



BOY SCOUTS OF AMERICA®

Georgia-Carolina Council

2021 Adventure Card Sale

Camp Masters Guide

The Adventure Card initiative is designed to help Scouts earn their way to summer resident camp, day camp or high adventure camp. Units participating in the program will earn up to 50% commission (\$2.50) for each \$5.00 card sold. The sale will begin on March 1, 2021 and ends on May 7, 2021.

The program is risk free. Units may simply return any unsold cards by May 14th, 2020.

Visit www.gacacouncil.org/campcards to learn more.

KEY DATES:

March 1	Camp Card Sale Begins
March 12	Camp Scholarship Drawing 1
March 19	Camp Scholarship Drawing 2
March 26	Camp Scholarship Drawing 3
April 2	Camp Scholarship Drawing 4
April 9	Camp Scholarship Drawing 5
April 16	Camp Scholarship Drawing 6
April 23	Camp Scholarship Drawing 7
April 30	Camp Scholarship Drawing 8
May 7	Camp Card Sale Ends
May 14	Payment Due for 50% Commission

What's Inside?

1. Community Partners
2. Key Dates
3. Camp Master
4. Policies and Procedures
5. Camp Opportunities
6. Camp Card Prizes
7. Unit Kick-Off
8. Safety & Courtesy

Community Partners

Local businesses that partner with the Georgia-Carolina Council to make this discount card available are wonderful Friends of the Scouting program. We strive each year to find the best discounts available to offer on our card. We are thrilled to be able to partner with such great companies such as C&C Automotive, Windsor Fine Jewelers, Frame it Now, National Wild Turkey Palmetto Shooting Complex, SportClips, Carter-Koenig Photography, Georgia-Carolina Adventure Center and others!

We continue to add new discounts to the card. If you own a business, or have one to recommend, please contact Mike Shook at the service center.

C&C Automotive	Jay's Ace Hardware
Camino Real	Pelicans
Carolina Fresh Farms	Pineland Bakery
Carter Koenig	Putt Putt Golf and Games
Cold Stone Creamery	Riley's on Main
Deese's	Rusty's Automotive, Inc
DEFY	Sara's Fresh Market
Dick's Sporting Goods	Savannah Rapids
Embers Grill	Shane's Rib Shack
Frame It Now	SportClips
Georgia-Carolina Adventure Center	Steak Out
GreenJackets	Windsor Jewelers
Hildebrandt's	

CAMP MASTER

Camp Master – One who insures their Scouts get to camp.

Each unit should have a Camp Master. The Camp Masters Adventure Card responsibilities are to manage all aspects of the sale, clearly communicate sale information to your leaders and too EXCITE THE UNIT AND SCOUTS. The Camp Master's Ultimate Goal: To get 100% of your Scouts to Day Camp or Summer Camp! The Camp Master should be an expert on all things camp, they must know the different opportunities your Scouts have this coming summer and encourage them to attend.

Camp Master Responsibilities:

CAMP

- Be knowledgeable of all Georgia-Carolina Council camping opportunities. Please see the Georgia-Carolina Council Program Calendar and www.gacacouncil.org/campcards .
- Encourage all of your Scouts to attend Summer Camp.
- Explain to parents the importance of the "Outing in Scouting."
- Set a goal for the percent of Scouts attending camp and achieve it.

CARD

- Communicate the purpose of the Adventure Card sale and timeline to your Scouts and parents.
- Kick-Off the Adventure Card sale with a BANG, providing all members with a sales kit.
- Work with your Unit to arrange selling dates at various locations. "Show and Sell." Make sure all Scouts are selling individually.
- Collect all money and turn in amount due to Council on time.
- Encourage, Coach, and Praise your Scouts.



POLICIES AND PROCEDURES:

COMMISSIONS

Regular commissions from the 2021 Adventure Card program is 50% if your unit is paid in full by May 14, 2021. Commissions drop to 40% for accounts settled between May 15 and May 21, 2020. Commissions will drop to 30% for accounts settled after May 21. Units must return all unsold cards intact, or pay for them.

INITIAL CARD DISTRIBUTION & ADDITIONAL REQUEST

Initial distribution of cards will be according to historical sales data for each unit. Each Unit should fill out the necessary documentation (Adventure Card Commitment Form) to receive cards. Scouts who would like to sell individually should have their parent or unit leader complete the online commitment form. Unit Leader or Committee Chair approval must be secured and will be confirmed. The Adventure Card Commitment form informs the Unit, Unit Leaders and Charter Organizations that a single Scout is selling to help fund their way to camp and not for personal gain. While supplies last, extra cards may be secured through the Scout Office or your District Executive. Supplies are limited. Units that have completed their sale and have left over cards should plan to return unsold cards as soon as possible so other Scouts can have access to these cards. These cards will be re-distributed to units that wish to sell more cards. Partial payment from a unit's first Adventure Card distribution will be required before additional cards can be secured. Additional cards will be distributed based on how many youth per unit, what week of the sale we are in, the current success the unit is having, and future adventure card sales plan for the unit. We need your help to ensure maximum sales for our Scouts and Units. Units may settle their account at the Council Service Center at any time prior to 5 PM on May 14th to receive the full 50% commission. Units that make payment between May 15 and May 21 will receive a 40% commission. Payment after May 21 will earn a 30% commission.

