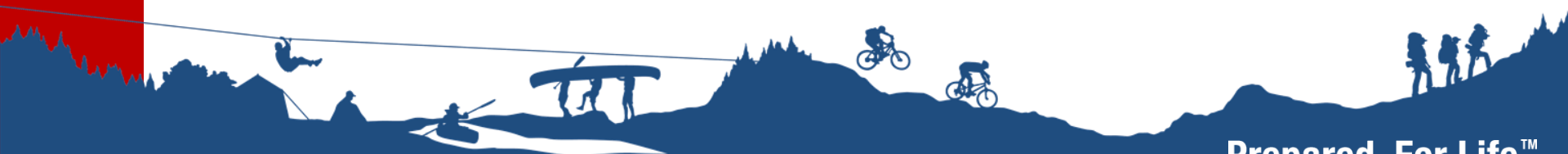




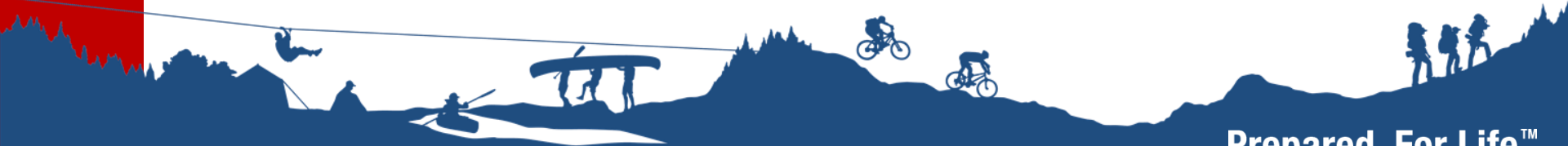
Mississippi Valley Council Boy Scouts of America Camp Card Campaign





Today's Objective

- Why Sell Camp Cards?
- Review 2022 Commission
- Importance of the Camp Card Captain and Responsibilities
- Review the Deals!
- Selling at locations on the Card
- Incentives
- Campaign Timeline
- Eliminating Barriers
- Q & A



CAMP CARDS = DELIVER THE PROMISE

- 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.

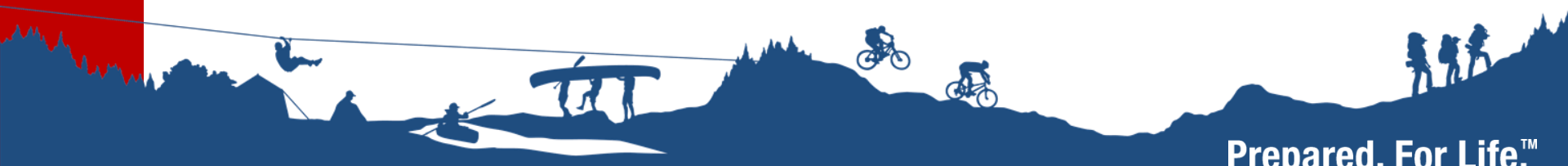
- Camp Cards help and eliminate financial barriers providing the needed resources for families and Scout units.
- Gets more youth in the outdoors and increases camp attendance
- Teaches self-reliance and personal responsibility





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!***

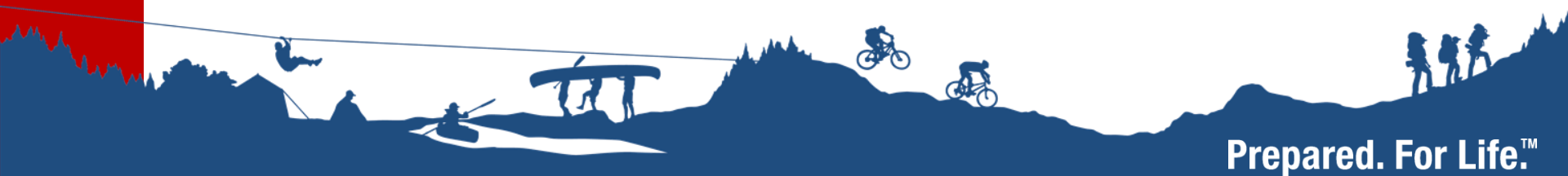




Benefits to Everyone

A Scout is Thrifty: The 9th 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.



