



# Mississippi Valley Council Boy Scouts of America Camp Card Campaign



## Mississippi Valley Council Boy Scouts

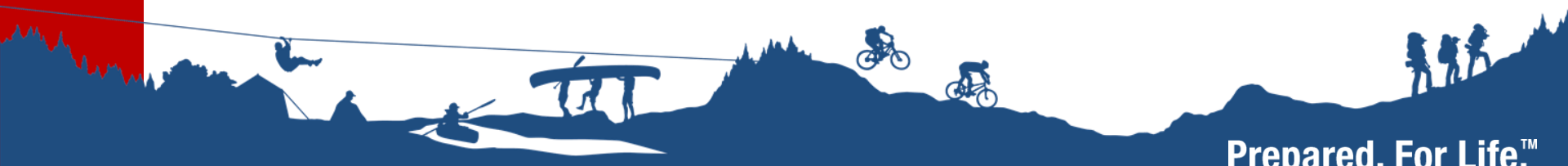
**IMPORTANT:** Present card at time of order. Not valid with any other discount. Limit one use per day. Two for one's are for equal or lesser value. Valid at participating locations only. Other restrictions may apply.

**\$10**

Expires 12/31/2021



V.W. Fundraising • 800-496-8931

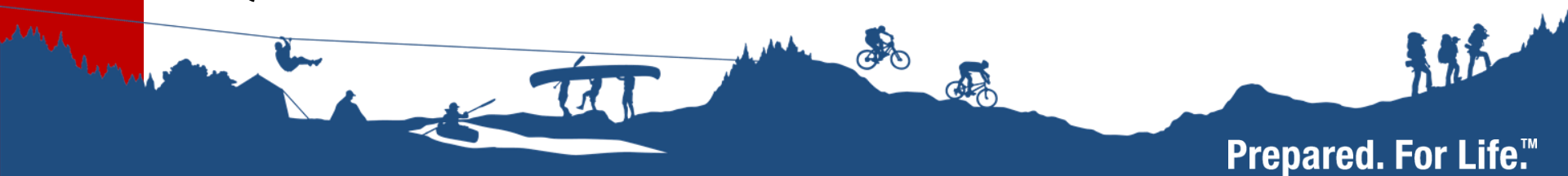


Prepared. For Life.™



# Today's Objective

- Why Sell Camp Cards?
- Review 2021 Commission
- Importance of the Camp Card Captain and Responsibilities
- Review the Deals!
- Selling at locations on the Card
- Campaign Timeline
- Incentives
- Eliminating Barriers
- Q & A



# CAMP CARDS = QUALITY PROGRAM

- Helps to achieve the MISSION of Scouting

*The mission of the Mississippi Valley Council, Boy Scouts of America is to prepare young people to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout Oath and Law.*

*Scout Oath - On my honor I will do my best, to do my duty to God and my country, and to obey the Scout Law; to help other people at all times; to keep myself physically strong, mentally awake, and morally straight.*

*Scout Law - A Scout is: trustworthy, loyal, helpful, friendly, courteous, kind, obedient, cheerful, thrifty, brave, clean, and reverent.*

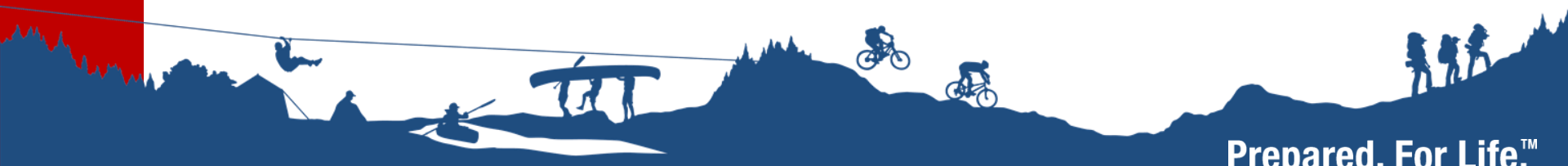
- Camp Cards help and eliminate financial barriers providing the needed resources for families and Scout units.
- Gets more youth in the outdoors and increases camp attendance
- Teaches self-reliance and personal responsibility





## Why are Camp Cards a successful Product Sales Program?

- ***Community Alignment and Perception***- It's an excellent marketing program that instantly aligns with the consumer's perception of Scouting's camping and outdoor program thus "***Camp Cards***". The number ONE reason an individual gives to Scouting is so a young person can go to camp!
- ***Price Points***- The price point is perfect and sells for only \$10.00! The consumer instantly gets their money back after redeeming coupons.
- ***Perceived Value***- The *Camp Cards* have a great value to the consumer. In a tough economy *Camp Cards* have a remarkable perceived value and are easy to sell!



