you have surpassed 100 cards, please enter your information at <https://www.easttncscouts.org/volunteers/fundraising/> by May 6, 2020.
2. Highest salesman in each district will receive:
 - Free 2020 District Camporee or Fall Family Camp admission for Scout and family member!*
 - \$50 gift card to the Scout Shop
3. Council top salesman will receive:
 - BSA Ultra-Light Backpack – 50 Liters, a \$110 value!
 - Free 2020 Day Camp / Summer Camp Experience (within the Great Smoky Mountain Council only)



* Prize subject to change prior to 2020 Kickoff



2020 Reservation Form

Camp Cards will be available starting February 27, 2020 at your District Kick-off or Council Kick-off.

RESERVE YOUR CARDS BY SUBMITTING THIS FORM OR LOG-ON TO:
<https://www.easttnscouts.org/volunteers/fundraising/>

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

Unit Information:

District: _____

Unit Type: Pack Troop Crew Post Lab Unit # _____

Unit Camp Card Contact: _____

E-mail: _____ Phone: _____

Unit Sales Goal \$ _____

How many cards would your unit like to order? _____

Unit Leader Information:

Name: _____

Address: _____

City: _____ Zip: _____

Cell Phone: _____

E-Mail Address: _____

Please return to: Great Smoky Mountain Council, BSA, 1333 Old Weisgarber Rd, Knoxville, TN 37909 or FAX (865) 212-0093. If you have any questions, please contact your District Executive, or Neal Drown at (865) 227-3378.

Sales Strategy

- **Set a unit or sales goal!** Parents will support a fundraiser if there is a clear, concise goal and reason (i.e. summer camp, day camp, equipment, trailer, pinewood derby track, etc.). Best methods show that a unit should establish a unit goal and then develop a per Scout expectation. Think in terms of 32 Camp Cards (Cub Scout Day Camp) or 92 Camp Cards (Scout Summer Camp), minimum.
- **Start with your families!** Each family should be encouraged to purchase 10 cards (\$50). They can use a card each week and will receive 400% return on investment....AND their Scout will earn **\$25 for camp!**
 - Scouts should easily be able to sell 10 cards to neighbors....**another \$25!**
 - Mom and dad should easily be able to sell 10 cards each at work**another \$25!**
- **Show and Sell!** Scouts should coordinate sale times in front of high traffic areas (stores, banks, churches, etc.) Please be aware of rules below for show and sales:
 - Contact Tracy Slice at 865-588-6514 to schedule sale times at **Food City**.
 - For other locations, please contact the store manager. (Dicks Sporting Goods policy does not allow product sales or soliciting at stores)
- **Prizes!** Units should consider and are encouraged to develop their own prize program. Youth like prizes and recognition! (pizza party, toys, camping gear, etc.)
- **Conduct an ENTHUSIASTIC Kickoff!** A boring and dreary sales pitch to the Scouts and families will result in boring and dreary commissions! Dream BIG!
- **Clear expectations!** Be clear with parents as to what the money earned will be used for. This is especially important if the money earned is to be used for anything other than camp.
- **Create a sense of urgency!** People react to deadlines. “We would like to have our campaign wrapped up by next week.” Do not wait until the last few weeks of the sale to begin. Statistics show that sales are higher for Scouts in the first four weeks of the sale than during the last.
- **Turn money in early!** Great Smoky Mountain Council will provide additional Camp Cards to units turning in money. The amount of additional Camp Cards that will be given will not exceed the number of cards the unit turned money in for.
- **Control your inventory!** You will also want the flexibility to provide additional cards to Scouts who are selling their Camp Cards quickly. You should try to collect unsold cards from Scouts in an effort to redistribute them in a very timely manner

good luck!



2020 Top Salesman Form

To qualify for the district and council top salesman award, you must sell a minimum of 100 camp cards. Once you have surpassed 100 cards, your unit Camp Card Chair or unit leader may enter your information below and turn in to the Council office by May 6, 2020.

