Camp Cards
Fund Your Adventure!

Leader’s Guide
Heart of Virginia Council
Boy Scouts of America

hovc.org/campcards
What is a Camp Card?

The Camp Card is a way to help Scouts and units fund their adventures to Summer and Fall Camping programs.

This is a risk-free fundraising project where all Scouts can earn their way to Camp and other activities or simply support unit programs or supply needs. There is no upfront cost to sell Camp Cards and units can return any unused cards by the end of the sale.

A Camp Card costs $5.00 to the general public and has multiple food, service and entertainment discounts for the customer to use throughout the year. This year’s card also has the Boy Scouts of America Digital Savers Guide which has 100’s of local 2-for-1 and 50% off coupons (plus over 360,000 coupons nationwide, and new coupons added weekly).

Participating Scout units keep 50% commission of the sales for each Camp Card sold ($2.50 per card).

Commissions from sales are encouraged to be applied toward directly sending youth to Summer Camp programs, but they may be used as the unit committee sees fit.

Be sure your families understand they are selling character. They are selling a better community, and they are selling the benefits of Scout Summer Camp and not just selling discount cards. Emphasize that each card sold helps a Scout go to camp (or other unit need). The reason your sale will be successful is that people want to support Scouting.
The 2020 Camp Card

One-time use coupons on the Council Camp Card:

- **Dick’s Sporting Goods** – $10 OFF your purchase of $50 or more. See Camp Card for details and exclusions.
- **Q Barbeque** – $19 Family Meal Deal (regularly priced at $29). 1 Pint of Pork BBQ or Chicken BBQ, 2 Pints of Sides, 4 Sandwich Buns and BBQ Sauce. Valid at Glen Allen and Midlothian (Hull Street) locations. Take-out only. No substitutions.

Multiple-use coupons on the Council Camp Card:

- **Hardee’s** – $1 off any Thickburger Combo Meal (valid at all Virginia locations).
- **Midas** – $20 off any service. Valid at Willow Lawn, Short Pump, Midlothian and Colonial Heights locations only.
- **NN Burger** – $10% off an Entire Meal (Dine-In Only).
- **Sports Clips** – FREE MVP Upgrade (a $5.00 value).*
- **Sweet Frog** – 15% off yogurt purchase. At participating locations only.**

See Camp Card Coupon and [www.hovc.org/campcards](http://www.hovc.org/campcards) for details, restrictions and more information.
The BSA Digital Savings Guide

In addition to the one-time and multiple-use coupons on the Camp Card, the **2020 Camp Card includes the BSA Digital Savers Guide!**

Each card has an online code that the card purchaser can use to access hundreds of local offers online! The user will simply set-up their account at [www.boyscoutscampcard.com](http://www.boyscoutscampcard.com), enter the code on the Camp Card they purchased and start saving! The customer’s Digital Savers Guide account is activated through the end of the year.

**Great Savings Await in the BSA Digital Savings Guide:**
- Get 100’s of local 2-for-1 and 50% off coupons plus, over 360,000 coupons nationwide.
- Coupons are available on your phone and online.
- Big savings on travel and at online stores.
- New coupons are added weekly.

Redeem offers online from your desktop computer, print your coupons or present your offer from your iPhone or iPad through hundreds of merchants! Below are **just a few of the merchants** with offers (subject to change at any time):
# The Value of the Camp Card

How many Camp Cards need to be sold to earn your way? *

<table>
<thead>
<tr>
<th>Camp</th>
<th>Cost</th>
<th>Cards to Sell*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter Camp</td>
<td>$61</td>
<td>25 Cards</td>
</tr>
<tr>
<td>Cub Day Camp</td>
<td>$85</td>
<td>34 Cards</td>
</tr>
<tr>
<td>Cub Adventure Camp</td>
<td>$150</td>
<td>60 Cards</td>
</tr>
<tr>
<td>T. Brady Saunders</td>
<td>$325</td>
<td>130 Cards</td>
</tr>
<tr>
<td>National Jamboree</td>
<td>Est $1,400</td>
<td>560 Cards</td>
</tr>
<tr>
<td>Florida Sea Base</td>
<td>Est $1,500</td>
<td>600 Cards</td>
</tr>
<tr>
<td>Council Philmont Contingent</td>
<td>Est $2,590</td>
<td>1,036 Cards</td>
</tr>
</tbody>
</table>

*Numbers based on known cost of camps at time of print and are subject to change. Participating Scout Units keep 50% commission of sales for each $5 Camp Card with which Scouts can pay their way to camp and other activities; or Units can support unit programs or supply needs with funds raised.

hove.org/campcards
Youth Sales Incentives

**Top Seller Campership Grand Prize:**

Top individual Seller will earn a FREE session of Camp at any 2020 or 2021 Heart of Virginia Council Camp (T. Brady Saunders, Cub Adventure Camp, or Cub Day Camp - Value of up to $325*). The Grand Prize winner will be announced on July 31st.

