



Great Smoky Mountain Council, BSA

2023 Camp Card Sale



A Scout is Thrifty.
**Help earn your way to Camp and other
Scouting adventures!**

The Great Smoky Mountain Council is pleased to announce its 2023 Camp Card! Units/Scouts participating in this program will earn 50% commission! That's **\$5** for every **\$10** card they sell!

Camp Card Timeline

KEY SALE DATES

March 17-24	Camp Card Distribution
March 17-April 1	Food City Dates
March 17-April 7	Blitz Club Dates
April 14	1 st Card return opportunity.
May 12	Sale Ends*



ALL ACCOUNTS MUST BE CLOSED BY **MAY 19, 2023**

COMMISSION DROPS 10% AFTER **MAY 26, 2023**

*This program has minimal risk. Units may return up to 40% of their checked-out cards on May 12th. Through April 14 offers the first return opportunity and any amount of cards can be returned by April 14 without penalty.

The value of selling Camp Cards:

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

Cub Summer Camp - \$100 = 20 cards

Day Camp - \$100 = 20 cards

Summer Camp - \$295 = 59 cards

Camporee - \$25 = 5 cards

New Uniform - \$80 = 16 cards

New Tent - \$150 = 30 cards

Trailer - \$5,000 = 1,000 cards

(20 Scouts each selling 50 cards)



Card Pick-Up

- Come to the office.
 - Anytime during normal business hours Monday-Friday 8:30am-5:00pm
 - If you are able please email Nate and Tracy to let us know when you will be coming so we can “Be Prepared”
 - Nate: Nathan.Cunningham@scouting.org 865-588-6514
 - Tracy: Tracy.Slice@scouting.org 865-566-0642
- Contact Nate or your district executive to set up a time to meet for delivery.
 - Cades Cove: Geoff Cusick 865-324-4608 or Andrew Brittain 423-920-4536
 - Cataloochee: Russ Patterson 865-455-4284 or Aaron Rymer 423-258-3136
 - Eagle Creek: Rex Warner 931-248-3318
 - Mount Cammerer: Anthony Ingram 865-455-5268 or Zane Joyeuse 865-455-6722
 - Mount Le Conte: Patrick Finn 865-455-1757



New for 2023 and Tips for a Great Sale

- Return Policy. You may return cards by April 14, 2023 with no limit. However, whatever your unit has past April 14th 40% may be returned.
- Example: Pack 123 checks out 500 cards and returns 0 by April 14th. The pack can return up to 200 cards.
- Example 2: Pack 123 checks out 500 cards and returns 100 on April 14th. Pack 123 can return up to 160 cards because they have 400 left to sell.
- Sell at your Charter Organization
- Use a square or other type of credit card reader. The fees will easily be made up by additional sales.
- Consider asking parents to use social media to sell cards to friends and colleagues
- Use the tracker that is attached to this email for easy tracking of cards---Or create one that works for you.
- Manage your inventory and have a mid sale check in prior to April 14th.
- Host a kick-off
- Have a REASON to sell....Camp, Trailer, PWD track, special prize, etc.
- Require/strongly encourage participation from ALL Scouts.
- Work in groups and maximize your efforts on show and sells and sales around neighborhoods/areas.
- Identify a business/corporation to try and sell in bulk as employee gifts/recognition items.

Camp Card Incentives for 2023

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

Units:

Go to Camp

Units can earn a \$50 camping/activity certificate that may be redeemed at any district/council sponsored activity!*

To qualify, your unit must sell a minimum of 200 cards AND average 10 cards sold per registered youth.

Weekly Prize Drawing

For every 10 cards sold, a Scout may enter his or her name in the weekly prize drawing through the Council Camp Card Website. A minimum of 10 cards must be sold for the first entry, and a Scout may enter his or her name for each additional 10 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!

Blitz Club Prize

Every Scout that sells 30 Camp Cards between March 17th and April 7th will receive a Lava Lantern or other cool Scouting Prize! **Unit leaders must submit a Camp Card Blitz Club form** by April 14th for their Scouts to claim their prize.**

**Voucher expires December 31, 2023.*



TOP SALESMAN AWARD

1. To qualify for the top sales award, you must sell a minimum of 50 camp cards. **Unit leaders or parents must submit a completed Top Sales Form or submit their entries on www.easttncscouts.org/campcard by May 19, 2023, for Scouts to be eligible.**
2. Top sellers will receive: (Any Scout selling over 50 cards)
 - \$20 gift card to the Scout Shop
 - Top Seller Patch
3. District top seller will receive:
 - \$50 gift card to the Scout Shop or Amazon
4. Council Top seller will receive:
 - \$100 gift card to the Scout Shop or Amazon
 - Top Seller Trophy



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.
- **Start with your families!** Each family/extended family should be encouraged to purchase cards. They can use a card each week and will easily get back their investment....And their Scout will gain confidence and money for Scouting activities/camps
- Scouts should easily be able to sell 5 cards to neighbors....**another \$50!**
- **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 865-566-0642 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!



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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



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 865-454-7155 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.