## Why are Camp Cards a successful Product Sales Program?

- ***Easy Logistics***-they are easy to distribute, require no storage space, are not labor intensive and do not require up front costs for the Scout
- ***Product Cost***- The *Camp Card* is inexpensive to produce and has an excellent Return on Investment (ROI).
- ***Unbelievable Enthusiasm for Sales- Camp Cards*** has created an excitement with Scout leaders at all levels of our program. Scoutmasters, Parents, Scouts, Explorers have adopted the *Camp Card* product sales program with great enthusiasm. It has enabled Scouts and units to have the financial resources to support their unit programs. Scouts earn \$5.00 or 50% for each Camp Card sold to support their unit programs. ***100% of proceeds go directly back into the local Scouting program!***
- ***It's SIMPLE!***

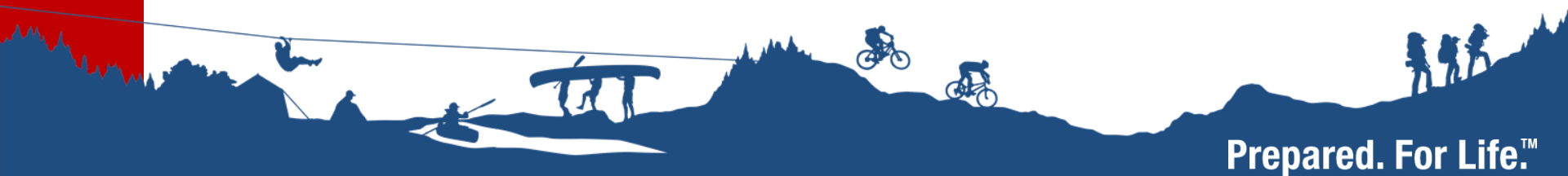




## Benefits to Everyone

**A Scout is Thrifty**: The 9<sup>th</sup> point of the Scout Law says that, “A Scout works to pay their own way and to help others. The Scout saves for the future. The Scout protects and conserves natural resources and carefully uses time and property.”

- The *Camp Card* is designed to help a Scout earn his/her way to camp. This helps their parents with the cost of camp, and it helps the Scout learn to save money and earn their way thereby achieving their goal.





# 2021 Commission

- No commitment sale- Money NOT due upfront
  - Can return unsold cards
  - Unit receives 50% of sales\*
- \* If cards are returned by June 14, 2021. Otherwise, unit earns 40% commission

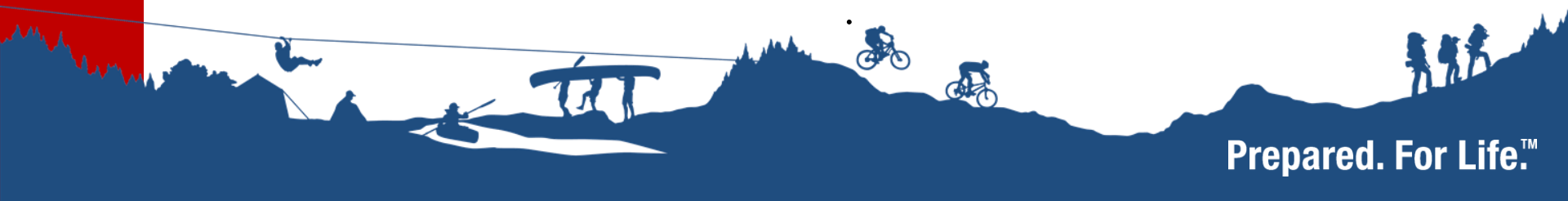






## Benefits for a Scout

- Each Scout earns \$5.00 in “Scout credit” from each \$10.00 card sold that they use to help pay their own way to camp. This way we help Scouts earn all or part of their cost.
- Provides experience in sales, money management, planning, and goal setting, and increases the Scout’s self-esteem.
- *Camp Card* helps youth purchase needed equipment and their families with financial assistance, to be able to better afford all the costs associated with camp.
- Provides Scouts in at-risk neighborhoods the opportunity to raise funds in other communities outside of their neighborhood.



