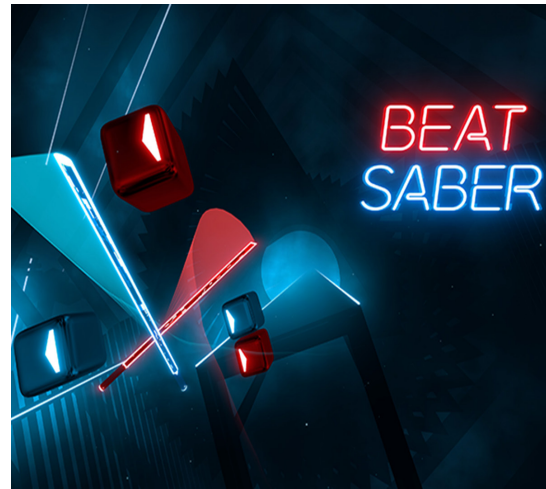


# 2024 Camp Card Guidebook

A Unit Leader's Path to Success!



Scouts who sell 1,000 cards  
can choose a VR Headset with  
Beat Saber game. Wow!

[www. https://scoutingcolorado.org](https://scoutingcolorado.org)

**Greater Colorado Council**  
**Boy Scouts of America**  
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*Serving the youth of the Denver Metro Area and Western Slope Region*



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(Historical Sample card)

### The Camp Card Sale

The Camp Card initiative is designed to help Scouts earn their way to summer resident, high adventure or CAP camps. Units participating in this program will earn 50% commission (\$2.50) for each \$5 Camp Card they sell. The sale will begin in March and end on May 17, giving units more than 2 months to sell and close out their accounts.

This program is RISK FREE; simply return any unsold cards at settlement on or before May 17.

### Community Partners

Local businesses have offered generous one-time discounts that make the sale of this card a no brainer. Several other partners, right in your own community, have offered discounts that are multi-use all year round. Take advantage of these partnerships to help your Scouts get to camp.

**Camp Card Coordinator:** one who ensures their Scouts get to camp.

Each unit should have a Camp Card Coordinator. The Camp Card Coordinator's sale responsibilities are to manage all aspects of the sale and clearly communicate information about the sale and camping opportunities to your leaders, parents and Scouts.

The Camp Card Coordinator's ultimate goal: Get 100% of their Scouts to summer camp.

The Camp Card Coordinator should be an expert on *all things camp*. They must ensure Scouts know the myriad of summer camp opportunities available and encourage them to attend. A good Camp Card Coordinator will have over 90% of their Scouts attend a summer camp.

Earn an Meta Quest 2



All Scouts who sell 1,000 cards can choose a VR Headset with Beat Saber game. Wow!



### 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. Your Scouts and parents will appreciate the effort and your sales will improve.

Have Scouts role play and practice during your Kick-Off. Find a way to make training fun and reward Scouts who do a good job.

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, etc.).
- Tell them what they can do to help (save money with the Camp Card).
- Close the sale, and thank them.

### We're Selling Camp Not Just Discount Cards

Ensure your families understand that they are selling character, a better community, and the benefits of Scout 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.

**Prepared. For Life.**

**Thank you for your support of Scouting!**



# Your Scouts can earn their own way to Summer Camp!



## How to Sell Camp Cards

Your job as Camp Coordinator is to teach your Scouts how to sell. Create a plan and train your Scouts in all three methods of selling listed below; this will give you the best results.

**Door to Door:** Take your SALES KIT and 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. 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. **Please do not sell cards in front of any business without their permission.**

**Sell at Work:** A great way for parents to help their Scout. Have parents take the SALES KIT to work.

## 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.
- Say thank you whether or not the prospect buys a Camp Card .

## Camp Card Coordinator Responsibilities

### CAMP

- Become an expert in all Greater Colorado Council summer camp opportunities by visiting the GCC website.
- Encourage all your Scouts to select a camp that fits their summer schedule and wants.
- Explain to parents the importance of the outing in Scouting!
- Set a goal for percentage of Scouts attending camp and achieve it!

### CARD

- Communicate the purpose of the Camp Card sale and timeline to your Scouts and parents.
- Kick-off the Camp Card sale with a BANG and provide all Scouts with a sales kit of 20 cards.
- Inspect, coach, and recognize your Scouts.
- Submit the name of each Scout who sells 20 cards to Council for the weekly camp scholarship drawing.
- Collect all money and turn in the amount due to the Council on time.
- Turn in your unit prize form to the GCC on time.

Teaching the value of “earning your own way” has never been easier.

