

# 2025 Camp Card Leaders Guide



\*Image of 2022 card

## A Scout is Thrifty!

Pacific Crest Council is excited to announce the 2025 Camp Card sale!

Camp Cards are designed to help your unit's year-round program by providing an opportunity for Scouts to earn their way to resident camp, day camp, or a high adventure trek. The card will include the bonus feature of the digital Entertainment Saver's Guide, with access to thousands of additional savings! Be sure to register your card and check it out. This program is meant to help Scouts earn their way to summer camp while learning the importance of fundraising and salesmanship.

### Earn 50% commission

\$5.00 for every \$10.00 card sold



4 regional cards to choose from:

1. Oregon Coast
2. Willamette Valley
3. Southern Oregon
4. Central Oregon



# Key Dates

<b>Friday, April 4:</b>	Confirm or Submit Unit Orders.
<b>Week of April 7:</b>	Cards distributed.
<b>Saturday, April 12:</b>	Sale begins.
<b>Weekend May 24-26:</b>	Final weekend for Sale.
<b>Tuesday, May 27:</b>	Collect and turn in money, unsold cards <b>AND</b> Unit Master Records.
<b>Friday, June 6:</b>	Last day to return unsold cards and money for 50% commission. Turn-ins after this date will drop to 35% commission.

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## Sale Incentives

### Scout Prizes:

**Sell 100 or more cards and earn a \$25 Amazon Gift card OR \$25 Scout Store credit.**

**Sell 200 or more cards and earn a \$50 Amazon Gift card OR \$50 Scout Store credit.**

**Sell 250 or more cards and earn a \$100 Amazon Gift card OR \$100 Scout Store credit.**

**Sell 500 or more cards and earn a \$250 Amazon Gift card OR one week of summer camp at a PCC summer camp of your choice.**

**Prizes are not cumulative. One prize per Scout.**

### Unit Prize:

**The top selling unit in each district with full participation will enjoy a pizza party provided by the council! This means that the unit who sells the most cards PER REGISTERED SCOUT will receive a party. Each Scout in the Unit must participate. Minimum of 25 cards per registered Scout sold.**

**Participation will be verified by the Unit Master Record and Unit Roster.. 🍕🍕🍕**

## Set Your Goals!

Selling the following amounts earns enough commission to get you to camp.

**20 cards** to get to Cub Scout Day Camp

**50 cards** to get to Cub Scout Summer Camp

**70 cards** to get to Camp Melakwa

**90 cards** to get to Camp Melakwa – Commissary Option

**95 cards** to get to Camp Baker

# Commission

Units get a commission of \$5.00 per card sold if your unit is paid in full by 5pm on Friday, June 6, 2025. Commission drops to 35% (\$3.50) for accounts not settled by June 6<sup>th</sup>. Units do not have to pay for any cards up front.

# Return Policy

Camp Cards can be returned to the Nill Family Service Center or to your District Executive without penalty by Friday, June 6, 2025. The cards MUST be in new condition (including snap-off discounts). No cards will be accepted for return after June 6, 2025. The unit is responsible for all unreturned or unsellable cards (lost, misplaced, damaged etc.)

**Be sure Scouts and parents treat each card as if it were a \$10.00 bill.**

# Orders and Redistribution

Our council placed an order based off unit interest, but a few extra cards were also ordered. While supplies last, extra cards may be secured through the Nill Family Service Center or your District Executive.

Units that have completed their sale early and have left over cards should plan to return unsold cards as early as possible. 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 the account at the Nill Family Service Center between May 27, 2025-June 6, 2025. District Executives will also be available for settlement locally.

# Sale Support

Contact your District Executive for any questions about the Camp Card Sale.

Central Oregon – [Jon Chandler](#)

Chintimini – [Bill Atherton](#)

Chinook/Wacoma – [Peter Sudduth](#)

Doug Fir – [Peter Sudduth](#)

Klamath – [Arianna Pate](#)

Oregon Trail – [Jonathan Arnold](#)

Wild Rivers – [Nathan Kramer](#)

# Unit Kickoff

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

- Support your unit's program plans for the entire year
- Get Scouts excited about summer and winter camp
- Get parents informed about why their kids should attend summer camp

How can you ensure a successful kick-off?

- Make sure the Kick-Off is properly promoted through email, email groups and phone
- Review the presentation with your leader 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 sales training and at least ten cards
- Keep it short

## Camp Card Kick-off Agenda

1. Grand Opening with music, cheers, and excitement
2. Provide every Scout with at least ten cards
3. Review summer and winter camp opportunities; distribute information to parents including when, where, etc.
4. Review sales goal, percentage of Scouts to camp goal and explain Key Dates
5. Scout Training: role play sales Do's and Don'ts
6. 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 scholarships Scouts can win.

## **How to Sell Camp Cards**

Sell Camp Cards in booth sales at storefronts, sell door to door, sell to family and friends through social media or other community groups, sell to coworkers at a family members work.

## **Sales Techniques**

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 sales will improve. Have Scouts 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.)
- Ask them to help support you achieving your goal
- Close the sale, and thank them

We are selling Scouting, not "Discount Cards". Make sure you keep the focus on supporting Scouting. People want to help youth who are achieving a goal.

Sample Pitch: "Hi, my name is *(insert name)*, from *(unit)*. I am trying to earn my way to *(camp or activity)*. I am really looking forward to *(what are you excited about at camp)*. Could I count on your support to help me reach my goal?"

## **Safety and Courtesy**

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

- Sell with another Scout or with your parents (if selling with adult leaders who are not your parents, there should be more than one adult to satisfy BSA's two-deep leadership standard)
- 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 buys a Camp Card

# Scout & Unit Checklist

- Decide on a unit goal. Divide that goal by the number of registered Scouts in your unit and that will tell you the minimum each Scout has to sell in order to meet that goal.
- Schedule sales days in high-traffic locations.
  - Contact local retailers to confirm dates, locations, and rules.
- Sell to family, friends, at church, at work places, etc.
  - Utilize your unit's social media to advertise your sale.
  - Ask your customers if they would like to help Scouts earn their way to camp.
  - Tell them **where** you want to go to camp this summer. This is even more important than the great value of the card.
  - Sell more than one at a time. "How many would you like?" "Do you have family out of town/state that would benefit from online discounts?"
- Always wear your uniform, smile and introduce yourself, and most importantly:  
**Always say THANK YOU!**

## Vendors Include

Bend Rock Gym

Goody's

Papa's Pizza

Big 5 Sporting Goods

House of Fade

Valvoline Instant Oil Change

Blockbuster

Jerry's Home Improvement

Wildlife Safari

Cascades Archery

McKay's Market

And More!