

# BIG ISLAND 2023 Camp Card

## Aloha Council, Boy Scouts of America

### How the Camp Card sale works:

- The 2023 Camp Card is designed to help youth fund their way to 2023 Camp.
- This is a Unit sales project which gives Scouts the opportunity to earn money for Camp and other activities.
- Each Camp Card will sell for only \$10 to the public and will have multiple food, service, and entertainment discounts for the customer to use throughout the year.
- The participating unit will keep 50% commission of the sales for each Camp Card sold!
- Commissions from the sales are encouraged to be applied directly towards sending youth to Summer Camp, however, they may be used as the Unit Committee sees fit.

### Camp Card Timeline:

February	Camp Card Promotions and Unit Sales Sign-up Begin
February	Kick-Off and Card Distribution
February 13	Sale Starts
April 28	Camp Card Sale Ends
May 1	Last Day for Units to turn in money and unsold Camp Cards
May 15	Last day to request Prizes

### Youth Sales Incentives:

- The Prizes will be determined by your District Executive and the Card Chair.

### How to plan a successful Camp Card sales for your Unit:

1. Determine the number of active youths in your program
2. **Set** a *per youth sales goal* (number of Camp Cards he/she should sell)
3. **Set** an overall *Unit sales goal*
4. **Communicate** Unit *needs* clearly with each youth and parent
  - a. Explain how the sale of Camp Cards teaches youth the value of earning what they want
  - b. **Explain** exactly where the unit plans to allocate the **revenue generated from the sales** (i.e. Individual youth Camp fees, Uniform, Unit Trailer, etc.)
5. **Communicate Camp Card calendar** clearly with all youth and parents
  - a. Have a Kickoff for your Unit
  - b. Have a Turn-In date for money and unsold Camp Cards

## 2023 Camp Card At-A-Glance:

Business	Value
ACE Hardware	\$5 Off Purchase Of \$25 Or More On Regular Priced Merchandise. One Time Use. Cannot Be Used with Other Promotions or Discounts. Excludes Gift Cards, Consignment Items and My Locker Items
Bianelli's	10% Off Food Purchase
Da Hawaiian Brain Freeze	10% Off Entire Purchase
Denny's	\$5 Off a Purchase of \$25 or More
EL MAGUEY Mexican Restaurant	\$5 Off a Purchase of \$50
The Fish Hopper	Free Appetizer with a Purchase of an Entrée. Chef's Choice. One per Table with Breakfast, Lunch, or Dinner. Not Valid on Holidays
Hawaiian Ice Cones	1 Free Small Shaved Ice with a Purchase of 1 Regular (Med) Size Hawaiian Shaved Ice
Honoka'a Public House	10% Off Any Pizza
HPM Building Supply	\$10 Off a Purchase of \$100 Or More (Cannot Be Combined with Other Offers)
IHOP	\$5 Off a Purchase of \$50 or More
Izakaya Miyo	\$5 Off a Purchase of \$50 or More
J. HARA Store	10% Discount on Regular Priced Items in the Following Categories: Hunting, Fishing, Camping, Rope, Diving, Archery, Flashlight, Optic or Kinfe. Expires 5/31/2023
KTA Super Store	\$5 Off a Purchase of \$50 or More. Taxes, Fees, Gift Cards, Alcohol/Tobacco Purchases Cannot be Counted Toward the Total Purchase Amount.
Killer Tacos	10% Off One Burrito
Kona Engraving	10% Off a Purchase of Trophies or Plaques
Kozmic Cones	\$1 Off Slush Float Per Card Per Person
Krua Thai Cuisine	\$5.00 Off a Purchase of \$25 or More Per Visit
L & L Hawaiian Barbecue	Free Small Drink with Purchase of \$10 or More
Los Habaneros	Free Can of Soda with a Purchase of \$10 or More
McDonald's	Buy One ¼ LB Cheese Meal at Regular Price and Get One ¼ LB Cheese Sandwich Free
Panda Express	Buy 2 Entrees at Regular Price and Get 2 Piece Spring Roll Free
Poi Dog Deli	10% Off Purchase (Does Not Apply to Catering Orders or Other Deli Discounts)
Reuben's Mexican Food	Free Soda with a Purchase of a Combo Plate at Regular Price
Scout Shop	15% Off Entire Purchase (Not Including Handbooks & Awards)
S. Tokunaga	10% Off Hook, Line and Sinkers (Excluding When the Items are on Sale)
Subway	\$1 Off Any Footlong
Big Island Top Dogs	10% Off Purchase
Trophy Case	\$5 Off a Purchase of \$25 or More
Two Ladies Kitchen	Free Pre-Assorted 6 Piece Pack with a Purchase of 1 Box of 6 Strawberries at Regular Price.
Yong's Kal-Bi	10% Off Any Purchase

# Sales Strategy

- Set a Unit or Sales goal!** Parents will support a fundraiser if there is a clear concise goal and reason (i.e. Summer Camp, Day Camp, Equipment, Trailer, Pinewood Derby Track, etc.). The best method is to set a sales goal for each Scout and then increase it just a little every time the goal is hit (ex. Scout A has a goal to sell 10 Cards. Once they have sold 10 Cards, their new goal would be to sell 5 more for a total of 15 Cards).
  - Start with your families! Each Scout can start selling by asking their aunts, uncles, grandparents, and parents.
  - We encourage all families and extended family to sell Camp Cards at work, events, or even to neighbors!
  - Scouts should coordinate sales times in front of high traffic areas (stores, banks, churches, etc – there will be some storefront locations provided by Council)
- Units should consider and are encouraged to develop their own Prize Program. Youth like prizes and recognition! Consult your District Executive and/or Camp Card Chair.
- Conduct an ENTHUSIASTIC Kickoff!** Advise Scouts to be excited, friendly, and eager to sell Cards anywhere that they can. Selling is all about how fun you make it. The more fun that the Scouts have, the more people will be interested in hearing their sales pitch.
- Be VERY clear with parents as to what the money earned will be used for. It is especially important if it is to be used for anything other than camp!!!
- Create a sense of urgency!** People react to deadlines. “We would like to have our campaign wrapped up by next week.” If given 3 months to sell, families will take 3 months to sell, and sell everything the last week anyway.
- Control your inventory!** Do not wait until the last minute to re-stock your Scouts with Cards to sell. Your inventory should mirror the Unit Sales Goal plus a little extra to exceed the goal.

## DISCLOSURE

All Prize forms are due **NO LATER THAN** May 15, 2023. Any Prize forms turned **AFTER** May 15, 2023 **WILL NOT** be counted.

### YOUR BIGGEST CHEERLEADER (CAMP CARD CHAIR & DISTRICT EXECUTIVE)

**Derrick Izumo** | Pukahi District Camp Card Champion - [Derrick.izumo@hawaiianelectric.com](mailto:Derrick.izumo@hawaiianelectric.com)

**Robert Leopoldino** | West Hawaii District Camp Card Champion - [Rcleopoldino@gmail.com](mailto:Rcleopoldino@gmail.com)

**Jason Ontiveros** | West Hawaii District Executive - [jason.ontiveros@scouting.org](mailto:jason.ontiveros@scouting.org)

**Mavis Lum Ho** | Pukahi District Executive - [mavis.lumho@scouting.org](mailto:mavis.lumho@scouting.org)