RETURN POLICY

Adventure Cards can be returned to the Council Service Center without penalty anytime before May 14, 2021. Commissions drop each week after May 14. The cards MUST be in new condition (including snap off discounts) upon return. The Camp Card Support Team reserves the right to refuse product that has been damaged or rendered unfit for re-sale. The UNIT is RESPONSIBLE for ANY unreturned cards (lost,

misplaced, damaged etc.) Be sure Scouts and parents treat each card as if it were a \$5.00 bill. All unsold cards not returned to the Council Service Center will be subject to a \$2.50 charge per card to the Unit.

CAMP SCHOLARSHIP & PRIZE POLICY

Camp scholarship prize winners will be notified and their unit account credited for their attendance at camp. Scholarships cannot be sold or transferred to another Scout and have no cash value. Camp Scholarships are only good for camps operated by the Georgia-Carolina Council during the 2021 calendar year. Only one camp scholarship may be earned per Scout.

SALE SUPPORT

We are here to help you and your Scouts be successful. Contact your District Executive or Mike Shook with any questions you may have. Email Michael.shook@scouting.org.

Camp Card Prizes

Cub Scouts that sell 150 cards will earn a scholarship to Day Camp, or Webelos Resident Camp AND the units keep the \$250 commission earned on those cards.

Scouts, BSA and Venturing Scouts that sell 300 cards receive 50% scholarship to attend Knox Scout Reservation Summer Camp.

There will be 8 weekly drawings to allow 8 lucky Scouts attend camp for free. To be eligible a Scout must sell 25 camp cards and report these sales to his Camp Master. The Camp Master will go online to register those Scouts who have sold 25 or more cards - Scouts should be registered once for each 25 cards sold. Scouts will remain in the drawing for all 8 weeks. Camp-Masters should visit www.gacacouncil.org/campcards to find the link to register their qualifying Scouts.

THE UNIT KICK-OFF:

The objectives of your Adventure Card Kick-Off are simple:

- Get Scouts excited about Summer Camp.
- Get parents informed about why their son should attend Summer Camp.
- Show them how selling Adventure Cards can help them achieve their goal.

How can you ensure a successful kick-off?

Make sure the kick-off is properly promoted through e-mail and phone.

- Review the presentation with your Cub Master or Scout Master prior to the meeting. Plan who is to do it.
- Be prepared to talk about Summer Camp opportunities.
- Have snacks, drinks and music.
- Make sure EVERY Scout receives CARDS and a specific goal for how many to sell.
- Keep it short.

Camp Card Kick-Off Agenda

1. Grand opening with music, cheers and excitement.
2. Review summer camp plans.
3. Review sales goal and % of Scouts to Camp Goal & Explain Key Dates.
4. Scout Training: Role play sales DO's and DON'TS.
5. Prizes: Review opportunity for Scholarships and weekly drawings.
6. Check out cards to EVERY SCOUT.
7. BIG FINISH: Issue a challenge to your Scouts and send everyone home motivated to sell.

How to Sell Camp Cards

Your job as Camp Master is to teach your Scouts how to sell. To get there, your team needs to employ all three sales methods. Create a plan and train your Scouts in all three methods; this will give you the best results.

- 1. DOOR TO DOOR:** Take your cards for a trip around the neighborhood. Highlight the great coupons. Parents and Leaders: PLEASE DO NOT ALLOW SCOUTS TO GO ALONE!
- 2. SHOW & SELL:** Set up a sales booth and sell Adventure Cards on the spot. This can be an effective approach in the right location at the right time, but don't hang your hat on this approach alone. Focus on multiple locations at the same time. Be sure not to over schedule Scouts. Some of the vendors on the card have agreed to let your Scouts sell at their locations.
- 3. SELL AT WORK:** A great way for Mom and Dad to help their Scout! Have Mom and Dad take cards to work.
- 4. On-Line Sales:** On-line sales can be made by referring the customer to <https://forms.tentaroo.com/view.php?id=5566200>. This link can be emailed, texted, or sent via social media and they can purchase cards for themselves or have them sent to someone else. On-line sales are \$6 per card to cover shipping and handling from the council office to the recipient. All commissions are based off of the \$5 sale price of the card. The council office will ship these cards directly to the customer via USPS. Tell the customer which unit and the name of the Scout to credit.

Safety and Courtesy:

Be sure to review these safety and courtesy tips with your Scouts and parents:

- Sell with another Scout or an adult.
- Never enter anyone's home.
- Never sell after dark, unless with an adult.
- Don't carry large amounts of cash.
- Always walk on the sidewalk and driveway.
- Be careful of dogs while selling.
- Say THANK YOU whether the prospect buys a Camp Card or not.

TIPS:

- ALL selling methods are the best. Use all methods to maximize your unit's sale.
- Show & Sell Locations: Try to secure high traffic locations at the right times!
- LOCATION, LOCATION, LOCATION: Try to set-up sale dates at Camp Card vendor locations inside your District's boundaries. Please schedule sale dates with managers or owners of these locations.