# Camp Card Captain Responsibilities

1. Keep track of number of cards each scout has and sells
2. **Encourage store front sales. Sign up genius will be available.**
3. Encourage pack/troop leaders to support camp card sales
4. Track amount going to scouts for camp use (Example: \$1 per card to pack/troop \$4 per card for scout)
5. Track number of cards ordered from scout office.  
Number returned to scout office.
6. Get with treasurer to make camp card deposit and to pay scout office. Supply them with excel file for an easy transfer of information.





# The Deals! Illinois

**HyVee®**

**\$5.00 OFF  
A \$50.00  
PURCHASE**

(One Time Use Only and  
Excludes Alcohol, Tobacco,  
Gift Cards and Lottery)

*Valid At:*

3700 Broadway &  
1400 Harrison in Quincy  
and Macomb Locations

**EXP. 12/31/21**

**CASEY'S**

**BUY ANY  
LARGE  
SPECIALTY PIZZA  
AND RECEIVE  
A MEDIUM  
1 TOPPING  
FREE!**

EVERY SEASON STARTS AT

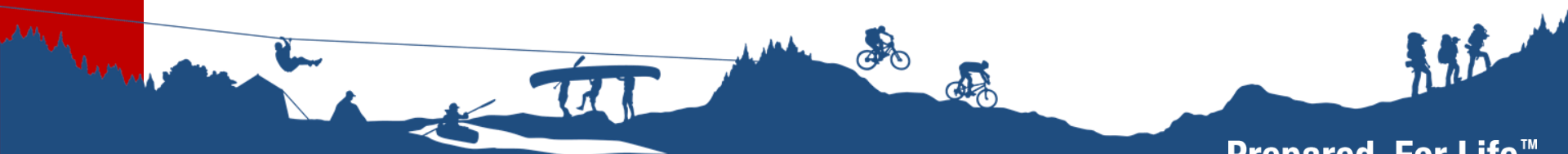
**DICK'S**  
SPORTING GOODS®

**\$10 OFF**

YOUR IN-STORE PURCHASE OF \$50.00 OR MORE



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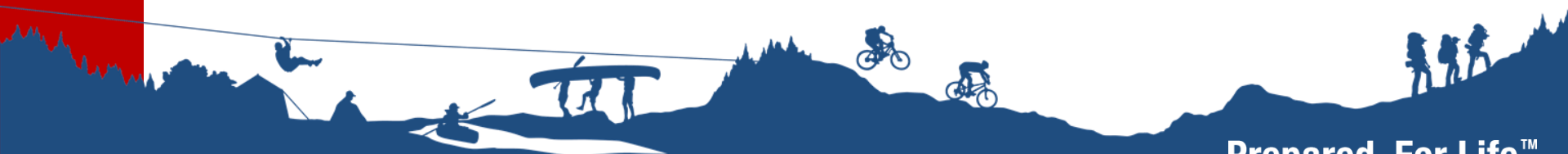
# The Deals! Illinois

