

2025 CAMP

LEADER'S GUIDE

CARDS

[SUPPORT.GRANDCANYONBSA.ORG/MAIN/CAMPCARDS](https://support.grandcanyonbsa.org/main/campcards)



IMPORTANT DATES & CONTACTS

December 5: Virtual Camp Card Kickoff at Roundtable

January 2: Early commitment deadline for free banner incentive

January 28: Council-organized storefronts available for reservation

February 8: Camp Cards available for pickup at Council Recognition & Fellowship event

February 10-14: Camp Cards available for pickup from Field Executives

March 6: Pre-Roundtable Check-in Session

April 3: Pre-Roundtable Check-in Session

April 25: Card Return Deadline. **(Units charged for remaining cards after this date.)**

[SUPPORT.GRANDCANYONBSA.ORG/MAIN/CAMPCARDS](https://support.grandcanyonbsa.org/main/campcards)

Commit to the 2025 sale and reserve camp cards:

<https://forms.office.com/r/YxRiztYjH0>

(602) 955-7747

Staff Leader: Field Director	Jordan McCandless	Ext. 236
Central Phoenix, South Phoenix, Glendale, Sunnyslope	Ty Simonian	Ext. 252
Tempe, Chandler, Ahwatukee, Maricopa, Yuma	Mary Kate Markassery	Ext. 254
Mesa, Gilbert, Apache Junction, Queen Creek, Globe	Exavier King	Ext. 210
Paradise Valley, Scottsdale, Cave Creek, Anthem, Fountain Hills	Chris Bosn	Ext. 257
Flagstaff, Prescott, Verde Valley, Payson, Heber	Mike McInerney	Ext. 251
Peoria, Deer Valley	Billma Peter	Ext. 250
Avondale, Buckeye, Surprise, Tolleson, Wickenburg	Robert Villegas	Ext. 102

Scouts earn 50% commission on every card they sell, the most in any council fundraiser. We've made different card versions to include local businesses and remove ones that don't fit all council regions.

Unit leaders can snag a GCC polo shirt by selling at least 200 cards and increasing their unit's sales over the previous year, available for pickup at the Scout Shop or during Camp Card check-in. Note, this offer applies to new units who sell 200 or more Camp Cards. The **Camp Card Kickoff will take place over a webinar on December 5 at 7:00 PM** so that all units (regardless of geographic location) may participate, ask questions, and rewatch the presentation as needed.

FUNDRAISING GUIDELINES

Visit support.grandcanyonbsa.org/main/unit-fundraiser for the full list of fundraising guidelines.

Camp Cards and Popcorn sales are the only Council approved fundraisers; they alone do not require submission of the Unit Money Earning Application.

Direct solicitation of cash donations from community businesses, individuals, service organizations, etc., are not allowed. Units must raise their needed funds through approved product sales and fundraising events, payments from member dues, and family support.

Any donations that are collected during the Camp Card Sale must be reported and split with the council 50/50 (even if a Camp Card is not sold to the individual).

Revenue from sales can be returned to the Grand Canyon Council offices at any time throughout the campaign. For each card sold, units keep \$5.00 and are responsible for returning the remaining \$5.00 in revenue to council.

RETURN POLICY

If units have cards remaining at the end of the fundraiser, they may return any unsold, undamaged cards at any time throughout the campaign. The cards MUST be in new condition (with snap off discount tabs intact). We cannot accept returns of any cards that have been damaged. Be sure Scouts and parents treat each card as if it were a \$10 bill! **All balances and remaining cards are due to Council offices by April 25.**

Any cards, including those lost, misplaced, or damaged, not returned to council by April 25 will be considered sold, and will be charged to the unit account. It is the unit Camp Card Chair's responsibility to ensure that they return their unit's cards and monies by the end of the sales period.

CAMP CARD SALE SUCCESS PLAN: FROM MEETING TO CLOSE OUT

Hold a meeting to explain how the sale benefits the unit

Explain sale benefits, use a calendar and budget to show savings, and create a sales chart for recognition.

Set individual sales goals based on commission options

Set Scout goals using **the 2025 Commission Plan** and calculate the card needed. Twenty cards will earn \$100 in commission. For your past sales history, email jordan.mccandless@scoutingaz.org. Get cards only for planned sales; more can be picked up later.

Pick up cards on Feb. 8 or between Feb. 10-14.

You will pick up your camp cards from, or have them dropped off by, your Field Executive from Feb 10 – 14, or pick them up at the Council Recognition & Fellowship on Feb. 8.

Distribute cards, encourage sales

Encourage parents to take camp cards to work, schedule storefronts as a unit, and reach out to friends and neighbors, highlighting the card's value for effortless sales.

Monitor and redistribute cards as needed

Check-in with Scouts and parents every week to see how sales are going. If some Scouts aren't selling much, give cards to those who want to sell more. We aim to sell at least 75% of the camp cards checked out.

