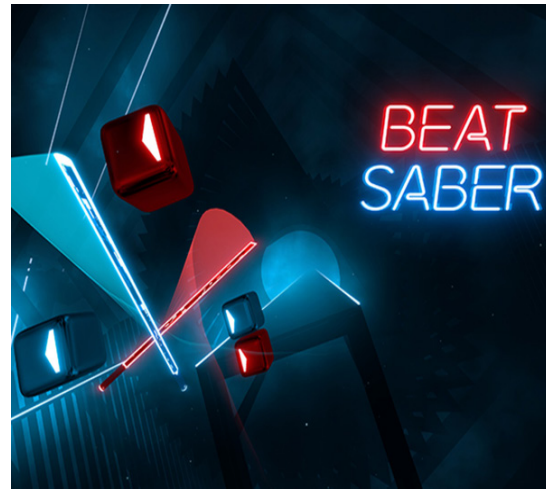


2025 Camp Card Guidebook

A Unit Leader's Path to Success!



Scouts who sell 1,000 cards can choose a VR Headset with Beat Saber game. Wow!



www.scoutingcolorado.org

Scouting Colorado
10455 W. 6th Avenue
Denver, CO 80215
303.455.5522

What's Inside:

- | | | | |
|---|------------------------------|----|--|
| 1 | Introducing the Camp Card | 6 | Colorado Adventure Point Opportunities |
| 2 | Camp Card Coordinator Duties | 7 | The Unit Kick-Off |
| 3 | Key Dates | 8 | Prizes |
| 4 | Policies & Procedures | 9 | Sales Methods |
| 5 | Camp Opportunities | 10 | Sales Techniques |



(Historical Sample card)

The Camp Card Sale

The Camp Card initiative is designed to help Scouts earn their way to summer camp, high adventure or Colorado Adventure Point camps. Units participating in this program will earn 50% commission (\$2.50) for each \$5 Camp Card they sell. The sale will begin in March and end on May 23, giving units more than 2 months to sell and close out their accounts.

This program is RISK FREE; simply return any unsold cards at settlement on or before May 23.

Community Partners

Local businesses have offered generous one-time discounts that make the sale of this card a no brainer. Several other partners, right in your own community, have offered discounts that are multi-use all year round. Take advantage of these partnerships to help your Scouts get to camp.

Camp Card Coordinator: one who ensures their Scouts get to camp.

Each unit should have a Camp Card Coordinator. The Camp Card Coordinator's responsibilities are to manage all aspects of the sale and clearly communicate information about the sale and camping opportunities to your leaders, parents and Scouts.

The Camp Card Coordinator's ultimate goal: Get 100% of their Scouts to summer camp.

The Camp Card Coordinator should be an expert on *all things camp*. They must ensure Scouts know the myriad of summer camp opportunities available and encourage them to attend. A good Camp Card Coordinator will have over 90% of their Scouts attend a summer camp.

Earn a VR Headset!



All Scouts who sell 1,000 cards can choose a VR Headset with Beat Saber game. Wow!



Sales Techniques for Scouts

Don't miss the opportunity to use the Camp Card sale to train your Scouts in public speaking, sales and service. Your Scouts and parents will appreciate the effort and your sales will improve.

Have Scouts role play and practice during your Kick-Off. Find a way to make training fun and reward Scouts who do a good job.

Have your Scouts practice these simple steps:

- Wear your uniform.
- Smile and tell them who you are – first name only!
- Tell them where you are from (unit within Scouting).
- Tell them what you are doing (earning money toward Scout Camp, high adventure trip, etc.).
- Tell them what they can do to help (save money with the Camp Card).
- Close the sale, and thank them.

We're Selling Camp Not Just Discount Cards

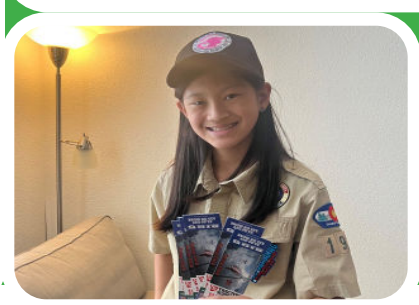
Ensure your families understand that they are selling character, a better community, and the benefits of Scout summer camp, not just selling discount cards. Emphasize that each card sold helps a Scout go to camp. The reason our sale will be successful is that people want to support Scouting.

