

2012 CAMP CARD

LEADER'S GUIDE

**LONGHORN COUNCIL
BOY SCOUTS OF AMERICA**

A Scout is Thrifty.... He earns his own way to Summer Camp!

CAMP CARDS....SOLD BY SCOUTS...TO SEND BOYS TO CAMP

Longhorn Council is pleased to announce the **Camp Card** fundraising program. Scouts earn their way to a Summer Camp or Day Camp! Units participating in the 2012 program will **earn up to 50% commission** - \$2.50 on each \$5.00 Camp Card they sell. **Units register by February 15th**. Accounts must be closed out on or before May 4th (See Commission Schedule below). Camp Card "Leaders Guide" will be posted online. The Camp Cards will begin to be distributed **February 28th** by district. Sales may begin on **March 1st**. The sale will end on **April 27th**. This program is **RISK FREE**, simply return **all** unsold cards.



ON THE CARD

(Two printings Kroger/Brookshire's)

- **\$5.00 off with a \$50 purchase at Kroger and Brookshire's (one time use for each card)**
- **Up to 50% off Texas Rangers games... see them over and over at almost ½ price!**
- **50% off Six Flags and Hurricane Harbor**
- **\$3.00 off LEGOLAND Discovery Center and SEA LIFE Aquarium at Grapevine Mills.**
- **\$1.00 off Wendy's Combo Meal (one time use for each card)**
- **Papa John's 33% off online orders**

UNIT INCENTIVE!!!

For every \$250 sold by the unit you receive one place in the Campaign Winner Drawing. Prize is a \$250.00 Scout Shop Card. Four winning units will be selected after the close of the campaign in May. More details will be available in the Leaders Guide.

YOUTH INCENTIVES!!!

Eight Longhorn Council 2012 Camperships will be given away, 4 for Cub Scouts to Day Camp and 4 for Boy Scouts to attend Boy Scout Summer camp. Each Youth who sells 10 cards must enter the drawing by email or by fax to be eligible. Drawings held every two weeks. The youth must sell an additional ten cards and have the Leaders signature to resubmit for the drawings. The entry form is posted online. **Sales commissions may be used for any camp.** Youth who sell a minimum of 50 cards will be eligible to **attend a Texas Rangers game and cookout June 17th** (Father's Day).

COMMISSION SCHEDULE

- Fill out form and sign up to sell by February 15, 2012.
- Close your account on time by May 4th to receive 50% commission. All unsold cards and money due must be returned when you check out.
- After May 4th commission is 40%.
- After June 1st commission is 20%.

The Value of Selling Camp Cards

New Uniform - \$80 = 32 cards

New Tent - \$150 = 60 cards

Philmont - \$1,750 = 700 cards

National Jamboree - \$2,000 = 800 cards

Day Camp - \$100 = 40 cards

Summer Camp - \$200 = 80 cards

Troop Trailer - \$5,000 = 2,000 cards

(40 Scouts each selling 50 cards)

GOAL OF THE INITIATIVE

We want our Scouts to go to camp! In these challenging economic times, we don't want family finances to keep a Scout from attending the camp of his choice. Scouts will also learn an important value, *earning their own way.*

If you have questions, please contact Kathy McLean at 817-231-8561 or send an email to 662Finance@bsamail.org.

Longhorn Council

Camp Cards

Campaign Dates and Incentives

Objective: Raise money to pay for your Camp experience.

Usage: Your commission, which the unit keeps, can be used where you want, wherever you are going to camp. It's your money that you have earned. We're interested in boys going to camp. The Youth Sales Incentives are Longhorn Council Camperships and must be used at the LHC camps or Day Camps.

Dates: March 1st to April 27th

Card Commitment: Due in February 15th. This is for projections and printing. A unit may come on board at any time during the campaign if supplies are available.

Card Distribution: February 28th thru March 1st. This will be handled by the Districts.

Money Due and Card Return: By May 4th. The number of cards distributed and receipted to the Unit must be reconciled to match Money due (\$2.50 for each card-the unit keeps its commission of \$2.50 per card) and the number of cards returned. **VERY IMPORTANT! THESE CARDS ARE ISSUED AS 'MONEY'.** The Vendor redemption value is serious.

Commission: 50% by May 4; 40% May 5 to May 30th, 20% June 1 and afterwards.

Youth Incentive: Sell 10 cards minimum and register for a LHC Campership drawing. 4 Drawings to be held: March 16th, March 30th, April 13th, and April 27th. To enter in each drawing an additional set of 10 cards must be sold, verified with a leaders' signature and emailed or scanned. The form is on the website.

Top Sellers: Each boy who sells 50 cards is invited with a parent to attend a Texas Rangers Game and Cookout in the Youth Ballpark. This will be the June 17th (Father's Day) game.

Unit Incentive: Each unit that sells a minimum of \$250 and for each increment increase of \$250 the unit will receive one ticket in the Scout Shop drawing. Four (4) \$250 dollar Scout Shop cards will be given. The unit may win only once.

LONGHORN COUNCIL CAMP CARD SALES 'GOING TO CAMP'

The Longhorn Council invites all units to provide a means for their boys and families to **EARN** their way to summer camp or day camp. See the data and incentive sheets to see how this will work for you. This is our pilot year so give us your feedback. Without a historical track record we were limited in being able to provide retailers with precise data, which limited their willingness. So please bear with us.

Family entertainment and services are primarily on the card. This is so it applies across the council borders. For some areas it does mean a planned trip. The Discounts are extreme, so well worth the \$5.00 card value.

On the card are KROGER or BROOKSHIRE'S, SIX FLAGS, HURRICANE HARBOR, LEGOLAND DISCOVERY CENTER, SEA LIFE AQUARIUM, **TEXAS RANGERS**, PAPA JOHN'S, and WENDY'S. A family of four who goes to all these and shops once at Kroger or Brookshire's, will save \$230.00!