Camp Card Captain Responsibilities

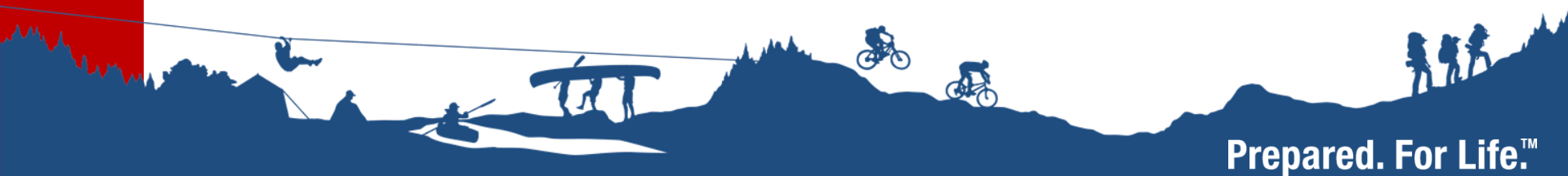
1. Keep track of number of cards each scout has and sells
2. **Encourage all strategies for sales. Eg: storefront, door to door, at work, etc.**
3. Encourage pack/troop leaders to support camp card sales
4. Track amount going to scouts for camp use (Example: \$1 per card to pack/troop \$4 per card for scout)
5. Track number of cards ordered from scout office.
Number returned to scout office.
6. Get with treasurer to make on time payment(s) to Scout office. Supply them with excel file for an easy transfer of information.





2022 Commission

- No commitment sale- Money NOT due upfront
- Can return unsold cards
- Unit receives 50% of sales*
- * If cards are returned and balance is paid in full by May 20, 2022. Otherwise, unit earns 40% commission



How many Cards should Scouts sell?

Cub Scouts

Cub Adventure Camp	28 Cards
Webelos Adventure Camp	33 Cards

Scouts BSA

Scouts BSA Camp	61 Cards
OA Service Corps	61 Cards
NYLT	61 Cards
Duty to God Retreat	35 Cards
Back Country Experience	50 Cards
Trail To Eagle Camp	65 Cards





Top Seller Prizes

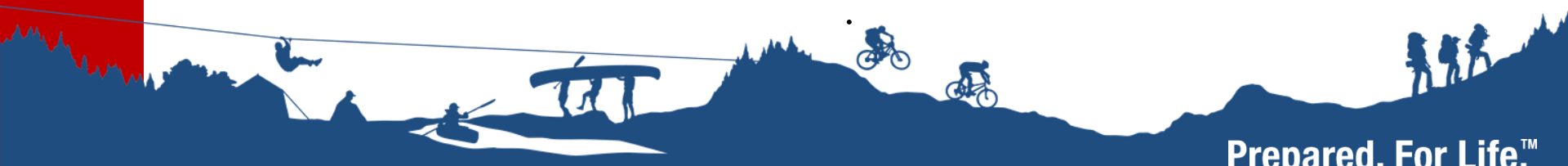
Every Scout who sells cards this year is eligible for a prize. The more cards that a Scout sells, the bigger the prize. Submit your Scout sales sheet by May 20!
Winners will be announced the week of May 30, 2022

- | | |
|-------------|--|
| 1-28 Cards | 5 Scouts will be selected to win \$5 Trading Post Gift Card |
| 29-50 Cards | 3 Scouts will be selected to win \$10 Trading Post Gift Card |
| 51-65 Cards | 1 Scout will be selected to win \$25 Trading Post Gift Card |
| 65+ Cards | 1 Scout will be selected to win \$25 Trading Post gift card PLUS \$25 Scout Shop Certificate |



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.