Camp Card Collection

Make sure your Scouts hand in their cards and money so you can return extra cards and settle with the Council by April 25. **Each Field Executive will coordinate a local pickup between April 21st-25th.**

Close out the sale, keep 50%, settle the balance

Wrap up your Camp Card sale by returning cards and paying GCC by April 25. Units keep 50% commission right away. You can settle the remaining balance (\$5 per sold card) with the Council anytime during the sale through the Council Service Center or with your District Executive. Remember, your unit account will be charged if payment and unsold Camp Cards aren't received by April 25.

CAMP CARD CHAIR RESPONSIBILITIES

Volunteer Recruitment and Sales Planning

Recruit adult volunteers as needed to support. Explain the program details to adult leaders, establishing clear communication. Set unit sales goals and develop a plan for sales activities, integrating planned unit activities into the **2025 Commission Plan Table**. Create timetables for meeting sales goals. This ensures time to goals and that Scouts complete sales throughout the campaign. Also, consider setting up sales coverage areas to cover your community effectively.

Storefront Sales Coordination

Help locate and organize storefront sale locations, and make sure to register for council-organized storefront opportunities, starting January 28, at support.grandcanyonbsa.org/main/campcards. You can also use the Storefront Request Letter Template available on the same webpage.

Unit Kick-Off Meeting Preparation

Prepare for the Unit Kick-Off Meeting with handouts for leaders, parents, and Scouts. **Include vital info: timelines, sale dates, order due dates, pickup, and distribution details.** Be sure to outline unit and per-Scout sales goals clearly. Provide Storefront Sale Sign-Up Sheets or suggest SignUpGenius for easy scheduling—direct leaders to support.grandcanyonbsa.org/main/campcards for additional resources.

Camp Card Pickup Arrangements

You can initially pick up Camp Cards on Feb. 8th at the Council Recognition & Fellowship event or from your District Executive between Feb. 10-14. After that first week, you can pick up more Cards by contacting your Field Executive or visiting the Council Service Center.

Sales Tracking and Reporting

Keep Scouts aware of due dates, ensure checks are payable to the unit, and use the “Commission Plan Table” for efficient sales data management. Collect and tally Scout money into one check for the Grand Canyon Council. **Settlement is due by April 25, 2025, at the Council Service Center.** Provide weekly sales updates and post results at your unit’s meeting place for ongoing communication.

UNIT CAMP CARD KICK-OFF AGENDA

The unit camp card kick-off, led by the Camp Card Chair, involves gathering to showcase card samples, sample coupons, and Scout materials. (The kick-off agenda is provided below.)

Opening	Pledge of Allegiance/ Welcome
Make the case for Camp Cards. Why is our unit selling camp cards?	Our unit sells camp cards to fund summer camp, field trips, equipment, and to ease the financial pressure on parents. It instills Scout values of earning and thriftiness. Ensure each family has the Unit Calendar and Budget to keep everyone informed.
The Plan for Success	Review the camp card timeline, with <u>our sale concluding on [month] [date], 2025</u> (allowing ample time for payment collection and submission). Mark your calendars for the money due date, which is April 25, to be submitted at the Council Service Center.
The Goal	Establish a per Scout goal, ensuring each Scout sets a target of \$_____. Our collective unit goal is to achieve total sales of \$_____. It's crucial to define individual and unit-wide goals for a successful campaign.
Incentives	Explore the Incentives: reviewing goal levels and understanding what camp card sales could cover.
How to sell Camp Card	Sell cards to family, friends, and neighbors. Encourage parents to sell at work. Do door-to-door sales but stay safe with a buddy, no nighttime sales, and no entering strangers' homes. Follow traffic rules, be courteous, always wear your uniform, use envelopes for money, count change aloud, and ensure checks are made to the unit. Don't leave cards without payment.
Questions & Answers	Engage in Questions & Answers and extend your best wishes for good luck!

UNIT BUDGET AND FUNDRAISING GOALS

Effective fundraisers reduce the need for constant requests for extra money from families. **Plan the full year's expenses upfront, discussing income sources with the unit committee and families. Most units balance dues and fundraisers.** Scouts understand early on the value of earning what they aspire to achieve in life, a core principle of Scouting America. The unit's financial plan should involve Scout participation, not just relying on parents. **Calculate annual program costs to set unit and Scout goals, helping families decide their level of involvement in fundraisers. Plenty of resources are available to assist units in this process.**

- [Pack Operating Budget Worksheet](#)
- [Troop Operating Budget Worksheet](#)

Sample 2025 Camp Card Commission Plan Table

All cards sell for \$10. The Scout's commission is \$5 for each card sold.

Item	Cost	Camp Card Goal
R-C Horse Camp	\$260	52
R-C Family Camp	\$225 (youth only)	45
Camp Raymond Trail to Eagle	\$495	99
Camp Raymond Four Peaks & Ditch	\$595	119
Cub Adventure Camp	\$225	45
Camp Geronimo	\$495-\$595	99-119
NYLT	\$375	75
<i>Scout Life</i> Subscription	\$15	3
National Annual Dues	\$85	17
Local Program Fee	\$50	10
New handbook	\$18	4
Unit Annual Dues	\$_____	
Unit event:		
Unit event:		

STOREFRONT SALE

Visit [Support.grandcanyonbsa.org/main/campcards](https://support.grandcanyonbsa.org/main/campcards) for the most up-to-date council-organized storefront information.

