



GREATER ST. LOUIS AREA COUNCIL  
SCOUTING

# 2024 CAMP CARD LEADER'S GUIDE

A GUIDE FOR MANAGING YOUR UNIT'S CAMP CARD SALE



**SEVEN cards serving all 22  
districts in GSLAC!**

### **Important Dates!**

**Camp Card Sale: March 1 - May 1**

**Card Distribution: Council office  
or Roundtable**

**ALL cards must be returned and  
paid for by May 1st to avoid  
extra fees.**



**It's time for Camp Cards!**

The Camp Card program is designed to help Scouts earn funds for summer camp, uniforms, or other equipment. Units participating in this program will earn **50% commission (\$2.50)** for each \$5 Camp Card they sell! The sale begins March 1st and ends May 1st.

This program is **RISK FREE**; simply return any unsold cards at settlement on or before May 1st.

Sign up for the sale and find more information at [stlbsa.org/camp-cards/](https://stlbsa.org/camp-cards/)

**Community Partners**

Many businesses and organizations have offered generous one-time or multi-use discounts. There are seven cards to choose from covering the **St Louis Metro, Southeast MO districts, Southern IL area**, and all of **Central IL**.

**Selling Camp Cards helps more Youth go to Camp!**

Scout Camp	Cost of Camp	# of sold Camp Cards
Cub Scout Day Camp	\$75-\$90	30-36
Cub Grizzly Camp	\$125	42
Cub Scout Overnight Camp	\$240	96
Webelos/AOL Overnight Camp	\$360	144
Scouts BSA Summer Camp	\$417	167
Venturing Camp	\$417	156





### Camp Card Chair Responsibilities

Each Unit should have a Camp card chair whose responsibilities are to manage all aspects of the sale and clearly communicate sale information to leaders, parents, and Scouts. The Unit Chairman's ultimate goal: **Get 100% of the Unit's Scouts to summer camp.**

- Be an expert in all Greater St. Louis Area Council Summer Camp opportunities.
- Encourage all your Scouts to select a camp that fits their summer schedule.
- Encourage Scouts to help fund their High Adventure trip.
- Explain to parents the importance of the outing in Scouting!
- Set a goal for percentage of Scouts attending camp - and achieve it!
- Communicate the purpose of the Camp Card sale and timeline to your Scouts and parents.
- Kickoff the Camp Card sale with a BANG, providing all members with a sales kit and at least 20 cards.
- Register eligible scouts for incentives on [stlbsa.org/camp-cards/](https://stlbsa.org/camp-cards/)
- Motivate, coach, and praise your Scouts.
- Collect all money and turn in the amount due to the council by June 2.

### Your Unit Kick-Off

The objectives of your Camp Card kickoff are simple:

- Get Scouts excited about summer camp.
- Inform parents why their Scout should attend summer camp.

How can you ensure a successful kick-off?

- Make sure the Kick-off is promoted through e-mail and phone.
- Be prepared to talk about summer camp opportunities.

### Camp Card Kick-Off Agenda

- Grand opening with music, cheers and excitement.
- Distribute at least 20 cards per Scout.
- Review summer camp opportunities.
- Review sales goal and percent of Scouts-to-camp goal and explain key dates.
- Train your Scouts. Role play sales Do's and Don'ts.





### **How to sell Camp Cards**

Your job as Camp Card Chair is to teach your Scouts how to sell. To get there, your team needs to employ all three sales methods below. Create a plan to train your Scouts in all three methods; this will give the Unit the best results.

#### **Door to Door**

Take your cards for a trip around the neighborhood. Highlight the great coupons!

#### **Show & Sell**

Set up a sales booth and sell Camp Cards on the spot at a local retailer. This can be an effective approach in the right location at the right time, but don't hang your hat on this approach.

#### **Sell at Work**

A great way for Mom and Dad to help their Scout. Have Mom & Dad take the cards to work.

#### **Sales Techniques for Scouts**

Don't miss the opportunity to use the Camp Card sale to train your Scouts in Public Speaking, sales and service! Scouts and parents will appreciate the effort and your sales will improve.

#### **Have your Scouts practice these simple steps:**

- Wear your uniform.
- Smile and tell them who you are - first name only!
- Tell them where you are from (unit within Scouting).
- Tell them what you are doing (earning money toward Scout Camp, High Adventure trip, gear etc.)
- Tell them what they can do to help (save money with the Camp Card).
- Close the sale, and thank them.

#### **Safety and Courtesy**

Be sure to review these safety and courtesy tips with your Scouts and Parents.

- Sell with another Scout or with 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 or not the prospect makes a purchase.



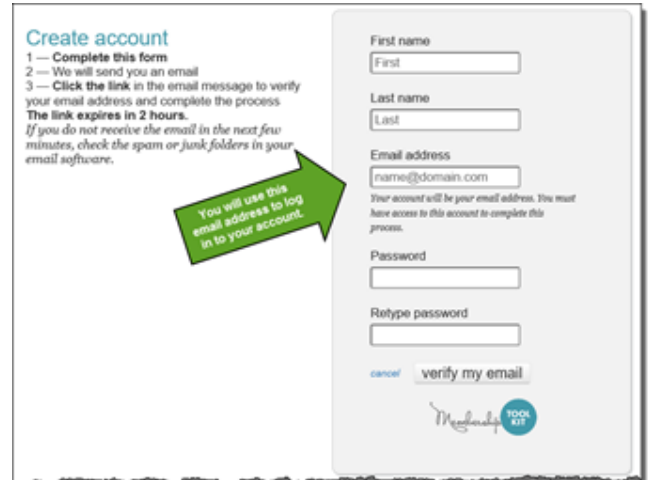


## Instructions for Leaders to Register their Unit

### Attention Scouters!

Visit <https://bsastlouiscouncil.membershiptoolkit.com/> to see and order your products this year. On our NEW site, you can see upcoming **calendar events**, **order more product**, and **see your invoice**, sign up your unit up. Here's what you need to do:

- Go to <https://bsastlouiscouncil.membershiptoolkit.com/>
- Click on the **Log In** button or the Registration button.
- If you **already have an account** with another organization that uses Membership Toolkit you can use the **same email and password** to login. You can then proceed to the numbered steps below.
- Select **"Create Account"** and fill in the name, email, and password information.
- Click **"verify my email"** and then check your email for a link to complete the process. The link expires in 2 hours. If you do not receive the email, check your spam or junk folders.
- Once you have verified your email address, **log back in and finish the registration process.**



The screenshot shows a 'Create account' form with the following fields: First name (with a 'First' placeholder), Last name (with a 'Last' placeholder), Email address (with a 'name@domain.com' placeholder), Password, and Retype password. Below the fields are 'cancel' and 'verify my email' buttons. A green arrow points to the email address field with the text: 'You will use this email address to log in to your account.' To the left of the form, there are instructions: '1 - Complete this form', '2 - We will send you an email', '3 - Click the link in the email message to verify your email address and complete the process. The link expires in 2 hours. If you do not receive the email in the next few minutes, check the spam or junk folders in your email software.'

1. Complete the **Leader Information** forms.
2. Once this is complete you will have the opportunity to place your camp card orders. **All your product sales needs are in one convenient place!**



Once the Primary Account is set up, the **Primary User can "invite" other email addresses** to access his/her account. This allows the Secondary User to have their own login information, but still have access to the Units account.

**Questions ? - Please don't hesitate to contact us at [gslac.productsales@scouting.org](mailto:gslac.productsales@scouting.org)**



# A SCOUT IS THRIFTY



## Camp Card Incentives

### How to Enter Scouts for an Incentive

Enter qualifying Scouts at [stlbsa.org/camp-cards/](https://stlbsa.org/camp-cards/) for ALL incentives. A google form will also be sent out to unit camp card chairs at the beginning of the sale.

### Patch Incentive

Each Scout selling 20 or more cards receive a patch! Patches will be available at May District Roundtables.

### Cardinal Game Incentive

Each Scout selling 40 cards receives four tickets to the 2024 STL Cardinals game. Date of game will be in late May or early June. More information will be emailed to unit camp card chair.

### Bi-Weekly Drawing Incentive

Each Scout selling the required number of cards will be entered into a regional drawing! The regions are as follows: **Central IL, Southern IL, Metro STL, Southeast MO**. All drawings results will be emailed to unit camp cards chairs.

### Bi-Weekly Drawing Dates!

**March 29** - One scout from each region -  
Sell 45 cards to be eligible - \$50 Visa Gift Cards

**April 12** - One scout from each region -  
Sell 50 cards to be eligible - \$75 Visa Gift Cards

**April 26** - One scout from each region -  
Sell 60 cards to be eligible - \$100 Visa Gift Cards

### Council Drawing Incentive - May 10th - 2 WINNERS!

Each Scout selling 75 or more cards will be entered into a council-wide drawing to win a Visa gift card totaling \$150! This drawing will also be on Facebook Live!

### Unit Incentive

Top Selling unit receives a Unit Celebration Party valued at \$100!



## Policies & Procedures

### Commission

The 2024 Camp Card commission is **50%** if your Unit is **paid in full by May 1st**. Commission drops if cards are not returned and payment is not made by end of day May 1st.

### Orders & Redistribution

The Council places an order based on Unit orders and a few extra cards. Additional cards may be obtained from the Scout office or your District Executive. Supplies are limited. A card re-distribution will occur weekly by district. Units that have completed their sale and have leftover cards should plan to return unsold cards at weekly settlements. These cards will be re-distributed to Units that wish to sell more cards. All unreturned cards must be paid for at settlement **on or before May 1st**. Units may settle their account at a Council Service Center or with their District Executive on or by May 3rd. Units should order 20 cards for every active Scout or 20% more than the Unit Sold last year.

Camp Cards can be returned without penalty any time **before May 1st**. The cards **MUST** be in new condition (including snap-off discounts). **NO** cards will be accepted for return after **May 17th**. The Camp Card Support Team reserves the right to refuse any product that has been damaged or rendered unsaleable. **The Unit is responsible for any unreturned cards (lost, misplaced, damaged, etc.)** and will be charged \$2.50 for lost or misplaced cards. Be sure Scouts and parents treat each card as if it were a \$5 bill.

### Payment & Returns

Get one check from your unit for the entire balance due made out to "**Greater St. Louis Area Council BSA**". You may also pay and return unsold cards at your closet Service Center. **\*Include District, Unit Type & Unit Number on all payments to ensure credit is given to the correct unit.\***

#### Address:

Greater St. Louis Area Council, BSA  
PO Box 952685  
St. Louis, MO 63195-2685

### Sale Support

Contact [gslac.productsales@scouting.org](mailto:gslac.productsales@scouting.org)

### We're selling Scouting not just Discount Cards

Ensure your families understand they are selling character, a better community, and the benefits of our program. In addition, your scouts are allowing a Scout that might be less fortunate an opportunity to go to camp through our campership program.



#### Camp Card Key Dates

**March Camp Card Distribution at Roundtable**

**May 1 - Turn in Money & Unsold Cards**

**May 17 - Last day to return cards**

**Thanks for Selling!**