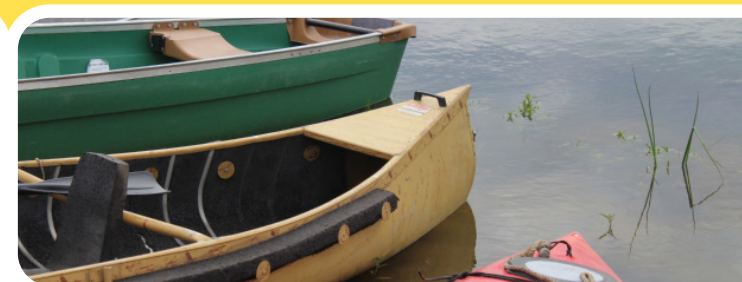
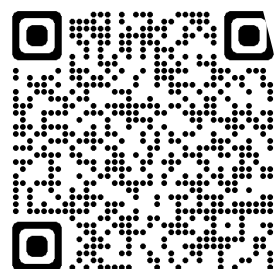


### 2024 Camp Card Key Dates

January 26	Last day to register unit for sale!
February 29- March 1	Camp Card Distribution in your district; Sales begin!
Monday March 4	Camp Scholarship Drawing -1
Monday March 11	Camp Scholarship Drawing -2
Monday March 18	Camp Scholarship Drawing -3
Monday March 25	Camp Scholarship Drawing-4
April	Card Re-Distribution in your district
Monday, April 1	Camp Scholarship Drawing -5
Monday, April 8	Camp Scholarship Drawing -6
Monday, April 15	Camp Scholarship Drawing -7
Monday, April 22	Camp Scholarship Drawing -8
May	Settlement at May District Roundtables including prize forms
Friday, May 17	Deadline for Card Returns Final Settlement to receive full commission
Monday, May 27	Deadline for 30% Commission (at 5:00 pm)
Monday, June 3	Deadline for 15% Commission (at 5:00PM)

### Sale Support

Contact your District Executive, or contact Charlie Botnick at 720-266-2148 or email [Charlie.Botnick@scouting.org](mailto:Charlie.Botnick@scouting.org). We are here to help you! Use the QR code to find your District Executive.



### Prizes!

Prizes will be distributed through unit leaders.

Every Cub Scout, Scouts BSA, Venturing and Sea Scouts member who sells 250 or more cards will also be able to select one prize from the list below. Scouts are only eligible for one of these prizes. Scholarships are not transferable and have no cash value; they may only be redeemed at Colorado Adventure Point or a Camp owned and operated by the Greater Colorado Council in 2024. There are no partial scholarships and no substitutions.

VR Headset must be picked up by the Scout or the Scout's parent at the Greater Colorado Council office. Meta Quest 2 Virtual Reality Headset with Beat Saber game - approximate value: \$400.



SELL THIS	GET THIS!
250 CARDS	GCC Scouts BSA or Cub Scout Resident Camp (1 parent included with Cub Scout Day Camp)
500 CARDS	Beats By Dre Headphones (or \$200 Amazon gift card)
1,000 CARDS	VR Headset with Beat Saber Game (or \$400 Amazon gift card)

\*Prizes are not cumulative

\*Scouts that sell 20 Camp Cards may enter the weekly camp scholarship drawing at <https://scoutingcolorado.org/giving/unit-fundraising/camp-cards/>



## Your Unit Kickoff

The objectives of your Camp Card kick-off are simple:

- Get Scouts excited about Summer Camp.
- Get parents informed about why their child should attend Summer Camp.

How can you ensure a successful kick-off?

- Make sure the Kick-Off is properly promoted by e-mail, e-mail groups and phone.
- Review the presentation with your Cub/Scout Master prior to the meeting. Plan who is to do what.
- Be prepared to talk about summer camp opportunities.
- Have **snacks**, drinks, and music.
- Make sure EVERY Scout gets a SALES KIT and 20 CARDS.
- Keep it short.
- Set a sales goal and track weekly by Den, Pack, Patrol, Troop, or Crew.

## Camp Card Kick-off Agenda

1. Grand Opening with music, cheers, and excitement.
2. Check out a SALES KIT to every SCOUT with AT LEAST 20 cards.
3. Review Summer Camp opportunities.
4. Review Sales Goal and % of Scouts to Camp Goal & Explain Key Dates.
5. Scout Training: Role play sales Do's and Don'ts.
6. Prizes: Review Camp Scholarship opportunities and weekly drawings.
7. Big Finish: Issue a challenge to your Scouts and send everyone home motivated to sell.

Follow up after the kick-off with important reminders like dates, family sales goals and camp scholarships Scouts can win. Be sure to promote the “Weekly Scholarship Drawing” program.

## Commission

The 2024 Camp Card commission is 50% if your unit is paid in full by Friday, May 17. Commission drops to 30% until Monday, May 27 at 5:00 pm. Commission drops to 15% until Monday, June 3. We encourage units to offset the costs of summer camp with Camp Card proceeds; however, it is up to the unit to elect to do this. We understand the unit may use the proceeds for another program goal. Units do not have to pay for any cards up-front.

## Orders & Re-Distribution

The Council's order is based off unit orders; a few extra cards will also be ordered. While supplies last, extra cards may be secured through the Scout Office or your District Executive. Supplies are limited. *You must settle on your current order to get additional cards.* A card re-distribution will occur in April. Units that have completed their sale and have left-over cards should plan to return unsold cards in April. These cards will be re-distributed to units that wish to sell more cards. All unreturned cards will be paid for at settlement. Units may settle their account at the Greater Colorado Council Office between April 8-May 17.