Storefront Locations

Discover excellent spots to boost your sales! Consider community festivals, local stores, your parents' workplaces, banks, gas stations, sporting events, grocery stores, small businesses, and church/chartered organization gatherings. Don't forget the businesses listed on your camp cards—they're fantastic opportunities, too! Get ready to seize these prime opportunities and make your Camp Card sales great!

The council coordinates with several local businesses to make storefronts available to units. These council-organized storefronts are available for reservation on Jan. 28th.

Setting Up Your Own Storefront Sales

To secure your own storefront for Camp Card sales, Scouts often approach community businesses, besides doing door-to-door sales. **It's your unit or Scout's job to contact store management to coordinate these sales.** You can use this [template letter](#) to request a storefront on behalf of your unit. Feel free to arrange storefront sales at places like your school, place of worship, local businesses, or any safe spot where your Scout can effectively sell Camp Cards.

Tips for a Successful Storefront Sale

Scouts should be responsible for cleaning the area before and after the sale. Set up a table to showcase your unit's adventures, awards, or community service information. Encourage Scouts to stay engaged throughout the sale, avoiding sitting or horseplay. Enhance customer engagement by investing in enlarged Camp Card displays on foam cardboard for those with reading difficulties. Keep everyone hydrated by having water available during shifts. Remember, it's essential to let Scouts handle the Camp Card sales, allowing them room to grow and learn valuable skills. Lastly, always express gratitude, whether customers make a purchase or not, and ensure Scouts wear their neat, clean, and tucked-in uniforms throughout the sale.

SAFETY AND SELLING STRATEGIES

Remember, safety comes first as you sell Camp Cards. With safety in mind, let's dive into some smart Scout Camp Card sales strategies.

Safety Measures for Scouts

It's important to stay safe at all times. **Ensure you have an adult or a buddy accompanying you. Never, under any circumstances, enter a stranger's house. When you're out and about, stick to the sidewalk and driveway—avoid cutting through yards, and always watch for traffic. Additionally, never attempt nighttime sales without the presence of an adult to ensure your safety throughout the selling process.**

Sales Fundamentals

First and foremost, always wear your uniform—neat, clean, and tucked in. Keep your financial transactions secure by using an envelope with your name on it for checks and cash. Remember, not everyone will make a purchase, so stay positive and don't become discouraged. The more people you approach, the greater your chances of making sales. Spread the word by placing Camp Card sales articles in your school, church, and community bulletins or newsletters. And don't forget to uphold the Scout code—be polite, courteous, and introduce yourself. Most importantly, explain how the money will be used when making a sale, as this can resonate with potential buyers. To hone your skills, start by practicing sales with people you know well; it's a great way to build confidence and refine your approach.

Strategic Selling Approaches for Scouts

When selling Camp Cards, effective strategies are key. Begin by approaching those closest to you: ask your parents, relatives, neighbors, and friends' parents for support. Extend your outreach by visiting your place of worship during coffee or fellowship hours (after gaining permission) and ask your parents if they can take your cards to work and request their co-workers' support (with permission). Collaborate with a parent and fellow Scout for engaging door-to-door sales. Boost your impact by planning a "Super Sale Day" with your patrol or den, working together to sell in a specific neighborhood. And always remember to express gratitude with a sincere "THANK YOU" to everyone you approach, reinforcing Scouting values.

SELL THE ADVENTURE



When selling to the community, have your Scouts share their personal Scouting experiences, like a memorable Philmont trip, leading an Eagle Scout project, earning their first merit badge, going white-water rafting, or attending a Jamboree at Summit Bechtel Scout Reservation. **These stories will make customers excited to buy camp cards. Don't forget to tell them how you'll use the Camp Card money - share your plans — sell the adventure!**

Remember, we're promoting the Scouting program, not the card. We're selling the Scouting experience, and people will likely support us if we ask. **Ensure people understand why Scouts are selling Camp Cards and why they should buy one. What's the Scouts' pitch? Here are some examples:**

Hello, my name is _____. I'm working hard to earn my way to _____. Can I count on your support? We have a great camp card. _____ is my favorite discount - if you don't like that, you may like _____. Would you like to purchase one or two cards today to help Scouting? Thank you for supporting Scouting!

Getting Your Sale Going: Tips for Scouts to Kickstart Success!

To kick off your sale successfully, start by practicing your pitch with your closest connections, such as parents, siblings, cousins, aunts, uncles, grandparents, and nearby neighbors. Remember your loyal customers from last year, including those who bought Camp Cards and popcorn. Once you have your cards in hand, don't hesitate to approach neighbors, friends, relatives, and your parents' friends. Consider everyone who might want to support your unit. When you engage potential buyers, make sure to share details about your unit's program and explain why you're selling Camp Cards. Many people have never been asked to buy a Camp Card before, but they're likely to if you ask and share its purpose!



ADVENTURE
SELL THE

2025
CAMP CARDS

