100% of Proceeds
Stay Local!

2020 Camp Card
Guidebook

Save Money & Help Send Youth To Camp!

Seneca Waterways Council, BSA
2320 Brighton-Henrietta Town Line Rd Rochester, NY 14623
585-244-4210 www.SenecaWaterways.org
The Camp Card Sale

The Camp Card initiative is designed to help scouts earn their way to summer camp, Cub Scout Adventure Camp, Babcock Hovey, Massawepie Scout Camps, day camp, high adventure opportunities or other unit programs.

Units participating in the program will earn between 40-55% commission for each $5 Camp Card sold, and the remainder will go to the Council in order to help cover the costs of Camperships and to make improvements to our camps. The sale will begin February 1st and units will have until May 1st to sell cards and close out their accounts.

The program is RISK FREE, simply return any unsold cards to the SWC Scout Service Center on or before May 1st.

Value

The cards value is in helping scouts to earn their way to camp. Example below (40% commission)

Sell just: Earn What it Gets you (approx.)
8 Cards $16 1 MB Days session
12 Cards $24 SWC Fishing Derby
40 Cards $80 CS Twilight Camp
120 Cards $225 CS Adventure Camp
223 Cards $445 BS Resident Camp
230 Cards $450 1st Responders Camp
265 Cards $525 Eagle Flight
1400 Cards $2800 Philmont

Camp prizes/scholarships have no cash value and are Non transferable. Units ultimately decide what to use their commission earnings for. We strongly encourage their use for summer camp.
Camp Master (kamp · má · ster): one who ensures their Scouts get to camp.

Each unit should have a Camp Master. The Camp Master’s Camp Card sale responsibilities are to manage all aspects of the sale and clearly communicate sale information to your leaders, parents and Scouts. The Camp Master manages the unit’s commissions and with the guidance of the unit committee, determines how the funds are used. **We recommend that units focus on getting their Scouts to camp.**

The Camp Master’s ultimate goal: **Get 100% of their Scouts to summer camp.**

The Camp Master should be an expert on *all things camp*, they must ensure Scouts know the myriad of summer camp opportunities available and are encouraged to attend. A good Camp Master will strive to have over 90% of their Scouts attend a summer camp.

**Camp Master Responsibilities**

**CAMP**
- Be an expert in all Seneca Waterways Council summer camping opportunities.
- Encourage all your Scouts to go to Provisional camp if they can’t attend with your Unit.
- Explain to parents the importance of the “outing” in *Scouting!*
- Set a goal for percentage of Scouts attending camp and achieve it!
- Have Weekly Check-in with your Scouts
- Attend the SWC Camp Card Kick off on Jan 29, 2020

**CARD**
- Communicate the purpose of the Camp Card sale and time line to your Scouts and parents.
- Order your unit Cards via online or with the Order form on the website
- Kick-off the Camp Card sale with a **BANG** providing all members with a sales kit & at least 10-20 cards.
- Inspect, coach, and praise your Scouts.
- Collect all money and turn in the amount due to the Council on time. Manage unit’s commissions.
Why Camp Cards are Awesome

The greatness of Camp Cards does not stop at the commission. Camp cards are like free money for the Scouts selling. The camp card sells for $5 but the buyer gets their money back as soon as they use one of the Snap-off coupons. But it doesn't stop there!

The camp cards have great discounts on the back, that are available for repeat use! Making them worth many times the $5 investment.

Look at it this way—if each Scout sells 10 Camp Cards for $50, that Scout can end up with $20-$40 earned for camp!!! The customers that buy the Camp Card will be able to receive discounts from the card vendors. Saving money in trips to the card supporters. And this doesn't even take into account that the card pays for itself in snap-off coupons alone! EVERYONE WINS!

Sales Methods

1) Door to door– take your sales kits around the neighborhood and sell! Sell! Sell! Highlight the great coupons!

2) Show & Sell- Set up a booth and sell camp cards on the spot. This can be a great way to get out into the community and sell to people. Pick locations on days with a high volume of potential customers. Consider selling near a vendor location. Don’t forget to seek permission from the location managers, first!