- RURAL BLISS** ..... **1** ..... **2** ..... **3** ..... 10% Off Purchase of \$50.00 Or More (Limit 3 Times), 425 Main, Carthage, IL, 217-357-9205
- KUSTOM CUTS** ..... \$2.00 Off Any Haircut, 4811 Broadway, Quincy, IL, 217-214-4247
- PAPA JOHN'S** ..... Buy Any Large Pizza At Regular Menu Price & Get The Second Of Equal Or Lesser Value FREE  
1830 Broadway, Quincy, IL, 217-222-5252
- PAPA MURPHY'S** ..... \$2.00 OFF Any Sized Pizza At Regular Menu Price, 3020 Broadway, Quincy, IL, 217-223-9200
- QDOBA** ..... Buy Any Entrée & 2 Drinks And Get One Entrée Of Equal Or Lesser Value Free (Not Valid With Any Other Offer)  
415 N. 32nd, Quincy, IL, 217-222-4822
- DOMINO'S** ..... Buy Any Large One Or More Topping Pizza At Regular Menu Price And Receive A Medium One Topping Pizza Free  
Valid At 2501 Broadway, Quincy, IL, 217-223-4040 Or 1027 Main, Keokuk, IA, 319-524-9770
- HARDEE'S** ..... \$1.00 OFF Any Thick Burger Combo, 2916 Broadway, Quincy, IL, 217-223-9572
- FAZOLI'S** ..... \$2.00 Off \$20.00 Or More Purchase Excluding Tax, 4900 Broadway, Quincy, IL, 217-228-9873
- TANGERINE BOWL** ..... Buy 1 Game & Get 1 FREE, (Limit 1 Per Person, Per Visit, Per Day), 3530 Maine St., Quincy, IL, 217-222-8262
- CHOMPZ** ..... Buy Any Combo And Get A FREE Dessert, Not Valid With Any Other Offer, 12th and Jefferson, Quincy, IL
- TROPICAL SMOOTHIE** .. Buy 1 Smoothie And Get 2nd Smoothie ½ Price (Equal Or Lesser Value), 3418 Broadway, Quincy, 217-209-0520
- ZOUP** ..... FREE Soft Drink Or Tea With Purchase Of A Pick 2, 3430 Broadway, Quincy, IL, 217-577-2020
- WENDY'S** ..... FREE Frosty With Any Purchase, 3530 Broadway, Quincy, IL & 2 Cieten Plaza, Barry, IL
- BAINBRIDGE CAFÉ** ..... FREE 20 Oz. Drink With Purchase Of A Tenderloin (Monday Only), 717 Mortimer Street, Barry, IL, 217-617-5801
- TCBY** ..... Buy One Large Cup & Get One FREE (One Per Person, Per Visit, Per Day, Cannot Be Used With Other Offers, Limit 12 times)  
1735 State, Quincy, IL, 217-228-2292

- 1**
- 2**
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- 12**

**SCOTTIE'S FUN SPOT - BUY ONE MAJOR ATTRACTION & GET ONE FREE** (Laser Tag, Roller Skating, Ballcity, Go-Karts & One Time Use Only), 8000 Broadway • Quincy • 222-3868

**QUINCY PARK DISTRICT - Batting Cage - Buy One Get One FREE Mini Golf Round** (Of Equal Or Lesser Value Up To A \$5.25 Value, One Time Use Only) 1608 Mooman Park • Quincy • 228-1261





# The Deals! Iowa

**HyVee**  
\$5.00 OFF  
A \$50.00  
PURCHASE

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**HyVee**  
BUY ONE PIZZA  
AND GET ONE  
FREE

**CASEY'S**

BUY ANY  
LARGE  
SPECIALTY PIZZA  
AND RECEIVE  
A MEDIUM  
1 TOPPING  
FREE!