## Return Policy

Camp Cards can be returned to the Greater Colorado Council Office without penalty between April 8 and May 17. The cards MUST be in new condition (including snap off discounts). NO cards will be accepted for return after May 17. The Camp Card Support Team reserves the right to refuse product that has been damaged or rendered unsellable. The UNIT is RESPONSIBLE for ANY unreturned cards (lost, misplaced, damaged etc.) Be sure Scouts and parents treat each card as if it were a \$5.00 bill.

## Camp Scholarship & Prize Policy

Prize forms must be completed at the time of settlement. Additional prize forms are located on the Council website at <https://scoutingcolorado.org/giving/unit-fundraising/camp-cards/>. Camp scholarship prizes will be e-mailed directly to Scouts on Monday, May 27. Scholarships cannot be sold or transferred to another Scout and have no cash value. Camp Scholarships are only good for camps operated by the Greater Colorado Council during the 2024 calendar year. Only one Camp Scholarship may be earned per Scout. Units already registered and paid for a GCC Camp will refund payment to Scouts who earn Camp Scholarship through selling Camp Cards. See page 8 for a list of prizes.

VR Headset and Amazon gift card winners may pick their prizes up from the Greater Colorado Council Office after June 5. The Greater Colorado Council will not be responsible for lost forms or late entries, whatever the reason.



# EVERY SCOUT DESERVES TO GO TO CAMP



Make yourself an expert on summer camp opportunities!  
Find out more at <https://scoutingcolorado.org/camps/>

### McNeil Scout Ranch at Peaceful Valley

Camps: Cub Scout Resident Camp, Scouts BSA Resident Camp, Year-round Camping, National Youth Leadership Training (NYLT)

McNeil Scout Ranch at Peaceful Valley (MSR) is the larger of the GCC's two camp properties. Located in central Colorado on the edge of the Black Forest, McNeil Scout Ranch at Peaceful Valley is 65 miles southeast of Denver, near the town of Elbert. The property includes 3,316 acres of mountain park terrain and sits at 7,000 feet in elevation along the Palmer Divide. McNeil Scout Ranch at Peaceful Valley is home to Camp Cris Dobbins, Camp Dietler, and Magness Adventure Camp. In addition to summer opportunities, there are numerous opportunities for weekend camping during the off-season, including unit use of the shooting ranges, rock climbing, and the ATV safety program.

### Camp Cris Dobbins

Nestled in the middle of the Black Forest, Camp Cris Dobbins offers more than just sweeping views of Pikes Peak Mountain and the front range of the Rocky Mountains. Cub Scout youth can spend summers with their families playing games with fellow Scouts while learning new skills in the outdoors. Scouts BSA youth can experience new activities like ATVs and Ziplines while earning merit badges and rank advancements. Additionally, Dobbins operates a one-of-a-kind Shooting Sports facility that would challenge even the most experienced shooters. The convenience of meals from our dining hall and sleeping on raised wooden platforms in canvas wall tents will allow Scouts to focus on the only thing that matters: their next Colorado Adventure!

### National Youth Leadership Training (NYLT)

*Be Prepared to Lead the Way!*

The Scouting program has specific objectives for youth - character development, leadership development, citizenship training, and personal fitness. Leadership development is also one of Scouting's eight methods contributing to both good character and good citizenship. NYLT is an exciting, action-packed program designed to provide youth members with the opportunity to learn these leadership skills and gain experience they can use in their home units and in other situations that would benefit from a leadership role.



### Donald E. Scott Colorado Adventure Point

Camps: STEM Camp (Cub Scouts), Enger Tech Camp (Cub Scouts)

Donald E. Scott Colorado Adventure Point (CAP) is a 20,000 square foot facility that includes a two-story rock-climbing wall, archery and air rifle shooting ranges, industrial fabrication lab, sustainability lab, and technology lab. CAP hosts summer day camps, Merit Badge classes, adventure overnights, birthday parties, conferences, and school group programs. CAP also develops custom activities for groups. CAP is open to the public as well as Scouts and is located at Frederic Hamilton Scout Headquarters in Lakewood.



### STEM Camp

CAP's STEM Camp isn't your typical science camp. Our campers get to experiment with chemistry, physics and engineering through a variety of materials, experiments and challenges to meet their curiosities and skill level in our challenge by choice model. In addition to building engineering models and friendships, the campers get to enjoy our climbing wall, archery range and more- and learn the science behind these fun activities!

### Enger Technology Weeks

To broaden our learning opportunities for kiddos, we developed a summer camp week with a technology focus! Think robots, coding and unique digital programs! This is a camp designed to give your kids access to new gadgets and skills, complemented by the classic offering of our fun activity zones like climbing, archery and gaga ball!

**Sell 20 Cards and Register online for the weekly drawing of a camp scholarship!**

\* Register for the Drawing: To be entered into the weekly drawings, you must sell 20 cards, then submit your name, phone number and address online at <https://scoutingcolorado.org/giving/unit-fundraising/camp-cards/>. Register only once to be included in all 8 drawings.