Prepared. For Life.

Thank you for your support of Scouting!



Your Scouts
can earn their
own way to
Summer Camp!



How to Sell Camp Cards

Your job as Camp Card Coordinator is to teach your Scouts how to sell. Create a plan and train your Scouts in all three methods of selling listed below; this will give you the best results.

Door to Door: Take your SALES KIT and Cards for a trip around the neighborhood. Highlight the great coupons!

Show & Sell: Set up a sales booth and sell CAMP CARDS on the spot. This can be an effective approach in the right location at the right time, but don't hang your hat on this approach alone. Focus on multiple locations at the same time. Be sure not to over schedule Scouts. **Please do not sell cards in front of any business without their permission.**

Sell at Work: A great way for parents to help their Scout. Have parents take the SALES KIT to work.

Safety and Courtesy

Be sure to review these safety and courtesy tips with your Scouts and parents.

- Sell with another Scout or with a parent.
- Never enter anyone's home.
- Never sell after dark, unless with a parent.
- Don't carry large amounts of cash.
- Always walk on the sidewalk and driveway.
- Say thank you whether or not the prospect buys a Camp Card .

Camp Card Coordinator Responsibilities

CAMP

- Become an expert in all Scouting Colorado summer camp opportunities by visiting the home website.
- Encourage all your Scouts to select a camp that fits their summer schedule and wants.
- Explain to parents the importance of the outing in Scouting!
- Set a goal for percentage of Scouts attending camp and achieve it!

CARD

- Communicate the purpose of the Camp Card sale and timeline to your Scouts and parents.
- Kick-off the Camp Card sale with a BANG and provide all Scouts with a sales kit of 20 cards.
- Inspect, coach, and recognize your Scouts.
- Submit the name of each Scout who sells 20 cards for the weekly camp scholarship drawing.
- Collect all money and turn in the amount due on time.
- Turn in your unit prize form to Scouting Colorado on time.

Teaching the value of “earning your own way” has never been easier.



2025 Camp Card Key Dates

January 17
February 29- March 1

Last day to register unit for sale!
Camp Card Distribution in your district; Sales begin!

Monday, March 3
Monday, March 10
Monday, March 17
Monday, March 24
Monday, March 31

Camp Scholarship Drawing -1
Camp Scholarship Drawing -2
Camp Scholarship Drawing -3
Camp Scholarship Drawing -4
Camp Scholarship Drawing -5

April

Card Re-Distribution in your district

Monday, April 7
Monday, April 14
Monday, April 21

Camp Scholarship Drawing -6
Camp Scholarship Drawing -7
Camp Scholarship Drawing -8

May

Settlement at May District Roundtables including prize forms

Friday, May 23

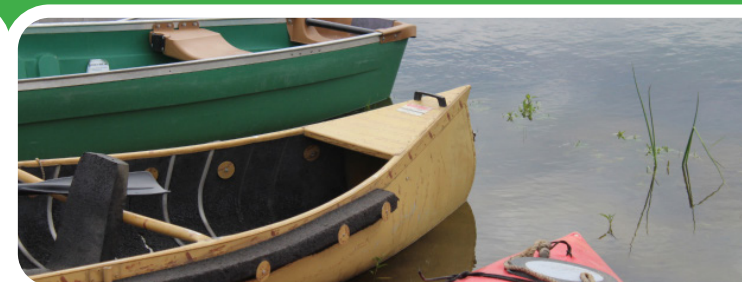
Deadline for Card Returns
Final Settlement to receive full commission

Friday, May 30
Friday, June 6

Deadline for 30% Commission
Deadline for 15% Commission

Sale Support

Contact your District Executive, or Jared Wharry at 720-266-2150 or email Jared.Wharry@scouting.org. We are here to help you! Use the QR code to find your District Executive.