EVERY SEASON STARTS AT

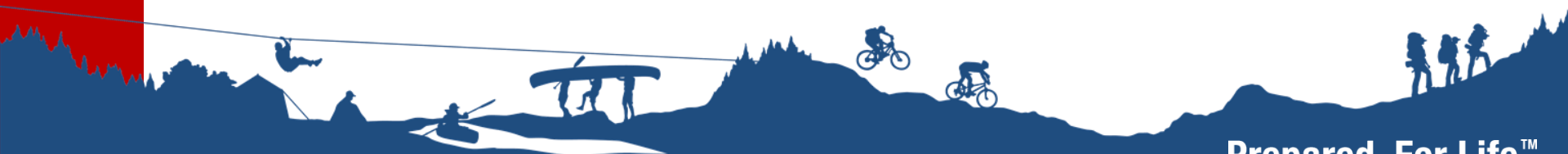
**DICK'S**  
SPORTING GOODS®

**\$10 OFF**

YOUR IN-STORE PURCHASE OF \$50.00 OR MORE



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# The Deals! Iowa

- TACO JOHN'S** .....\$2 Off A Six-Pack And A Pound Of Potato Ole's, 119 S. Roosevelt, Burlington, IA, 319-754-5114
- GRANDPA'S HOMEMADE ICE CREAM** ... 10% Off Total Purchase, 600 S. Roosevelt, Burlington, IA 319-754-4888
- HARDEE'S** ..... \$1.00 Off A Thickburger, 1431 Ave. H, Ft. Madison, IA, 319-372-9426
- DOMINO'S** ..... Buy Any Large One Or More Topping Pizza At Regular Menu Price And Receive A Medium One Topping Pizza FREE. Valid at 2501 Broadway, Quincy, IL, 217-223-4040 Or 1027 Main, Keokuk, IA, 319-524-9770
- GREAT CLIPS** ..... \$1.00 Off Any Haircut, Keokuk, IA and Burlington, IA
- CULVER'S** ..... 10% Off One Value Basket Per Visit. 919 Lawrence Dr., Burlington, IA, 319-752-3464
- HAPPY JOE'S PIZZA** ..... \$4.00 Off A Large Pizza Or \$3.00 Off A Medium Pizza When Purchased At Regular Menu Price. Not Valid With Any Other Offers. Valid At Burlington Location Only. Burlington, IA, 319-753-1665
- PIZZA HUT** ..... Buy One Lunch Buffet And Get The Second Free, 900 N. Grand, Mt. Pleasant, IA, 319-385-8707
- PIZZA HUT** ..... Buy One Order Of Wings And Get One Free, 900 N. Grand, Mt. Pleasant, IA, 319-385-8707
- SONIC** ..... Receive A Free Vanilla Cone With Purchase, Limit One Per Day  
3325 Main St., Keokuk, IA and Burlington, IA, 319-524-1919
- MAZZIO'S PIZZA** ..... \$2.00 Off A Large Or \$1.00 Off A Medium Pizza Or A Free Drink With Purchase  
616 S. Roosevelt Ave., Burlington, IA, 319-753-0161
- DUNN BROTHERS COFFEE** .... .50 Cents Off A Prepared Beverage. 1105 Lawrence Dr., Burlington, IA, 319-237-8990

**FUN CITY**  
BUY \$5.00 IN GAME BUCKS AND RECEIVE \$5.00 FREE  
3001 Winegard Dr. • Burlington, IA • 319-753-2946

**BICKEL'S CYCLING & FITNESS**  
\$10.00 OFF A \$50.00 OR MORE PURCHASE  
305 East Agency Road • West Burlington, IA • 319-754-4410

# Benefits for the Local Council

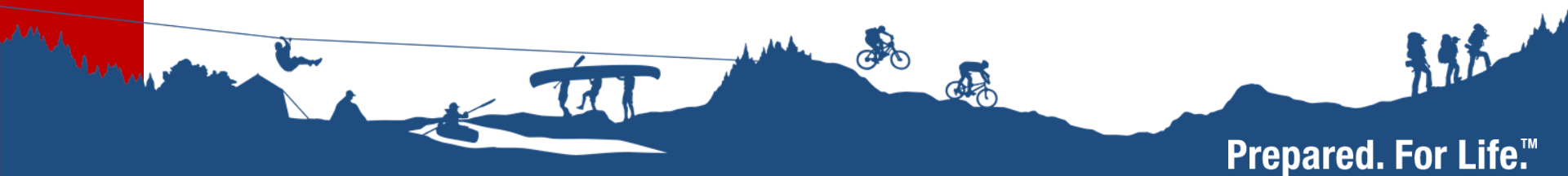
- It helps fulfill the mission of Scouting teaching youth to be self-reliant
- Helps to grow our programs, recruit new youth and serve more families in our community
- We help our youth get outdoors and be physically active
- Allow us to provide direct program support to our Chartered Organizations
- Provides additional resources for at-risk youth including tents and camping equipment and scholarships
- Allows for leader training for adults, year-round activities for youth, and to maintain first class camping facilities for youth
- The *Camp Card* will promote and increase Summer Camp attendance of Scouts





# Selling at locations on the card

- Will set up a Sign-Up Genius at select stores
- Shifts will be in 1-hour slots for up to two Scouts
- You can have Scout sign up for the shift or Unit. Either is fine
- Potential Sites:
  - Quincy: Dicks, Casey's on 36<sup>th</sup>,
  - Burlington: (Caseys, Hy Vee)
  - Keokuk (HyVee, Casey's)
  - Fort Madison (HyVee, Casey's)
- **RULES:** Do not sell in front of the door (but you can walk around)  
Remember that you are representing the BSA





