

# 2017 Camp Card \$ale Timeline:

November - December  
December

Camp Cards Designed & Units Commit to Sell  
Camp Card Promotions at District Roundtable Meetings  
Submit Unit Commitment form or register online:

<https://goo.gl/forms/szUBRquBYuv42zi1>

**January 28<sup>th</sup>**

**Camp Card Kickoff @ University of Scouting**

Weekly

Card Distribution Begins

April 1<sup>st</sup>

Collect funds from Scouts & deposit into unit bank accounts

April 14<sup>th</sup>

*Units begin collecting final sales money and any unsold Cards*

**April 15-28<sup>th</sup>**

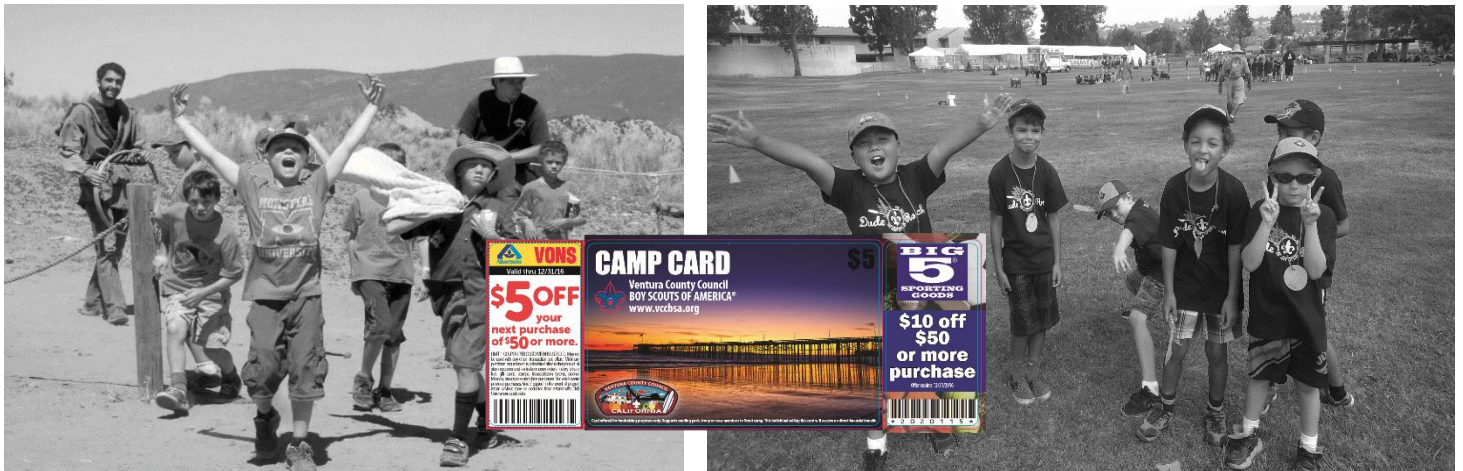
Camp Card Sale Officially Ends

**Turn in unsold cards, money, list of scouts sold\***

(\*Note: Unit keeps 50% the commission and need only to submit any unsold cards & a check due to VCCBSA for the other 50%)

June 9<sup>th</sup>

Prize Incentives distributed



## How to have a Successful Card \$ale:

1. Complete the unit participation form & request your cards in advance!
2. Determine the number of **active youth** in your program and set **individual youth sales goals** (*Cards will be distributed in kits of 25 cards and a minimum of one kit per scout is suggested*).
3. Set an overall **unit sales goal** (*Individual youth goal x number of active youth = Unit Goal*).
4. **Clearly Communicate needs with each youth and parent** (Hold a Unit Kick-off).
  - a. **Explain** how the sale of Camp Cards teaches youth the value of earning their own way in life and how it reinforces Scout values
  - b. **Explain** exactly how your unit plans to allocate the revenue generated from the sales (*i.e. Activity/Camp fees, Uniforms, Pinewood Derby Track, etc.*)
5. **Clearly Communicate the Camp Card sales deadlines with all youth and parents.**
  - a. Have a **Sales Kickoff** and **Summer Camp Promotion** night
  - b. **Promote** any council incentives & maybe offer a **low-cost** unit-level prize contest
  - c. **Frequently** collect funds, **deposit** the funds, and inform **Scouts and Parents of the successes** along the way.
  - d. Have a **FINAL** Turn-In date for funds and any unsold Camp Cards in early April