District: _____

Pack Troop Crew Post Lab

Unit #: _____

Number of Cards Sold: _____

Youth Name: _____

Leader Name: _____

Leader Phone: _____

Leader E-mail: _____

Winners will be announced on May 13, 2020.

Individual Youth Accounts

A Scout is thrifty. Learning to manage money is one of the ways the Scouts prepare youth for life. Budgeting and earning money to accomplish goals through an approved council or unit project helps Scouts develop self-reliance and the skills of personal finance management. Unit fundraising designed to make Scouting affordable is a fundamental part of Scouts "earning their way." Product sale fundraising is an important asset to units and their members to help provide the resources required for Scouting to succeed.

Private benefit rules of the Internal Revenue Service prohibit those involved in nonprofit fundraising from receiving a substantial personal benefit for their efforts. Some practices where dollar for dollar credit is provided for the sole benefit of the person who sold product based upon amount sold could violate the private benefit prohibition. While the BSA has not endorsed "Individual Scout Accounts" for private benefit of individual Scouts who participate in fundraising because of the IRS rules, unit fundraising designed to make Scouting affordable is a fundamental part of Scouts "earning their way".

Funds raised by the unit from product sales belong to the unit. They may not be transferred to the Scout or another unit, but may be re-assigned to units sponsored by the same chartered organization, such as when a Scout moves from Cub Scouts to Scouts BSA or Scouts BSA to Venturing. The unit committee is responsible for expenditures from unit funds for the benefit of the unit. Unit funds may be used to reduce the cost of participation, including the cost of attending camp or obtaining uniforms. They may be used to provide financial assistance or awards to individual Scouts based upon their level of participation generally or in specific activities benefiting the unit, chartered organization or community, attendance, advancement and/or need. Unit funds may be used to buy equipment for the unit or for any other legitimate need of the unit.



To all Unit Camp Card Chairs and Unit Committee Chairs:

We have received several phone calls and emails regarding donation solicitation from Scouts at Show N Sell booths. **We realize that not all units do this, but we just want to review with each unit.** We also realize that unsolicited donations do occur and that is great for the unit! See below on how to record these funds in your unit's camp card sales.

The camp card sale is a money earning activity – not a money solicitation event. Scouts are learning how to earn their way by selling a product.

We are at risk of being shut out of retail centers if this continues, this does not teach our Scouts how to earn their way, and some of our customer base is losing faith in our methods of fundraising.

Help us by keeping Scouting's image and relationship strong and healthy with our retail operators and customers.

Thank you for all your hard work helping your unit and Scouts earn their way.

Please direct any questions that you may have to Neal Drown at 865-227-3378 or neal.drown@scouting.org

Camp Card Fundraising do's

1. **Do** teach youth members to earn their own way.
2. **Do** follow safe practices listed in the **Guide to Safe Scouting**.
3. **Do** convert all donations into Camp Card sales. The cards purchased by donations may be used by the units or given away as desired (ex. Local police or fire departments, your chartering organization, local schools, etc.)

Camp Card Fundraising don'ts

1. **Don't** solicit funds (DONATIONS) in the name of Scouting; Remember the Camp Card Sale is a Unit Fund Raiser not a solicitation campaign.
2. **Don't** put a donation jar out at your camp card sale.
4. **Don't** have Scouts ask for donations from customers at a camp card Show N Sell booth.
5. **Don't** conduct camp card sales without adequate adult supervision.
6. **Don't** forget to use the buddy system, and don't go into unsafe or unfamiliar areas.

Excerpt from BSA Unit Money Earning Application:

7. Will the fund-raising project avoid soliciting money or gifts? The BSA Rules and Regulations state, "Youth members shall not be permitted to serve as solicitors of money for their chartered organizations, for the local council, or in support of other organizations. Adult and youth members shall not be permitted to serve as solicitors of money in support of personal or unit participation in local, national, or international events." For example: Scouts BSA/Cub Scouts and leaders should not identify themselves as Scouts BSA/Cub Scouts or as a troop/pack participate in The Salvation Army's Christmas Bell Ringing program. This would be raising money for another organization. At no time are units permitted to solicit contributions for unit programs.

