



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 8	Camp Card Kickoff @ 6:30pm & Card Distribution
March 17-April 2	Food City Dates & Blitz Club
April 6	1 st Card return opportunity.
May 5	Sale Ends*



ALL ACCOUNTS MUST BE CLOSED BY **MAY 12, 2023**

COMMISSION DROPS 10% AFTER **MAY 19, 2023**

*This program has minimal risk. Units may return up to 40% of their checked-out cards on April 28th. April 1 offers the first return opportunity and any amount of cards can be returned by April 6 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)



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 2nd will receive a cool Scouting prize. **Unit leaders must submit a Camp Card Blitz Club form** by April 10th 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.easttnscouts.org/campcards by May 5, 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



* Blank form at back of guide

** Or similar item



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 want to review with each unit.*** We also realize unsolicited donations occur, which is great for the unit! See below for recording 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.

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

Please 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 Nathan Cunningham at 865-686-2353 or Nathan.cunningham@scouting.org.

Camp Card Fundraising do's

- 1. Do** teach youth members to earn their 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.



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 personal finance management skills. Unit fundraising designed to make Scouting affordable is a fundamental part of Scouts "earning their way." Product sale fundraising is an essential 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 use of the person who sold products based upon the amount sold could violate the private benefit prohibition. While the BSA has not endorsed "Individual Scout Accounts" for the personal 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 reassigned 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. This would include the cost of attending camp or obtaining uniforms. Funds may be used to provide financial assistance for awards to individual Scouts based upon their level of participation generally or in specific activities benefiting the unit, chartered organization or community, attendance, advancement, or need. Unit funds may be used to buy equipment for the unit or any other legitimate need.



Sales Strategy

- 1) **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. Consider at least 16 Camp Cards sold as Cub Scout Day Camp or 52 Camp Cards sold as Scout Summer Camp, minimum.
- 2) **Start with your families!** Each family should be encouraged to purchase 5-10 cards (\$50-\$100). They can use a card each week and receive a 200% return on investment - **AND** their Scout will earn **\$25-\$50 for camp!**
 - a. Scout should easily be able to sell 5 cards to neighbors; that is **another \$50!**
 - b. Mom and dad should easily be able to sell 5 cards each at work; that is **another \$50!**
 - c. **Show and Sell!** Scouts should coordinate sale times in front of high-traffic areas (stores, banks, churches, etc.) Please be aware of the rules below for show and sales:
 - d. Contact Tracy Slice at 865-566-0642 to schedule sale times at **Food City.**
 - e. For other locations, please get in touch with the store manager. (Dicks Sporting Goods policy does not allow product sales or soliciting at stores)
 - f. **Prizes!** Units should consider and are encouraged to develop a fun and unique prize program to appeal to their scouts. Youth like prizes and recognition! (pizza party, toys, camping gear, etc.)
- 3) **Conduct an ENTHUSIASTIC Kickoff!** A dull and dreary sales pitch to the Scouts and families will result in dull and dreary commissions! Dream BIG!
- 4) **Clear expectations!** Be transparent with parents about how the money earned will be used. This is especially important if the money earned can be used for anything other than camp.
- 5) **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 rather than during the last few weeks.
- 6) **Turn money in early!** Great Smoky Mountain Council will provide additional Camp Cards to units turning in money. Any additional Camp Cards requested will not exceed the number of cards the unit has paid for.
- 7) **Control your inventory!** You will also want the flexibility to provide additional cards to Scouts who are selling their Camp Cards quickly. It would be best if you collected unsold cards from Scouts to redistribute them to scouts wishing to sell more.

good luck!





2023 Reservation Form

Camp Cards will be available starting March 8, at your District Kick-off or Council Kick-off.

RESERVE YOUR CARDS ONLINE visit
easttnscouts.org/campcards

Or submit this form to Tracy Slice at:
Tracy.Slice@scouting.org

YES! Our unit wants to participate in the 2023 Camp Card Sale!

Unit Information:

District: _____

Unit Type: Pack Troop Crew/Ship 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: _____ CellPhone: _____

E-Mail Address: _____

Please return to: Great Smoky Mountain Council, BSA, 1333 Old Weisgarber Rd, Knoxville, TN 37909, or scan and email Tracy.Slice@scouting.org. If you have any questions, please contact your District Executive or Nathan Cunningham at (865) 686-2353.