



2023 Adventure Card Sale

Camp Masters Guide

The Adventure Card initiative is designed to help Scouts earn their way to summer resident camp at Camp Knox (Scouts BSA), Webelos Day Camp, or Cub Scout Day Camp. Units participating in the program will earn up to \$4.25 for each \$10.00 card sold.

Sales begin on March 1, 2023 and end on May 5, 2023.

Visit <http://www.gacacouncil.org/campcard> to learn more.

KEY DATES

March 1	Camp Card Sales Begin
March 10	Camp Scholarship Drawing 1
March 17	Camp Scholarship Drawing 2
March 24	Camp Scholarship Drawing 3
March 31	Camp Scholarship Drawing 4
April 7	Camp Scholarship Drawing 5
April 14	Camp Scholarship Drawing 6
April 21	Camp Scholarship Drawing 7
April 28	Camp Scholarship Drawing 8
May 5	Camp Scholarship Drawing 9
May 5	Camp Card Sales End
May 12	Payment Due for lowest card price

What's Inside?

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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, Carter-Koenig Photography, Georgia-Carolina Adventure Center and others!

Cold Stone Creamery	Carter Koenig
C&C Automotive	Windsor Fine Jewelers
Sonic	Shane's Rib Shack
Sarge's Soda Shop	Shoppe 3130/Sweet Fig Market
Morris Creations & Dancewear	Vampire Penguin
Orange Otter Toy Store	North Augusta Dental Care
Sheila's Baking Company	Steak Out
Augusta GreenJackets	Sarge's Soda Shop

If you own a business, or have one to recommend for next year, please contact Carolyn Osborne at the Nature and Adventure Center carolyn.osborne@scouting.org.

CAMP MASTER

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

Each unit should have a Camp Master. The Camp Masters responsibilities are to manage all aspects of the sale, clearly communicate sale information to your leaders and to 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 summer camp opportunities. (I.e. Webelos resident camp and cub day camp)
- 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:

CARD COSTS

For every \$10.00 card sold, the unit will earn \$4.75 and pay the council \$5.25 (if your unit is paid in full by 5:00 PM on May 12, 2023). Cost of cards increases to \$5.50 per card for those accounts settled between May 13th and May 20, 2023. Accounts not settled by May 20, 2023 will pay \$6.00 per card.

For cards NOT sold: the unit cost is NOT \$5.25, the unit will pay the Council \$0.25 for every card they took, but did not sell. FOR EXAMPLE: Unit requests 500 cards. They sell 250. The unit earns \$1,187.50 for their unit, they pay the Council \$1,312.50 for the cards sold, and an additional \$62.50 for the unsold cards.

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 to receive cards (Adventure Card Commitment Form located at <http://www.gacacouncil.org/campcard>). While supplies last, extra cards may be secured through the Nature and Adventure Center or your District Executive. Supplies are limited.

We need your help to ensure maximum sales for our Scouts and Units. Units may settle their account at the Nature and Adventure Center at any time prior to 5:00pm on May 12 to receive the lowest price of \$5.25. Units that settle their account between May 13 - May 21 will owe \$5.50 per card. Accounts settled after May 21 will owe \$6.00 per card.

RETURN POLICY

Returns will only be accepted for Units that sell 500 cards or more. Units that sell less than 500 cards will pay 100% of the manufacture cost of cards ordered (\$0.25 /card). If a unit sells 500 cards or more, excess cards may be returned at no fee any time before May 12, 2023. The cards MUST be in new condition (including snap off discounts) upon return. The Adventure Card Support Team reserves the right to refuse product that has been damaged or rendered unfit for re-sale. Please return any excess cards to the Nature and Adventure Center if sales slow or stop after the 500 so they can be available to any other units that may need more.

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 \$10.00 bill.

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 scout 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.

Adventure 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 Dos 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 Adventure Cards

Tips For Success

- Sell your first camp card to your parent/guardian(s). Have Parents SELL Camp Cards to their colleagues at work. Call Grandma and Grandpa! They would love to support your sale. Participate in a store-front sell (Waffle House, grocery store, gas stations, restaurants, etc.) *
- Take cards to school and ask your teachers.
- Ask Parents to post on social media a picture of you in uniform requesting friends to buy cards.
- Go with parents to houses in your neighborhood (Do NOT go alone).
- Visit the police station/fire department.
- Ask Pack or Troop alumni for their support.
- Ask those that you support to support you! (Girl Scouts, booster clubs, clubs).
- Invest 1-hour visiting neighbors asking them to support your Scouting program
- Visit local businesses to sell in their offices.

- Ask your Chartered Org/Church if you can sell after meetings

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.

Scouts must be in uniform when selling Adventure Cards.

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.

Safety and Courtesy

Be sure to review these safety and courtesy tips with your Scouts and parents:
Scouts must be in uniform when selling adventure cards

- 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 an Adventure Card or not.

TIPS:

- 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 Adventure Card vendor locations inside your sub-district's boundaries. *

*Please schedule sale dates with managers or owners of these locations.

SALES SUPPORT

We are here to help you and your Scouts be successful. Contact your District Executive or Carolyn Osborne with any questions you may have. Email

carolyn.osborne@scouting.org.