Prizes!

Prizes will be distributed through unit Camp Card Coordinators.

Every Scout who sells 250 or more cards will also be able to select one prize from the list below. Scouts are only eligible for one of these prizes. Scholarships are not transferable and have no cash value; they may only be redeemed at Colorado Adventure Point or a Camp owned and operated by Scouting Colorado in 2025. There are no partial scholarships and no substitutions.

VR Headset must be picked up by the Scout or the Scout's parent at the Scouting Colorado office. Meta Quest 2 Virtual Reality Headset with Beat Saber game - approximate value: \$400.



SELL THIS	GET THIS!
250 CARDS	Scouting Colorado Scouts BSA or Cub Scout Resident Camp (1 parent included with Cub Scout Resident Camp)
500 CARDS	Beats By Dre Headphones (or \$200 Amazon gift card)
1,000 CARDS	VR Headset with Beat Saber Game (or \$400 Amazon gift card)

*Prizes are not cumulative

*Scouts that sell 20 Camp Cards may enter the weekly camp scholarship drawing at www.scoutingcolorado.org/giving/unit-fundraising/camp-cards/



Your Unit Kickoff

The objectives of your Camp Card kick-off are simple:

- Get Scouts excited about Summer Camp.
- Get parents informed about why their child should attend Summer Camp.

How can you ensure a successful kick-off?

- Make sure the Kick-Off is properly promoted by e-mail, e-mail groups and phone.
- Review the presentation with your Cub/Scoutmaster prior to the meeting. Plan who is to do what.
- Be prepared to talk about summer camp opportunities.
- Have **snacks**, drinks, and music.
- Make sure EVERY Scout gets a SALES KIT and 20 CARDS.
- Keep it short.
- Set a sales goal and track weekly by Den, Pack, Patrol, Troop, or Crew.

Camp Card Kick-off Agenda

1. Grand Opening with music, cheers, and excitement.
2. Check out a SALES KIT to every SCOUT with AT LEAST 20 cards.
3. Review Summer Camp opportunities.
4. Review Sales Goal and % of Scouts to Camp Goal & Explain Key Dates.
5. Scout Training: Role play sales Do's and Don'ts.
6. Prizes: Review Camp Scholarship opportunities and weekly drawings.
7. Big Finish: Issue a challenge to your Scouts and send everyone home motivated to sell.

Follow up after the kick-off with important reminders like dates, family sales goals and camp scholarships Scouts can win. Be sure to promote the “Weekly Scholarship Drawing” program.

Commission

The 2025 Camp Card commission is 50% if paid in full by May 23, this drops to 30% on May 30, and 15% on June 6. Units are encouraged to use proceeds for summer camp costs, but can choose to allocate funds for other program goals. No upfront payment is required; payment is due after sales.

Orders & Re-Distribution

The Camp Card order is based off unit orders; only a limited supply of extra cards will be ordered. Extra cards may be secured through the Scout Office or your District Executive. Supplies are limited. *You must settle on your current order to get additional cards.* A card re-distribution will occur in April. Units that have completed their sale and have left-over cards should plan to return unsold cards in April. These cards will be re-distributed to units that wish to sell more cards. All unreturned cards will be paid for at settlement. Units may settle their account at the Scouting Colorado Office between April 8-May 23.

Return Policy

Camp Cards can be returned to the Scouting Colorado Office without penalty between April 8 and May 23. The cards MUST be in new condition (including snap off discounts). NO cards will be accepted for return after May 23. The Camp Card Support Team reserves the right to refuse product that has been damaged or rendered unsellable. The UNIT is RESPONSIBLE for ANY unreturned cards (lost, misplaced, damaged etc.) Be sure Scouts and parents treat each card as if it were a \$5.00 bill.