The free session of camp may be used in the 2020 or 2021 season. **

* Not redeemable for cash.

** If the winner has paid for a Heart of Virginia camp mentioned above for the 2020 season prior to announcement, a refund may be requested. Please call Program Support Executive Heather Dunton at 804-355-4306 or email heather.dunton@scouting.org if you have questions.

**#2 Top Seller Prize:**

The #2 Top Seller in the Council will earn a $100 gift card.

**#3 Top Seller Prize:**

The #3 Top Seller in the Council will earn a $50 gift card.

**IMPORTANT:** All units must settle their account AND pay their balance in full to the Heart of Virginia Council by July 20th to be eligible for the above Prizes. Winners of gift cards can choose a gift card from Amazon, Walmart, Target or the Heart of Virginia Council Scout Shop.

***Dates could be subject to change based on current pandemic.***
Serve as the Unit Camp Card Chair, responsible for all aspects of the camp card sale. Clearly communicate the sale information to your leaders, parents and Scouts.

- Responsible to Unit Committee.
- Ensure your unit has submitted a unit commitment form online.
- Be knowledgeable in all Heart of Virginia Council camping opportunities.
- Set a challenging sales goal for your unit and youth that pays for the unit’s camp and program needs.
- Understand and communicate the impact your unit’s participation in summer activities has on retention and advancement for your youth.
- Understand the sale deadlines, youth incentives, and how to fill out paperwork/tracking forms.
- Set up your Unit’s “Sale Calendar & Schedule.”
- Enthusiastically promote the sale to both Scouts and parents.
- Plan and conduct your unit’s Camp Card Kickoff.
- Reconcile unit account. This includes:
  Collect all money for sold cards and any unsold cards that are not returned or accounted for.

**Ensure payment & unsold cards are turned in on-time to the Council.** Unit will forfeit $1 commission per card if unit fails to reconcile account by the deadline.

- Remember, units keep their commission on the front end; 100% of unsold cards must be collected and turned-in with payment; units are responsible for payment of sold cards and any unsold/lost cards not returned.
Camp Card Important Dates

Follow these dates to ensure a successful campaign:

July 20th

Deadline for Camp Card Returns to Council & Final Payments Due.
Camp Card Sale ends on July 20th. All Scouts should turn in Camp Cards to their Unit Camp Card Chair so that Unit can settle-up with Council by July 20th.

Units who settle their accounts after July 20th, 2020 will receive 30% commission ($1.50 on each Camp Card sold) instead of the 50% commission ($2.50 on each Camp Card sold).

July 31st

Council Top Sellers will be announced.

*** DATES COULD BE SUBJECT TO CHANGE BASED ON CURRENT PANDEMIC. ***
YOUTH CAMP CARD RECEIPT

(Scout Parent to turn in to Unit Camp Card Chair)

(Circle One) PACK  TROOP  CREW  SHIP  POST

UNIT#_____________________ DATE___________________

PARENT’S NAME________________________________________

PHONE NUMBER________________________________________

EMAIL ADDRESS________________________________________

ADDRESS______________________________________________

CITY___________________________ STATE________ ZIP____________

To be completed upon card turn-in:

<table>
<thead>
<tr>
<th>Total number of Camp Cards Issued this receipt:</th>
</tr>
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<tbody>
<tr>
<td></td>
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</tbody>
</table>

| Checks………………… | $ __________________ |
| Cash………………… | $ __________________ |
| Total………………… | $ __________________ |

<table>
<thead>
<tr>
<th>Cards Sold</th>
<th>Cards Returned</th>
<th>Total Cards this receipt</th>
</tr>
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<tr>
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</table>

I recognize that each Camp Card has a cash value of $5. There is no risk to our unit if all un-sold cards and/or money are returned to the Heart of Virginia Council by the end of the sale deadline. By signing below, I recognize that our unit will be charged $2.50 for every card sold, not returned or lost.

Our Unit will close out our account (money/unsold cards turned in) by ____________.

