

MAUI 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.

2023 Camp Card At-A-Glance:

Business	Value
Ace Printing	10% Off In-House Printing, One Order Only (Does Not Include Wholesalers & Specials)
Ben Franklin Crafts	\$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
Down the Hatch/BreakWall Shave Ice	Get a Free Shaved Ice From BreakWall with a Purchase of a Regular Priced Entrée from Down the Hatch
Hawaiian Island Creations	15% Off Regular Priced Merchandise (excludes HIC Gift Cards, Yeti, Surfboards & Softboards)
Home Maid Bakery	10% Off Baked Goods Only
HPM Building Supply	\$10 Off a Purchase of \$100 Or More (Cannot Be Combined with Other Offers)
Krispy Kreme	15% Off Doughnut Purchase Only
L & L Hawaiian Barbecue	10% Off Reg or Mini Plate
Made In Hope Cafe	One Free Basic Topping on Any 1 Drink
Marmac Ace Hardware	10% Off Regular Price Items (Excludes Everyday Low Price and Sale Items)
Maui Humane Society	10% Discount on All Retail Items at The Shelter
Maui Tacos	15% of Entire Food Check
McDonald's	Buy One BigMac Extra Value Meal at Regular Price Get One Big Mac Sandwich Free
Panda Express	Buy Any 2-Item Combo Plate & Get an Extra Item or 22 oz Drink Free (Excludes Premium Dish)
Scout Shop	15% Off Entire Purchase (Not Including Handbooks & Awards)
TJ's Warehouse	10% Off of a Regular Priced Bento
West Maui Sports	10% Off All Items (Excludes Reels & Rod/Reel Combos)

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:

- Every Scout who sells 20 Camp Cards or more, will automatically be eligible for **Scout Bucks** (All Scouts)
- Every Scout who sells 50 Camp Cards or more, will automatically be eligible for **Amazon Gift Cards** (All Scouts)
- Every Scout who sells 150 Camp Cards or more, will have their choice of either: **Amazon Gift Card or a Campership to ANY Aloha Council Event.**

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

Sales Strategy

- 1. 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 aunties, 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)
- 2. 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.
- 3. 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.
- 4. 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!!!
- 5. 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.
- 6. 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)

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