3) Sell at work– Not only a great way for relatives to help their Scout but a great way to help out their co-workers with some fantastic Coupons!

Simple Sales Steps

- Wear your uniform
- Smile and tell them who you are (first name only)
- Tell them where you’re from (unit)
- Tell them what you are doing (earning money towards camp)
- Tell them what they can do to help (save money with the Camp Card)
- Close the sale, and thank them
- Remember you are not just selling discount cards, you are selling character and the benefits of summer camp!

Safety While Selling

* Sell with an adult or another scout
* Never enter anyone's home
* Never sell after dark unless with an adult
* Don’t carry large amounts of cash
* Be careful of dogs while selling
* Say thank you whether or not they buy a Camp Card
Single Use “Snap-Off” Coupons

Twelve local companies are featured on the 2020 Camp Card, and four have offered a “premium” one time discount! They are located on either end of the card. To use them all you have to do is “Tear-off” the tab at the time of purchase and present it to the cashier!

Unlimited Offers to be used

Listed on the back of each Camp Card are more savings! The customer has an unlimited amount of discounts! The Camp Card season expires December 31st, 2020, so does this cards savings. All day every day!!
We are looking for new vendors to help keep the Camp Card fresh. The five counties and the City of Rochester that make up the Seneca Waterways Council has many local businesses within its borders. Many of which support Scouting, and this is a great way to help those businesses grow. If you would like to see a new vendor on the Camp Card, we are looking for good recommendations. Here is what we need:

- Contact of Manager or Marketing Person
- Working phone number
- Working Email

Once we have a good contact with the business, a member of the Camp Card Team will contact them to discuss the opportunity. If you have a recommendation please contact: camp-cards@senecawaterways.org
Units may choose from one of the three commission opportunities at the beginning of the sale.

40% commission: At this commission rate ($2.00), units will be able to pick up the camp cards at the beginning of the sale and return any unsold cards (in re-sellable condition) no later than May 1st. The unit will be expected to pay in full for cards sold when cards are returned at the end of the sale.

50% commission: At this commission rate ($2.50), units will be able to pick up the camp cards at the beginning of the sale. They will not be able to return any unsold cards and will be expected to pay for all cards by May 1st. The unit may continue to sell any remaining cards until the first expiration date on the card.

55% commission: At this commission rate ($2.75), units will pay for all cards when they receive them. The unit may continue to sell all remaining Camp Cards in their possession until the end of the year and does not have to worry about the May 1st deadline.

Unit commission will be reduced 5% each Monday following May 1st for unsettled accounts.

Pack 50 sold 500 Camp Cards in Seneca District during the 2019 Sale!
Prize Program!

Scouts will be eligible to go to a Seneca Waterways Council Camp for free!!

February 18, 2020
1) Free week of camp for council top selling Scout in the council.
Need – Name, Unit # (District), & how many cards Sold!
Please use the Scout Entry Form, attached to this, to report the number of cards sold.

2) Every unit that sold at least 50 cards, they are entered into a drawing for a Scout to attend camp for free. Units will receive an entry for every 50 cards. Ex 100 cards = 2 entries per unit
Please use the Troop entry form, attached to this, to report the number of cards sold.

March 17, 2020
1) Free week of camp for council top selling Scout in the council.
Need – Name, Unit # (District), & how many cards Sold!
2) Every unit that sold at least 100 cards entered drawing for free Scout camper at camp. Units will receive an additional entry for every 100 cards. Ex 200 cards = 2 entries per unit

April 21, 2020
1) Free week of camp for council top selling Scout in the council.
Need – Name, Unit # (District), & how many cards Sold!
2) Every unit that sold at least 150 cards entered drawing for free Scout camper at camp. Units will receive an additional entry for every 150 cards. Ex 300 cards = 2 entries per unit

Top Selling Scout:

Please cut out and Scan/email to camp-cards@senecawaterways.org  Please Submit 1 Scout per Unit

Name: ___________________________  Unit #: ___________________________
Phone: __________________________  Email: ___________________________
Number of Cards Sold: ________  Amount Paid to council:
   40% (x$3.00) = _____________
   50% (x$2.50) = _____________
   55% (x$2.25) = _____________

Entry Due Dates:  
February 18  Date Sent: ____________
March 17  Date Sent: ____________
April 21  Date Sent: ____________
A 7th and Final Drawing will be held at the **May 19 Coordinated Meeting**. All Units who have returned and paid for their camp cards, will be eligible for an entry.