I agree to these terms: __________________________________________

Parent Signature__________________________________________

Date: __________________

Name of Youth: ____________________________________________
Unit Kickoff Success

• Make sure the kick-off is properly promoted through e-mail, social media and telephone. (Review the presentation with your Cubmaster or Scoutmaster prior to the Kickoff.)

• Be prepared to talk about Summer and Fall Camping opportunities.

• In the case of an in-person kick-off, have snacks, drinks, and music. MAKE IT FUN!

• Make sure EVERY Scout fills out a Youth Camp Card Receipt and receives at least 10 CARDS to sell.

• Keep it short.

Camp Card Kick-Off Agenda

• Grand opening with music, cheers and excitement!

• Check out 10 cards to every Scout who wishes to participate.

• Review Summer & Fall Camping opportunities.

• Review sales goal and % of Scouts to camp goal and explain key dates.

• Scout Training: Role play Do’s and Don’ts.

• Prizes: Review Council prizes with Scouts. Discuss any incentives the unit is using to motivate sales.

• Big Finish: Issue challenge to your Scouts and send everyone home motivated!

Follow up after the kick-off with important reminders like dates, family sales goals, and prizes Scouts can win. Be sure to share any success stories you hear so everyone can be reminded of just how easy it is to sell the Camp Card!
Tips for a Great Sale

How to Sell Camp Cards
(even during a pandemic!)

Create a plan and train your Scouts in all FOUR selling methods. Using all four will give you the best results but be sure to follow the Governor of Virginia’s temporary stay at home order due to the novel coronavirus (COVID-19). Visit www.Governor.virginia.gov for up-to-date information and frequently asked questions about the executive order. Sale dates and deadlines are subject to change. Email heather.dunton@scouting.org with questions or concerns.

**Sell Electronically:** Share the Camp Card on social media and with friends & family over the telephone! Take orders for Camp Cards now and deliver later. Use electronic payment options like Square, PayPal, Venmo or Apple Pay. Share the BSA Digital Savers Guide info with your paid customers. Mark the customer’s name on the card (so you can deliver later) and give them the website address (www.boyscoutscampcard.com) and their access code off of their purchased card. Be sure to mark cards SOLD with the customer’s name on it if you give the customer their access code. You could MAIL a card to your customer (just charge $5.55 to cover the cost of the card and postage).

**Door to Door:** Take your Cards for a trip around the neighborhood! Sell to family, friends and neighbors by highlighting the great deals. Ask “How many Camp Cards would you like?” Don’t assume the customer wants just one card!

**Show and Sell:** Set up a sales booth and sell Camp 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. Let your friends on Facebook know when and where your unit will be selling. Tell them your Scouts need their support! Again, highlight the great deals!

**Sell at Work:** A great way for mom and dad to help their Scout.
Safety and Courtesy

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

• Follow Youth Protection guidelines and never sell alone.
• Never enter anyone’s home.
• Never sell after dark, unless with an adult.
• Don’t carry large amounts of cash.
• Always walk on sidewalks and/or driveways.
• Be careful of dogs while selling door-to-door.
• Say thank you whether a Camp Card is purchased or not.
We are here to help you!

Council Support Contacts
Heather Dunton, Program Support Executive - Mobile: 757-870-3977; Heather.Dunton@scouting.org
Delane Markley, Accounting Assistant - Office: 804-204-2615; Delane.Markley@scouting.org

District Contacts (DE - District Executive; DCC - District Camp Card Chairman)

Arrohattoc District
DE - Ben Bahrenfuss - Mobile: 804-938-2616; Benjamin.Bahrenfuss@scouting.org

Battlefield District
DCC - ShaQuantia Smith: ssmithpopcorn@gmail.com
DE - Issac Otero: 804-357-8597; Issac.Otero@scouting.org

Capitol District
DE - George Smith: 804-239-5065; George.Smith@scouting.org

Cardinal District
DE - Leanne Vasold: 804-944-4541; Leanne.Vasold@scouting.org

Crater District
DCC - April Robertson: busymommaapril@gmail.com
DE - Christa Waterwiese: 804-402-3872; Christa.Waterwiese@scouting.org

Huguenot District
DE - Geoffrey Angle: 434-390-0466; Geoffrey.Angle@scouting.org

Rivers District
DCC - Stacey Garnett: staceygarnett@verizon.net
DE - Jim Ewan: 804-204-2635; Jim.Ewan@scouting.org