

CAMP CARD 101

THE LEADER'S GUIDEBOOK



A GUIDE FOR MANAGING YOUR UNIT'S CAMP CARD SALE

Help Scouts earn their way to Camps!



Prepared. For Life.®



WHAT'S INSIDE

The Aloha Council is proud to introduce you to the 2025 Camp Card Sale to help our Scouts earn their way to the adventures of Scouting. Scouts have the opportunity to help themselves and their families by participating in the sale. Units who participate in the Camp Card Sale will earn 50% commission and prizes by being top sellers. The 2025 Sale will run from December 1 – March 31, 2025, giving units over three months to sell!

This fundraiser is absolutely RISK-FREE – simply return any unsold cards on or before March 31, 2025, with no penalty.

COMMUNITY PARTNERS SUPPORT SCOUTING

Mahalo to our community partners for offering discounts in 2025.

Big Island Card: 28 offers and discounts

Kauai Card: 15 offers and discounts

Maui Card: 13 offers and discounts

Oahu Card: 18 offers and discounts

Take advantage of these partnerships to help your Scouts sell more Camp Card and fund their adventures.

WE ARE SELLING THE ADVENTURE OF SCOUTING, NOT JUST A DISCOUNT CARD

Ensure your Scout families and Scouts understand that they are selling character, they are selling a better community, and they are selling all the benefits of Scouting – NOT just a Camp Card. Emphasize that every card sold helps a Scout, and 95% (\$9.50) from each card purchase goes back to Scouting. The reason our 2025 Camp Card sale will be a success is that people want to support Scouts and Scouting as much as they want to buy a Camp Card!





WHY SCOUT SHOULD SELL CAMP CARDS!

Money from the Camp Card sales supports the local Scout, unit, and council! It is the **ONLY** fundraiser your unit can participate in where 95% of the sales goes back to Scouting! Camp cards have **ZERO RISK** – the unit can return any unsold cards to the council. When Scouts sell Camp Cards, they are also encouraging their friends and families to support our local businesses. This is what Ohana is about.

The ninth point of the Scout Law is: A Scout is Thrifty and says, “a Scout learns to pay their own way.” If your unit isn’t paying 100% of the activities, registration, dues, or other Scouting costs for every Scout, you should be offering camp cards as a way for a Scout to pay their own way. We have Scouts across the council that are paying their own way for trips such as Philmont, Sea Base, summer camp, national jamborees, and many other Scouting adventures. Do your part and give our Scouts the opportunities they deserve to earn their own way through Scouting!



CAMP CARD KEY DATES TO REMEMBER

November 1	Camp card promotions and Unit sales sign-up begins
December 1	Camp Card Sales Begin
January 1	Storefront Sales Begins
March 31	Camp Card Sales Ends
April 15	Last date to turn in leftover cards
April 15	Last date to request for prizes.





DETAILS

UNIT CAMP CARD LEADER

- Attend the Council/District Camp Card kick-off in November
- Communicate the purpose and the fun of the Camp Card sale to parents, volunteers, and Scouts.
- Kickoff the Unit Camp Card sale with excitement, providing all youth with at least 20 cards to sell.
- Provide the timeline of the sale and emphasize important due dates related to monetary items.
- Coach and praise your Scouts weekly. Collect money and distribute additional cards weekly to ensure a successful unit sale.
- Turn in all money due and unsold cards to the local Scout offices.
- Be knowledgeable of all Aloha Council camping opportunities available for your Scouts.

ORDERS & DISTRIBUTION OF CARDS

The council placed an order for camp cards based on the 2024 Camp Card Commitment and hopes that this year's cards will produce a record sale for your unit. To begin the 2025 Sale, each unit will be issued the number of cards requested, to the best of our ability. Units may settle their account any time prior to March 31.

RETURN POLICY

Unsold Camp Cards can be returned at no cost to the units no later than April 15, 2025. Cards should be returned in an envelope with an indication of how many cards were sold & returned.

The unit is responsible for any unreturned cards (lost, misplaced, damaged, etc.) and should instruct parents and Scouts to treat each card as if it were a \$10.00 bill. Any discrepancy in the count, the Unit will be responsible to pay back the Council 50% cost of the card.





HOW TO SELL

The Unit Camp Card Leader has the responsibility to teach and inspire Scouts how to sell Camp Cards. To make the most of your sale, every unit needs to employ the following sales methods.

1. SOCIAL MEDIA SALES

Parents are encouraged to share via Facebook and other social media and encourage friends and families to purchase a card from your Scouts. Scouts and parents can also offer to collect an additional \$1 for unit or family to mail purchased card. Suggested online payment can be made thru Venmo, Apple Pay, CashApp, etc.

2 . STOREFRONT SALES

Units can set up a sales table and sell on the spot. Several units had success this way selling popcorn. This can be an effective approach in the right location. Council will arrange some store front opportunities for Scouts to sell, and the unit leader themselves can also arrange similar locations with high traffic areas for Scouts to sell.

3. PARENT SALES

A great way for parents to help their Scout is to sell at work. Parents are encouraged to ask co-workers, vendors, and customers to purchase cards. Sell FIVE to your immediate family, sell FIVE to your neighbors, and sell FIVE at work!

SAFETY AND COURTESY TIPS

Be sure to review these tips with your Scouts, leaders, and parents:

- Always sell with another Scout or with an adult – NEVER sell alone.
- NEVER enter someone's home when selling.
- When possible, walk on sidewalks and driveways – stay off the grass.
- Always say THANK YOU and SMILE. Even if they don't buy a card.





YOUR UNIT KICKOFF - HOW TO EXCITE YOUR SCOUTS!

The objectives of your Camp Card Kick-off are simple: to get Scouts excited about how they can earn their way to camp and ask the parents to assist and be their biggest cheerleader.

HOW CAN THE UNIT CAMP CARD LEADER ENSURE A SUCCESSFUL KICKOFF?

- Make sure the kickoff is promoted through email, and phone calls
- Review the presentation with your volunteers prior to the kickoff. Plan who is to do what and determine how the unit will use commission.
- Be prepared to talk about camping opportunities.
- Play some music and make it FUN!
- Make sure EVERY Scout gets 20 Camp Cards to sell.
- Have a Unit and Scout Goal! Units with goals sell more!
- Have a Unit Level incentive/prize!
- Promote Grand Prize Adventures.

UNIT CAMP CARD KICKOFF AGENDA

1. Grand Opening with music, cheers, and excitement!
2. Review with parents and Scouts the camping opportunities within your unit.
3. Review the unit sales goal and explain “key” dates.
 - a. Provide weekly money turn-in opportunities.
 - b. Provide weekly additional card checkout.
 - c. Provide storefront sales dates.
4. Scout training on how to sell the Camp Cards: “dos and don’ts.”
5. Prizes: Review any unit prizes and grand prize opportunities.
6. Finish BIG: issue a challenge to your Scouts and send everyone home motivated to sell.
7. Check out 25 cards to every Scout prior to leaving the kickoff meeting. Encourage them to sell ALL 25 CARDS by the next meeting!
8. Thank your Scouts and parents!





COUNCIL/DISTRICT SUPPORT

(YOUR BIGGEST CHEERLEADERS)

Your District Camp Card Champion and your District Executive should be your best friends. Please contact them if you have any question. We are here to help you sending all kids to Camps for FREE!

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