

A person wearing a yellow helmet and a blue harness is climbing a wooden rock wall. The wall is made of horizontal wooden planks and has various colored climbing holds. The background shows a blue sky with some clouds and green trees.

# 2025 CAMP CARD GUIDEBOOK

## A UNIT LEADER'S GUIDE TO A SUCCESSFUL SEASON

### What's inside:

- Camp Card Sales Information
- Unit Registration Link
- Key Dates
- Value of Camp Card Sales
- Sales Goal Form
- Best Practices
- Prizes & Reporting Options
- Show And Sell Form

# What Are Camp Cards?

The Last Frontier Council Camp Cards are a way for Scouts to find their adventures to Summer Camp and beyond! Our Camp Cards cost only \$10 and provides exclusive offers that customers can use throughout the year. Participating Scouts Have the opportunity to earn \$5.00 for every card they sell.

Yes, that is 50% commission! Funds raised by the scout through this sale can be used to pay their way to camps, get new uniforms or even work together to buy new gear for the whole Pack or Troop.

If you needed more reasons to sell, this is a completely RISK FREE fundraiser with zero upfront cost. At the end of the season, simply return the unsold cards. It is as simple as that.



## 2025 Camp Card Timeline

March 17 <sup>th</sup>	Sale Begins
April 4 <sup>th</sup>	Prize Drawing
April 17 <sup>th</sup>	Prize Drawing
May 2 <sup>nd</sup>	Prize Drawing
May 19 <sup>th</sup>	Sale Ends
May 23 <sup>rd</sup>	Turn in Cards and Money
May 23 <sup>rd</sup>	Top Seller announced
May 30 <sup>th</sup>	Last Day to Receive 50% Commission

## *How It Works*

So many Options! This year we are providing 12 different variations that are tailor made for specific geographic regions within our council.

This allows us to maximize our impact in as many communities as possible.

## **We are selling more than just discount cards.**

Ensure your families understand that they are selling character, they are selling a better community, and they are selling the benefits of Scouting Summer Camp — not just selling discount cards. Emphasize that each card sold helps a Scout go to camp. The reason our sale will be successful is that **people want to support Scouting.**

*We're selling an opportunity for youth to have one of the most life changing times of their life!*

## *Card Variations And Their Regions Include:*

### **METRO**

- Serving the Greater OKC Metro Area

### **BLACK BEAVER CENTRAL**

- Serving Lawton and Surrounding Area

### **BLACK BEAVER EAST**

- Serving Duncan and Surrounding Area

### **BLACK KETTLE**

- Serving Woodward and Surrounding Area

### **CHISHOLM TRAIL**

- Serving Enid and Surrounding Area

### **EAGLE**

- Serving Edmond and Logan County

### **LFC EAST**

- Serving Mid-Del, Shawnee, and Surrounding Area

### **PAWNEE BILL**

- Serving Stillwater and Surrounding Area

### **SOONER**

- Serving Norman, Moore, and Surrounding Area

### **WESTERN PLAINS**

- Serving Weatherford, Elk City, and Surrounding Area

### **WILL ROGERS**

- Serving Canadian County

### **101**

- Serving Ponca City and Surrounding Area

# The Value of Camp Card Sales

<b>What you could Fund</b>	<b>Cost</b>	<b># of Cards to sell</b>
New Uniform	\$100	20 Cards
Cub Resident Camp	\$125	25 Cards
New Tent	\$150	30 Cards
Annual Registration	\$179	36 Cards
Scouts BSA Summer Camp	\$310	62 Cards
Philmont	\$1,400	280 Cards
Troop Trailer	\$5,000	1000 Cards

## How To Make The Most Of Your Sale

### Step 1

Help Each Scout in your unit set a personal goal. Add them all up to a Unit goal. Use a GOAL Chart and display at your unit meeting and discuss it weekly.

### Step 2

Estimate the number of cards your Unit will need to sell to meet your individuals and Unit Goals. A typical starting point is to begin with 205 cards for each youth selling. You may pick up more cards throughout the sale while supplies last. Order your cards now with local staff member.

### Step 3

Pick up your cards at your District Camp Card Kickoff or coordinate with your local staff member.

### Step 4

Distribute the cards to the Scouts and encourage them to sell. Have parents take them to work, schedule a time in front of a local store as a Unit, have them ask all their friends and neighbors. Every card has a great value and helps Scouts fund their Adventures.

# *Unit Camp Card Sales Goal Sheet*

**Unit Type and Number:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Unit Leader/Cards Chair:** \_\_\_\_\_

Our goal is to sell \_\_\_\_\_ Camp Cards in 2025!

Just a few things our scout families want to fund through our sales:

*(Check all that apply)*

- New Uniforms
- Cub Scout Day Camp Registration
- Cub Resident Camp Registration
- Scouts BSA Summer Camp
- Annual Dues
- A troop Trailer
- New Gear
- \_\_\_\_\_

## *Policies and Procedures*

Each year, the Last Frontier Council produces enough cards for each unit to take what they need for the sales. Unfortunately, a large portion are returned unsold at the end of the season and later destroyed.

To ensure every scout has an opportunity to sell as many cards as possible, we ask all Unit Leaders and/or Unit Camp Card Chairs closely manage their inventory and return unneeded cards.