# Campaign Timeline

January 14	Orientation #1
January 25	Orientation #2
January 25	Cards Available to Pick Up
February 1	Campaign Officially Begins
March 19-May 28	Weekly Drawings
May 31	Campaign Ends
June 11	Units collect money and cards
June 14	Last day to return cards to council



# Weekly Drawings

Weekly beginning Friday, March 19 (11 Weeks)

Scout must have sold at least 25 cards to enter drawing

1 Entry per 25 cards sold

Entry must be submitted by end of day Wednesday of that week

Unselected entries are automatically entered into the next week drawing

First 10 Weeks: Winner gets choice of one of the following:

\$20 Trading Post Gift Card or,

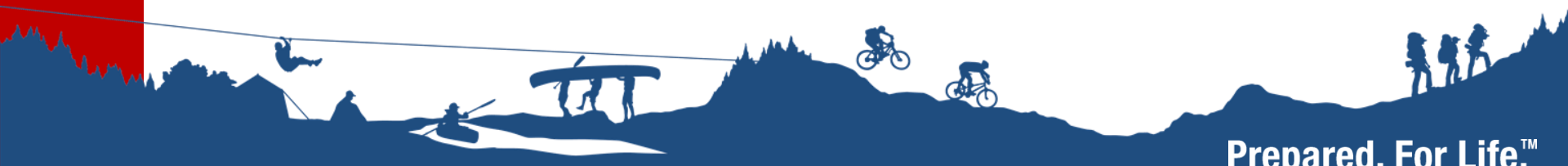
\$20 Scout Shop Gift Card or,

\$15 Amazon Gift Card

A grand prize winner will be selected in Week 11. Winner gets choice of the following:

\$100 Scout Shop Gift Card or,

\$100 Amazon Gift Card



# Eliminating Barriers

## Parents:

Requiring families to pay for cards in order to sell them may not encourage a lot of sales.

Not time consuming. Ask friends, co workers, family

Will not fill up your garage!

## Scouts:

Be exciting!

Do a Kick Off

Create prizes! Ex: Huge Chocolate Bar, Gift Cards, etc.

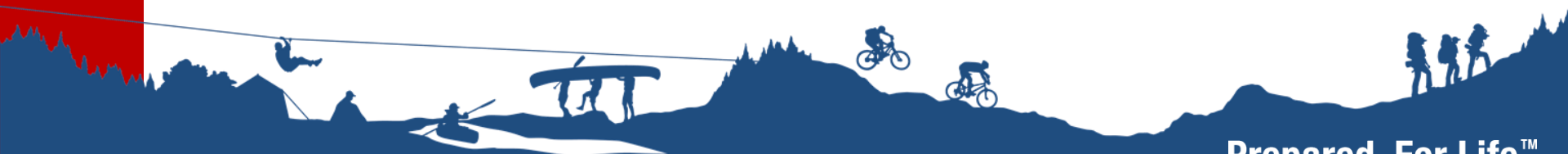
## Consumer:

**Concern:** Its not a good deal! **Response:** If you plan to spend over \$50 at this store, then you will make money AND support me, the Scout going to camp!





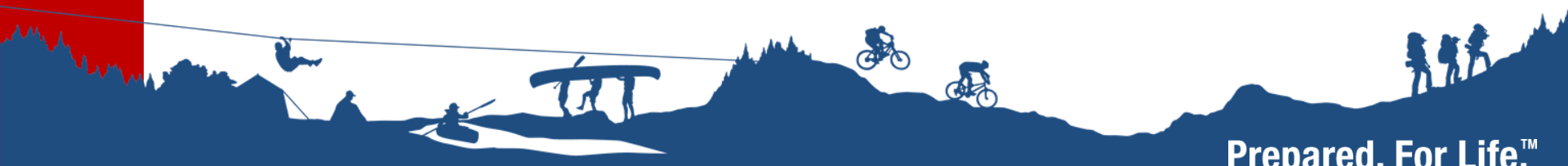
# Q and A



BOY SCOUTS OF AMERICA®



Thank you!



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