**IMPORTANT**

All Unit Entries will be verified once payment for the camp cards has been received at the Scout Service Center. Please use the Troop entry form, attached to this, to report the number of cards sold.

Top Seller drawing will be verified once payment has been received at Scout Service Center. Winners will be removed from any additional drawings. Please use the Scout Entry Form, attached to this, to report the number of cards sold.

Announcements will be made on Currents Newsletter, Facebook, and Council Coordinated Meeting in February, March, April, May, & June.

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**Top Selling Unit:**

Please cut out and Scan/email to camp-cards@senecawaterways.org

| Name: ______________________________ | Unit & #: ______________________________ |
| Phone: _____________________________ | Email: ________________________________ |

Number of Cards Sold: ______ Amount Paid to council:

40% (x $3.00) = ____________

50% (x$2.50) = ____________

55% (x$2.25) = ____________

Number of Entries Allowed:

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<td>Feb 18</td>
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<td>March 17</td>
<td>1 for every 100 sold</td>
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<td>April 21</td>
<td>1 for every 150 sold</td>
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More Blank Entries at the back of this guidebook!
The Objectives of your Camp Card kick-off are simple:

- Get Scouts excited about Summer Camp
- Get parents informed about why their son 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 Committee prior to the meeting. Assign duties to your members.
- Be prepared to talk about summer camp opportunities.
- Have snacks, drinks and music.
- Make sure EVERY Scout gets a sales kit with the desired number of Camp Cards (at least 10).
- Keep it short.

Camp Card Kick-Off Agenda

1. Grand Opening with music, cheers and excitement.
2. Check out a SALES KIT with at least 10-20 cards to every SCOUT
3. Review summer camp opportunities.
4. Review the Sales Goals and % of Scouts to Camp Goal and explain Key Dates.
5. Scout Training Role Play: sales Do’s and Don’ts.
6. Prizes: You may choose your own unit give-away prizes and incentives.
7. Big Finish: Issue a challenge to your Scouts of how many to sell, and send everyone home motivated to sell.

Follow-up after the kick-off with important reminders like dates, family sales goals, and prizes Scouts can win. Promote safety.
Here’s How:

1) Print and fill out the Commitment form from the SWC website. ([https://senecawaterways.org/camp-cards/](https://senecawaterways.org/camp-cards/)) or register online: CLICK HERE

2) Then you can drop off or Mail to the SWC Service Center. You can also Scan and Email it to camp-cards@senecawaterways.org.

3) Pick up your cards at the Council Camping Kick-off on January 29th or schedule a time for pick up

REMEMBER:

All Orders are First come, first serve. Order amounts are at the discretion of the Staff Advisor, so try to order what you know your Scouts are going to sell. If you need more Cards you can request them. Previous Cards sale amounts are available upon request. The council order is based on the council sales goal. While supplies last, extra cards can be secured through the Scout Service Center. SUPPLIES ARE LIMITED!

Payments

Please sure to make all payments at the front desk of Scout Service Center. Unit Invoices must be paid in full no later than May 1st.

Unsold Cards & Returns

All un-sold cards need to be returned no later by May 1st when the accounts are closed. All cards not returned to the Scout Service Center by the deadline will be added to the Unit Invoice, and the commission will be adjusted accordingly.

Re-Distribution of Cards

Units are discouraged to turn unsold cards to one another. All transfers must go through the SWC Camp Card Support Team at the Service Center. The Unit is responsible for the unsold Cards that are transferred without approval of Camp Card Support Team.

ATTENTION

Unit commission will be reduced 5% each Monday following May 1st for unsettled accounts
Camp Cards may be returned to the Scout Service Center without penalty until May 1st. Invoice payments must be paid in full by May 1st. Camp Cards must be returned in NEW condition (including all snap off discounts). The Camp Card Support Team reserves the right to refuse any cards that have been damaged or rendered unsalable. **THE UNIT IS RESPONSIBLE FOR ANY UN-RETURNED CARDS** (lost, stolen, damaged etc.). No cards will be accepted after May 1st.