FOR UNITS OUTSIDE THE FW METRO AREA:

Units outside the Metro area will still find this very successful. Sell the opportunity for families to make a weekend or vacation trip at Half ($\frac{1}{2}$) the cost. They can plan a trip to Six Flags or Hurricane Harbor at $\frac{1}{2}$ off. Then stay over for a Texas Rangers game at $\frac{1}{2}$ off the per ticket price. Or, plan a trip to LEGOLAND Discovery Center and SEA LIFE Aquarium at Grapevine Mills all at a great discount. Then stop at any of the Kroger or Brookshire's stores in the area and get a \$5.00 discount on groceries and beverages (there is a minimum purchase for this discount), then have lunch at Wendy's. A trip as described could save a family of four over \$100, and it costs them \$5.00 for one Camp Card.

Next year we'll have some special entertainment venues just for our southern brethren. Don't let this year's opportunity pass you by. Remember, people want to help the Boy Scouts.

UNIT LEADERS/PARENTS

Help the boys earn their way but insist they sell also. Give them some training and practice the approach and pitch. Boy Scouts and Ventures should not have a problem with this. Cubs can be very effective too. This can be sold Show-n-Sell or Door to Door or at work, or by Blitzing a neighborhood as part of the unit activity. The boys may wear the Class "A" Uniform. No Unit Money Earning Application needs be filed.

These cards are at a very generous discount. The Vendors will be tracking the redemption rate closely. **SO IT'S VERY IMPORTANT** that every card be accounted for! They are glad to help the Boy Scouts but are concerned about these cards being mismanaged. Please closely audit them.

SALES KITS

Each boy selling will be given a sales kit with 20 cards inside. With the boys and parents you should set a goal for each boy. If the boy is earning his way to camp, make sure he knows how many cards he must sell. When he needs more cards insure a receipt is given and recorded. You must collect back the EXACT number of cards or \$5.00 for EACH given.

The council will be doing the same for the unit also. **YOU ARE RESPONSIBLE FOR THE CARDS OR MONEY DISTRIBUTED TO YOU.**

All can Win!!!

Each boy selling a minimum of 50 cards will be invited with a parent chaperone, to attend a Texas Rangers game and cookout June 17, 2012 free of charge. Special giveaways and surprises for everyone.

DISTRIBUTION AND PAYMENT DATES

Feb. 15th - unit sales commitments are due. We will accept late commitments but cannot promise the full number of cards. The sales campaign end date of April 27 is fixed. Payment and/or cards must be returned by May 4.

Feb. 24th – Distribution arrangements will begin as established by districts.

May 4th- Payment and returned cards must be reconciled to receive the full commission of 50%. This can be done at the designated District Turn in Locations and the Service Centers in Waco and Hurst.

Longhorn Council

2012 Camp Card Sale Commitment

(Due by February 15, 2012)

YES! Our unit wants to participate in the Camp Card Sale!

Unit Information:

Unit Type (circle one): Pack Troop Team Crew Post

Unit #: _____ District: _____

Of Youth Selling: _____ Our Gross Sale Goal is: \$ _____

Unit Contact Information:

Name: _____

Address: _____

City: _____ Zip: _____

Primary Phone: _____ Alternate Phone: _____

E-Mail Address: _____

Please return sales commitment form by 2/15/2012 to Longhorn Council BSA. Send it by mail to P. O. Box 54190, Hurst, TX 76054, by fax to 817-231-8600, or scan it and send it by email to 662Finance@bsamail.org.

If you have questions, please contact Kathy McLean at 817-231-8561 or send an email to 662Finance@bsamail.org.

Longhorn Council

2012 Camp Card Drawing Entry

Drawing entry deadlines are 3:00 pm on March 16, March 30, April 13 and April 27. Winners will be notified as soon as possible after each drawing. Only entries submitted within each drawing period will be eligible.

I have sold 10 Camp Cards and am submitting my entry for the next drawing for a Longhorn Council 2012 Campership.

Date: _____

Youth Information:

Name: _____

Parent/Guardian Name: _____

Parent/Guardian Phone #: _____

Unit Information:

Unit Type (circle one): Pack Troop Team Crew Post

Unit #: _____

Unit Leader Name: _____

Unit Leader Phone #: _____

Unit Leader Signature (required): _____

The entry form must be submitted to Longhorn Council BSA. Fax it to 817-231-8600 or scan it and send it by email to 662Finance@bsamail.org.

If you have questions, please contact Kathy McLean at 817-231-8561 or send an email to 662Finance@bsamail.org.

Longhorn Council

2012 Camp Card

Brookshire Location Reservation

To ensure that all units have an opportunity to setup to sell the Camp Cards at Brookshire's locations all requests need to come through the Longhorn Council Office. Please do not contact Brookshire's with questions or requests to setup to sell the cards.

Unit Information:

Unit Type (circle one): Pack Troop Team Crew Post

Unit #: _____ District: _____

City: _____

Unit Contact Information:

Name: _____

Primary Phone: _____ Alternate Phone: _____

E-Mail Address: _____

We would like to setup at: _____ (city or street address) Brookshire's

Requested dates & times March 1st – April 27th (These requests will be filled on a first come first serve basis.)

Units can pick multiple dates to setup and sell. Some locations have approved sales for every other weekend and on Sunday Only.

1st Choice: _____

2nd Choice: _____

3rd Choice: _____

Please fill-out this request and email or fax to Becky Oppermann at rebecca.oppermann@scouting.org or 817-231-8600. For questions regarding scheduling contact Becky Oppermann by email or 817-231-8509.