

2025 Camp Card Guidebook

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**Scouting
America**[™]

Pathway to the Rockies Council

The Camp Card Sale

The Camp Card Sale is designed to help Scouts earn funds to offset the cost of their Scouting experience. Units participating in this program will earn 50% commission (\$2.50) for each \$5 Camp Card they sell. The sale begins March 13th and ends May 27th, 2025. This program is RISK FREE, simply return any unsold cards on or before May 29th at 4pm.

Community Partnerships

ACE Hardware and Smashburger have offered generous one-time discounts, which makes the sale of this card a great investment. Numerous other Scout supporters have offered discounts that are redeemable all year round for multiple uses. Take advantage of these partnerships to help your Scouts throughout the year!

App-based Savers Guide back by popular demand!

The Pathways to the Rockies Council has once again partnered with Savers Guide Entertainment to bring an website-based version of the card to you and your customers with the purchase of every card. Every card will have a unique (one-time) access code which unlocks offers from 10,000+ businesses (nationwide). Offers include everything from dining and things to do, to shopping, personal services, travel & more.



Unit Camp Card Chair Responsibilities

- Communicate the purpose of the Camp Card Sale and timeline to Scouts and parents
- Kick-off the Camp Card Sale with a BANG providing all members with at least 10 cards
- **SET A GOAL!!!**
- Collect all monies and turn in the amount due to the Council on time



Commission

The 2025 Camp Card Commission is 50% if your unit has paid in full by May 29th. Units do not have to pay for the cards up front. ****Commission checks will be available for pick-up on June 12th and will be mailed to the unit's COMMITTEE CHAIR on June 17th if they haven't been picked up by then. Commission drops to 25% if cards and money have not been turned in by the deadline.**

Card Distribution

Cards will be distributed to units based on previous year's sales. All cards will be distributed on March 13th, the day after the camp card zoom kick-off. Cards may be picked up at one of two Council Service Centers.

Additional Cards

Additional cards will be available during the sale. Units may make incremental settlements throughout the sale to pick up more cards. A good faith deposit must be made each time additional cards are checked out.

Return Policy

Camp Cards may be returned to the Council Service Center without penalty before the deadline of May 29th. These cards **MUST** be in new condition (including snap-off discounts). The Camp Card Support Team reserves the right to refuse cards that have been damaged or rendered unsellable. The **UNIT** is responsible for any cards not turned in (lost, misplaced, damaged, etc.) Be sure that Scouts and parents treat each card as if it were a \$5 bill.



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

- Get Scouts excited about Summer Camp
- Get parents informed about why their Scout should attend summer camp
- PROMOTION – make sure the “Kick-Off” is properly promoted through email and unit communications
- Review the presentation and know who is responsible for what
- Have snacks, drinks, etc.



Camp Card Kick-Off Agenda

- Grand Opening with music, cheers, and excitement
- Check out CARDS to every SCOUT (10 cards recommended)
- Review summer camp opportunities
- Review “Sales Goals” and explain key dates
- Scout Training: Role-Play the “Do’s and Don’ts” of proper Salesmanship
- Big Finish: Issue a challenge to your Scouts and send everyone home motivated to sell.

FOLLOW UP throughout the sale with important reminders and motivation to continue to sell.

More than a discount card

Ensure your families understand that they are selling character, they are selling a better community, and they are selling the benefits of Scouts attending summer camp, not just selling a \$5 discount card. Emphasize that each card sold helps a Scout go to camp. The reason our sale will be successful is because people want to support what Scouting stands for.

Sales Methods

Your job as a Unit Camp Card Chair is to teach your Scouts how to sell. To get there, your team needs to employ all 3 sales methods. Create a plan and train your Scouts in all three methods; this will give you the best results:

- 1) **Door to Door:** Take your SALES KIT and cards for a trip around the neighborhood. Highlight the great offers and share how they are supporting YOU to attend summer camp.
- 2) **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. Be sure not to over schedule Scouts.

Posters: Every unit will receive two free camp card posters for marketing purposes. Additional posters will be available on a first-come, first-serve basis.

- 3) **SELL AT WORK:** A great way for Mom and Dad to help their Scout. Bring your Scout to work to sell Camp Cards.

Safety and Courtesy

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

- Never enter anyone's home
- Never sell after dark, unless with an adult
- Don't carry large amounts of cash
- Always walk on the sidewalk and driveway
- Be careful of dogs while selling
- Say "Thank You" whether or not the prospect buys a Camp Card

Sales Techniques

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 towards Scout Camp, etc)
- Tell them what they can do to help (save money with the Camp Card)
- Close the sale and thank them!

CAMP CARD CONTACTS

Contact your District Executive or Jeremy Snook with questions about the 2025 Camp Card Sale: Jeremy.Snook@Scouting.org



Choose Your Adventure!!!

Camp Alexander – Summer Resident Camp (\$450 – or sell 180 camp cards)

Camp Alexander is located in Eleven Mile Canyon in the Pike National Forest approximately 45 miles west of Colorado Springs, and two miles south of Lake George. Camp Alexander is home to a world class Scouting America Summer Resident Camp with tons of merit badge and high adventure options.

Outback High Adventure Program (\$600 – or sell 240 camp cards)

The Outback Adventure Program is designed to be a full “Colorado Experience” over the course of a week. Scouts will experience hiking, mountain biking, rock-climbing, white-water rafting, and summiting Pikes Peak, one of Colorado’s “14ers.”

National Youth Leadership Training at Glen Aspen – (\$285 – or sell 114 camp cards)

National Youth Leadership Training (NYLT) is an exciting, action-packed program designed to provide youth members with leadership skills and experience they can use in their home Troops. Youth are transformed into leaders at this weeklong premiere training at Glen Aspen Ranch

Cub Scouts – Summer Resident Camp & Day Camp

Camp Alexander will host a 2025 Cub Scout Resident Camp in July. Cub Scout Resident Camp will feature shooting sports (archery, bb's and more) water activities (swimming & canoeing), campfires, 'smores and more fun than you can possibly imagine. The Pathway to the Rockies Council will also host a Day Camp experience for Cub Scouts of all levels several times throughout the summer. More details coming on these great events!