Our Council Camp Card team will have regular check-ins with districts and units about progress of the sale and how we can help. Feel free to let us know at that time about any excess cards. But only if everyone in your unit has met their goal and declared they have finished their sale.

### **Special Note About Returning Cards**

COMPLETE Camp Cards can be returned without penalty. Even if a card's break off tabs snap off accidentally, if all pieces of the card are returned, the unit will not be charged. We ask that caution be used in handling the cards to limit damage.

The unit is responsible for any unreturned cards (lost, misplaced, or missing tabs). The unit will be charged the appropriate council fee for each unreturned or incomplete card. Scouts and parents should treat each card as if it were a \$20 bill.

## *Camp Card Best Practices*

- **Set a Unit Sales Goal!** Utilize the Camp Card Goal Sheet
- **Units are encouraged to develop their own Unit Prize Program.** Youth like prizes and recognition! Packs could have a popsicle party for the den with the highest sales! Troops could have adults cook and clean dishes for a select meal at a campout for the patrol with the highest sales!
- **Conduct an ENTHUSIASTIC Kickoff!** A boring and dreary sales pitch to the scouts and families will result in boring and dreary commissions! Dream BIG! Small dreams have no magic! Encourage scouts and challenge them to meet your unit sales goal.
- **Be VERY clear with parents as to what the money earned will be used for** especially important if it is to be used for anything other than camp!
- **Distribute camp cards as soon as possible to each scout in your unit.** Start off each scout with a reasonable number of cards to be sold. Additional cards can be distributed to scouts that sell cards quickly.
- **Track your sales closely.** A master record template will be provided by the Council Camp Card Chair and Staff Advisor for units to closely monitor sales throughout the unit. This record can be used to control the number of cards checked out as well as help enter successful scouts in the prize drawings. Status of sales will be requested periodically.
- **Create a sense of urgency!** People react to deadlines. Create checkpoint deadlines to encourage sales. It is highly encouraged to set your checkpoints a few days or a week ahead of the council prize drawing dates so that you have time to submit names for the prize drawings.
- **Turn money in early!** Did your unit run out of cards to sell? Submit the money from your first batch of cards and additional cards can be provided.

## *Camp Card Best Practices Continued*

- **Procedures for Show and Sells**

- Pre-arrange all locations for sales prior to sales date. **Complete Show and Sell Site Agreement Form with manager prior to arrival.** (Form can be found at the end of the guide.) Do not just show up!
- Arrange a minimum of 2 youth and 2 adults at ALL times. The only exception is if the scout(s) are direct relatives of the adult accompanying them.
- Stick to the set hours you requested or are assigned.
- Check in and check out with Manager.... Thank them!
- Clean-up to ensure you don't leave a mess.

- **Procedures for Door-to-Door Sales**

- Always accompany any youth during door-to-door sales. **Do not let youth sell door-to-door unsupervised!**
- Arrange a minimum of 2 youth and 2 adults at ALL times (unless youth is selling with own parent).
- Do not enter the house of any customer, under any circumstances.
- Be polite and always thank the customer whether they buy or not.

## *Suggested Sales Script*

**GREETING:** *Hello, My Name is* \_\_\_\_\_

*I am with Pack* \_\_\_\_\_

**WHAT ARE YOU SELLING?** *I am selling Camp Cards.*

**WHY?** *We are raising money to pay for our gear and trip to Summer Camp.*

**ASK THEM TO BUY:** *Would you like to help me earn my way to camp by buying a card?*

**THANK THEM:** *Be polite and always thank the customer whether they buy or not.*

# Prizes & Reporting

Scouts selling Camp Cards will have the opportunity to win great prizes!

## **RANDOM PRIZE DRAWING**

- For every 10 cards a scout sells, their name is entered in a random drawing for a chance to win a prize.
- Unit Camp Card Chair should submit scout names by day before the drawing.
- Drawings will be held on:
  - April 4<sup>th</sup>
  - April 17<sup>th</sup>
  - May 2<sup>nd</sup>
- Unit Camp Card Chairs can submit scout names to the Gaylord Scout Center or directly to Staff Advisor, James Tillison
- Sales reset after each drawing. Scouts must sell 10 cards in each sales period to eligible for the drawing.

## **TOP SELLERS EARN EXTRA REWARDS**

- The Top Seller in the council will receive a \$100 Amazon Gift Card!
- Top Seller will be determined on July 19<sup>th</sup>.

# Camp Card GroupMe

To help all units and scouts sell cards we have created a Camp Cards GroupMe! This will help unit leaders share ideas and best practices, answer questions, communicate information, and submit names of scouts eligible for prizes.

**GroupMe Invite:** Registered Unit Camp Card Chairs will be invited to the GroupMe after their unit has successfully registered for the 2025 sale season.

## **How to participate?**

1. Join our GroupMe
2. Let us know if you have any questions, need any help, etc.
3. While your unit is out selling Camp Cards, take a few pictures.

Unit: \_\_\_\_\_

Location: \_\_\_\_\_

Date & Time of Sale:

\_\_\_\_\_

# CAMP CARDS SHOW AND SELL

## SITE AGREEMENT FORM



**Manager Signature:**

\_\_\_\_\_

**Date:**

\_\_\_\_\_



BOY SCOUTS  
OF AMERICA  
LAST FRONTIER COUNCIL

District Camp  
Card Chair: \_\_\_\_\_

District Executive: \_\_\_\_\_