***ATTENTION***

Units are discouraged to exchange, trade, or buy Camp Cards from other units. All the invoices will be maintained at the SWC Service Center. Please direct all unsold cards to the SWC Service Center so that the Unit Invoices may be updated. Units are responsible to pay the Invoices that are being maintained.

**REMEMBER:**

*The Camp Card is as good as a $5.00 bill, so treat it as one!*

**Sale Support** - We are here to help you!

Contact Camping Department (585-244-4210 or email at camp-cards@senecawaterways.org) with questions.

Watch for updates:

https://www.facebook.com/SenecaWaterwaysCouncilBSA/

https://www.youtube.com/channel/UCjB4JpJhAi5w49NnbeMythg

Council website https://www.senecawaterways.org/

and the Weekly Council Newsletter Currents
The Key Dates

Sign up for the sale! First Come First Serve!

January 29th  SWC Camping Kick off at Scout Service Center at 6pm!
Every Unit will receive a BONUS Drawing entry for the Incentive Plan for attending kickoff! This will be limited to the May 19 drawing.

February 1st  Camp card distribution at the SWC Office begins
Let the selling begin!

March 29th  Mid-sale Turn in. Turn in any unsold cards and have accounts adjusted accordingly.

May 1st  Sale ends, all accounts settled and unused cards turned in
All Cards not turned in by this date must be paid for by the Unit.
The Unit invoice must be paid in full at the Scout Service Center by Friday (at 4:30pm). If not, then the Commission Drops

May 3rd  Commission drops 5% every Monday for accounts if not closed out
Top Selling Scout:

Please cut out and Scan/email to camp-cards@senecawaterways.org  Please Submit 1 Scout per Unit

Name: ___________________________  Unit & #: ___________________________

Phone: __________________________  Email: ___________________________

Number of Cards Sold: _______  Amount Paid to council:  
40% (x$3.00) = __________
50% (x$2.50) = __________
55% (x$2.25) = __________

Entry Due Dates for 2020:  
February 18  Date Sent: __________
March 17  Date Sent: __________
April 21  Date Sent: __________
Top Selling Unit:

Please cut out and Scan/email to camp-cards@senecawaterways.org

Name: ___________________________  Unit & #: _____________________________
Phone: ___________________________  Email: _____________________________

Number of Cards Sold: ______  Amount Paid to council:  
40% (x $3.00) = __________
50% (x$2.50) = __________
55% (x$2.25) = __________

Number of Entries Allowed:  
February 18  1 for every 50 sold = __________
March 17  1 for every 100 sold = __________
April 21  1 for every 150 sold = __________

Top Selling Unit:

Please cut out and Scan/email to camp-cards@senecawaterways.org

Name: ___________________________  Unit & #: _____________________________
Phone: ___________________________  Email: _____________________________

Number of Cards Sold: ______  Amount Paid to council:  
40% (x $3.00) = __________
50% (x$2.50) = __________
55% (x$2.25) = __________

Number of Entries Allowed:  
Feb 19  1 for every 50 sold = __________
March 19  1 for every 100 sold = __________
April 16  1 for every 150 sold = __________

Top Selling Unit:

Please cut out and Scan/email to camp-cards@senecawaterways.org

Name: ___________________________  Unit & #: _____________________________
Phone: ___________________________  Email: _____________________________

Number of Cards Sold: ______  Amount Paid to council:  
40% (x $3.00) = __________
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Number of Entries Allowed:  
Feb 19  1 for every 50 sold = __________
March 19  1 for every 100 sold = __________
April 16  1 for every 150 sold = __________
# 2020 Camp Card Tracking Form

Unit #_____________  Kampmaster _______________
Town _____________  Phone ____________________
District ___________  Email _____________________
Sheet # ____________

# of Camp Cards Signed out: _____  Number of Camp Cards Sold: _____
Gross Sales: $ _____  Total Commission $ _________
(# of Camp Cards X $5.00)  (# of Cards X $5.00)

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<th>First Name</th>
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