Camp Scholarship & Prize Policy

Prize forms must be completed at the time of settlement. Additional prize forms are located on the Scouting Colorado website at <https://scoutingcolorado.org/giving/unit-fundraising/camp-cards/>. Camp scholarship prizes will be e-mailed directly to Scouts on Friday, May 23. Scholarships cannot be sold or transferred to another Scout and have no cash value. Camp Scholarships are only good for camps operated by Scouting Colorado during the 2025 calendar year. Only one Camp Scholarship may be earned per Scout. Units already registered and paid for a Scouting Colorado Camp will refund payment to Scouts who earn Camp Scholarship through selling Camp Cards. See page 8 for a list of prizes.

VR Headset and Amazon gift card winners may pick their prizes up from the Scouting Colorado Office after June 6. Scouting Colorado will not be responsible for lost forms or late entries, whatever the reason.



EVERY SCOUT DESERVES TO GO TO CAMP



Make yourself an expert on summer camp opportunities!
Find out more at www.scoutingcolorado.org/camps/

McNeil Scout Ranch at Peaceful Valley

Camps: Cub Scout Resident Camp, Scouts BSA Resident Camp, Year-round Camping, National Youth Leadership Training (NYLT)

McNeil Scout Ranch at Peaceful Valley (MSR) is located in central Colorado on the edge of the Black Forest, 65 miles southeast of Denver, near the town of Elbert. The property includes 3,316 acres of mountain park terrain and sits at 7,000 feet in elevation along the Palmer Divide. McNeil Scout Ranch at Peaceful Valley is home to Camp Cris Dobbins, Camp Dietler, and Magness Adventure Camp. In addition to summer opportunities, there are numerous opportunities for weekend camping during the off-season, including unit use of range activities, rock climbing, and the ATV safety program.

Camp Cris Dobbins

Nestled in the middle of the Black Forest, Camp Cris Dobbins offers more than just sweeping views of Pikes Peak Mountain and the front range of the Rocky Mountains. Cub Scout youth can spend summers with their families playing games with fellow Scouts while learning new skills in the outdoors. Scouts BSA youth can experience new activities like ATVs and Ziplines while earning merit badges and rank advancements. Additionally, Dobbins operates a one-of-a-kind range and target facility that would challenge even the most experienced. The convenience of meals from our dining hall and sleeping on raised wooden platforms in canvas wall tents will allow Scouts to focus on the only thing that matters: their next Colorado Adventure!

National Youth Leadership Training (NYLT)

Be Prepared to Lead the Way!

The Scouting program has specific objectives for youth - character development, leadership development, citizenship training, and personal fitness. Leadership development is also one of Scouting's eight methods contributing to both good character and good citizenship. NYLT is an exciting, action-packed program designed to provide youth members with the opportunity to learn these leadership skills and gain experience they can use in their home units and in other situations that would benefit from a leadership role.



Donald E. Scott Colorado Adventure Point

Camps: STEAM Camp (Cub Scouts), Enger Tech Camp (Cub Scouts)

Donald E. Scott Colorado Adventure Point (CAP) is a 20,000 square foot facility that includes a two-story rock-climbing wall, archery and air rifle shooting ranges, industrial fabrication lab, sustainability lab, and technology lab. CAP hosts summer day camps, Merit Badge classes, adventure overnights, birthday parties, conferences, and school group programs. CAP also develops custom activities for groups. The facility is open to the public as well as Scouts and is located at the Greater Colorado Council in Lakewood.



STEAM Camp

CAP's STEAM Camp isn't your typical science camp. Our campers get to experiment with chemistry, physics and engineering through a variety of materials, experiments and challenges to meet their curiosities and skill level in our challenge by choice model.

Enger Technology Weeks

Think robots, coding, and unique digital programs! This is a camp designed to give your kids access to new gadgets and skills, complemented by the classic offering of our fun activity zones like climbing, archery and gaga ball!

Sell 20 Cards and Register online for the weekly drawing of a camp scholarship!
* Register for the Drawing: To be entered into the weekly drawings, you must sell 20 cards, then submit your name, phone number and address online at www.scoutingcolorado.org/giving/unit-fundraising/camp-cards/. Register only once to be included in all 8 drawings.