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. 12/31/22



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



**BUY A LOADED
TEA, GET A
FREE SHAKE**



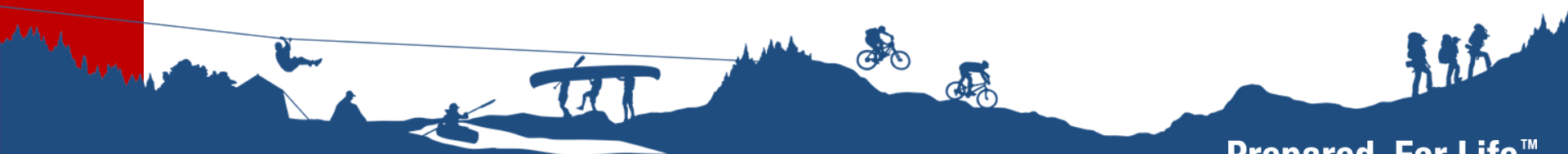
The Deals! Illinois

- RURAL BLISS** 10% Off Purchase of \$50.00 Or More (Limit 3 Times), 425 Main, Carthage, IL, 217-357-9205
- DOMINO'S** Buy Any Large Two 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
- CHOMPZ** Buy Any Combo Get A FREE Dessert. Not Valid With Any Other Offer. 12th Jefferson, Quincy, IL
- PAPA JOHN'S** Buy Any Large Pizza At Regular Menu Price & Get A FREE Order Of Garlic Knots (QHS3746)
1830 Broadway, Quincy, IL, 217-222-5252
- HARDEE'S** \$1.00 OFF Any Thick Burger Combo, 2916 Broadway, Quincy, IL, 217-223-9572
- PAPA MURPHY'S** \$2.00 OFF Any Sized Pizza At Regular Menu Price, 3020 Broadway, Quincy, IL, 217-223-9200
- KRAZY CAKES CAFE** FREE \$3 Or Less Beverage With Purchase Of Any \$8 Or More Entree (Not Valid With Any Other Discount)
512 Hampshire, Quincy, IL, 217-222-2253
- KUSTOM CUTS** \$2.00 Off Any Haircut, 4811 Broadway, Quincy, IL, 217-214-4247
- 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
- TANGERINE BOWL** BUY 1 GAME & GET 1 FREE, (Limit 1 Per Person, Per Visit, Per Day), 3530 Maine St., Quincy, IL, 217-222-8262
- TROPICAL SMOOTHIE** .. Buy One Smoothie Get 2nd Smoothie ½ Price (Equal Or Lesser Value) 3418 Broadway, Quincy, IL, 217-209-0520
- WENDY'S** FREE Frosty With Any Purchase, 3530 Broadway, Quincy, IL & 2 Cieten Plaza, Barry, IL
- ZOUP** FREE Soft Drink Or Tea With Purchase Of A Pick 2. 3430 Broadway, Quincy, IL, 217-577-2020
- 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

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FIREHOUSE SUBS - BUY A MEDIUM SUB AND TWO DRINKS AND GET A MEDIUM SUB FREE (One Time Use Only & Of Equal Or Lesser Value) 3720 Broadway • Quincy • 228-8445

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 Moorman Park • Quincy • 228-1261





The Deals! Iowa

HyVee®

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

HyVee®

**BUY ONE PIZZA
AND GET ONE
FREE**



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

QUESO'S

MEXICAN BAR & GRILL



**FREE LARGE QUESO WITH
PURCHASE OF \$10 OR MORE**



The Deals! Iowa

CULVER'S 10% Off One Value Basket Per Visit. 919 Lawrence Dr., Burlington, IA, 319-752-3464

DUNN BROTHERS COFFEE50 Cents Off A Prepared Beverage. 1105 Lawrence Dr., Burlington, IA, 319-237-8990

