



## Sales Tactics

### Where to sell:

Local store fronts.

Door to door.

Friends and family.

Kroger & Bass Pro stores where your unit reserved time.

### How to Sell:

Recruit a unit camp card champion.

Engage your Scouting families.

Establish sales goals for the Scouts.

Go out and sell with a smile!

## Important Websites and Contact Information



# Prepared. For Life.®

### Request camp cards-

[lhcampcard.weebly.com/commitments.html](http://lhcampcard.weebly.com/commitments.html)

### Kroger & Bass Pro time slot registration-

[Longhorn.kintera.org/campcards](http://Longhorn.kintera.org/campcards)

### Trailblazer District Camp Card Coach-

Peter Franz — [petefranz@gmail.com](mailto:petefranz@gmail.com) — 682-553-9933

[www.longhorncouncil.org](http://www.longhorncouncil.org)



## *Leader's Guide*

# Longhorn Council

# Boy Scouts of America

## Reasons to sell camp cards:

- Foster teamwork & financial independence through fun & easy goal-oriented sales!
- Support local community businesses!
- Pay for Scouting activities & equipment!
- Fund maintenance and expansion of Council properties for your Scouting adventures!
- Provide for our camp rangers & professional staff!



**50% of all sales are kept by the unit!**

Helpful Option:

Camp Card Banners - \$20/banner\*

\*Request banners through your district camp card coach.

## The Value of Selling Camp Cards

New Uniform - \$80 = 32 cards

Day Camp - \$125 = 50 cards

New Tent - \$150 = 60 cards

Summer Camp - \$250 = 100 cards

Philmont - \$1750 = 700 cards

National Jamboree - \$2000 = 800 cards

Keeping Longhorn Campgrounds **FREE** to use = 240,000 cards

Learning Self-Reliance = **Priceless**

*Watering the Entire Scouting Family Tree*



*One Camp Card at a Time. 😊*

## SCHEDULE

- *February 1<sup>st</sup> – 28<sup>th</sup>* – Request your cards.
- *February 1<sup>st</sup> & 15<sup>th</sup>* – Sign up for Kroger/Bass Pro time slot.
- *March Round Table* – Card pick-up.
- *April 1<sup>st</sup>* – Mid-season report of youth selling 10/20/30/etc. or more cards to district camp card coach.
- *April Round Table* – Mid-season prize raffle!
- *May Round Table* – Turn in 50% commission and unsold cards to district camp card coach along with final report of per person sales count.
- *June Round Table* – Recognitions, raffles, and awards!

## Recognitions and Prizes for outstanding selling efforts:

### **3 Grand Prize PlayStation 4s!**

- Top selling Scouts from each district will earn a chance to be awarded a new game console at June round tables!

### **Free Unit Weekend Adventure!**

- Each Service Area will have at least **1 qualifying unit per area** chosen prior to June round tables by raffle for a free age appropriate weekend adventure!
- Packs will win a 2 hour Star Wars themed Space Room Adventure at the Basswood Center! Massive electronics center, light sabers, R2-D2, and staff in full Stormtrooper costumes are included!
- Troops or Crews will win a free Score-O adventure on October 15<sup>th</sup>, 2016!
- Units must sell a minimum of 500 camp cards to be entered into the raffle.
- Report your total sales to your district camp card coach.

### **\$5, \$10, and \$50 Raffle Prizes!**

- **One** \$50 game purchasing gift card, **two** \$10 Scouting themed prizes, and **six** \$5 Scouting themed prizes will be raffled off at each of the April and June district round table!
- Scouts will have their name entered into the raffle every time they sell 10 camp cards.
- Report your Scouts' names & number of tickets earned to your district camp card coach by April 1<sup>st</sup> & June 1<sup>st</sup> for raffle entry.
- Scouts can earn multiple raffle tickets!
- Someone from the Scout's unit must be present at the round table in order for the Scout to receive a prize.

### **Unit Recognition Certificates!**

- The top 3 selling units from each district will be awarded will **framed** certificates of recognition at the June round table!