GRANDPA'S HOMEMADE ICE CREAM .. 10% Off Total Purchase, 600 S. Roosevelt, Burlington, IA, 319-754-4888

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

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

TACO JOHN'S \$2 Off A Six-Pack And A Pound Of Potato Ole's, 119 S. Roosevelt, Burlington, IA, 319-754-5114

GREAT CLIPS \$1.00 Off Any Haircut, Keokuk, IA and Burlington, IA

HARDEE'S \$1.00 Off A Thickburger, 1431 Ave. H, Ft. Madison, IA, 319-372-9426

SONIC Receive A Free Vanilla Cone With Purchase, Limit One Per Day
3325 Main St., Keokuk, IA and Burlington, IA, 319-524-1919

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

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

FUN CITY

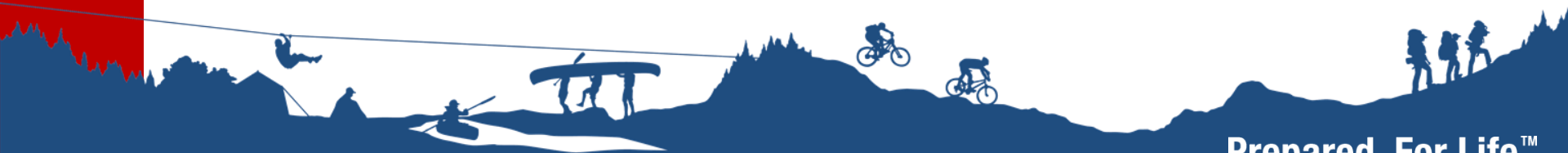
BUY \$5.00 IN GAME BUCKS AND RECEIVE \$5.00 FREE

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



Prepared. For Life.™

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



Campaign Timeline

January 18	Cards Available to Pick Up
January 21	Orientation #1
January 24	Orientation #2
January 31	Campaign Officially Begins
April 30	Campaign Ends
May 20	Last day to return cards
May 20	Last day to submit Scout Sales



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.

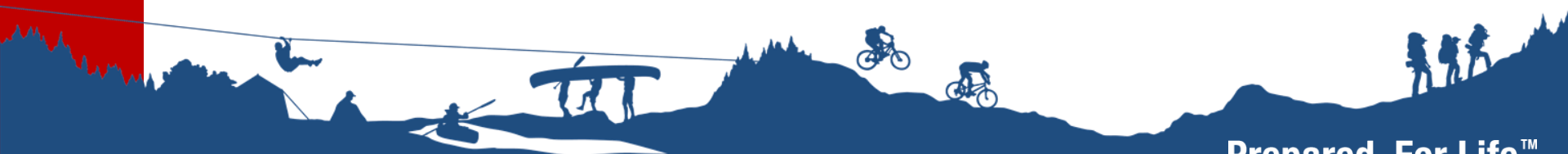
Consumer:

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!





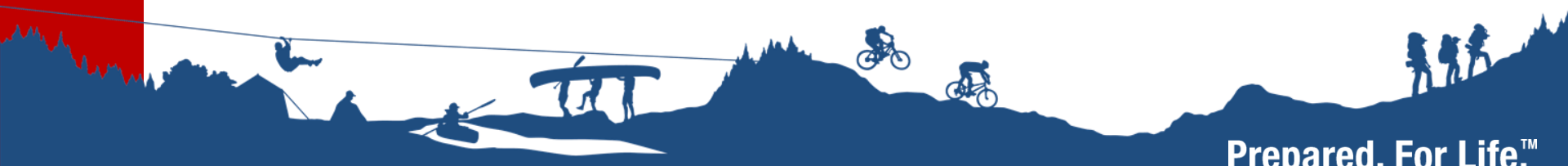
Q and A



BOY SCOUTS OF AMERICA®



Thank you!



Prepared. For Life.™