

## Tips and Tricks to get the most out of your Camp Card Fundraiser

1. Capitalism
  - Units receive \$5.00 per card. Set a specific amount that goes to the Scout and stick to it! Pack 265 credits \$4.00 per card to the Scout and keeps \$1.00 per card in the Pack treasury. If the unit keeps all the money, there is little incentive for Scouts and families.
  - If your unit needs a certain amount of money, determine that amount and add it to your dues. Allow families to earn that equivalent amount through Camp Cards.
  - Track Camp Card Account balances for each Scout in your unit.
  - The Pack 265 tracking spreadsheet will be shared through MCC
  
2. Set the expectation early
  - Include fundraisers in your Welcome Packet and other new member information.
  - If a new member needs a scholarship, include Camp Cards or other fundraisers. For example, Pack 265 typically gives a 50% scholarship in the fall and informs the family that they can pay the other 50% through fundraising.
  - Mention Camp Cards during new member orientation.
  
3. Show the benefits – constantly!
  - Reach out to MCC and see if there are leftover cards in the fall, during Cub Scout recruiting and start-up. Buy cards at a discount (work with District Executives) and sell at that discount to members in the Fall. The point is to allow members to experience the savings by using the coupons.
  - Consider holding extra Camp Cards from the spring and give them to new members as welcome gifts or prizes.
  - Talk up successes – highlight the amounts that others have earned.
  - When collecting annual dues, print out Camp Card (aka Scout) Account balances, and pass out. Let everyone see how much others have earned and have on balance. ALWAYS take the opportunity to fully credit families as having already paid for dues or camping trips with their Camp Card earnings.
  - Blue and Gold for Pack 265. Catered dinner (approx. \$10 per person) is paid through Camp Card proceeds kept by the Pack. Have Scouts stand up and thank them for our meal.
  
4. Set unit-level specific goals: a.k.a. “requirements”
  - Agenda item for Committee: number of cards every family is expected to sell or buy.
  - Let families know up front – they have a Duty to [unit name here] and are expected to sell X number of cards to friends, family, faith family, etc. This is completely independent of their Show and Sell obligations. Pack 265 “requires” each family to sell 25 cards and passes them out at the beginning of the fundraiser.
  - Families are expected to work / support X number of hours at the Unit Show and Sell. Make a schedule and pass that out weeks in advance. Include the dates on the Unit calendar.

## 5. Show And Sell

- 2-3 Scouts per door is ideal. “Buddies” requires two. Too many scouts lead to boredom and socializing. If there are multiple entrances – divide and conquer!
- Schedule 2-hour slots. Older Scouts can stay longer than a single slot, while the youngest may stay only a part of a single slot.
- Expectation is “to work” not socialize. Make the work fun and celebrate accomplishments but keep everyone busy. Pack 265 Scouts (and siblings) have earned well over \$20 per hour for the past 3 years.
- Uniformed Leader there and active. Work with the Scouts. Monitor the schedule and be ready to call substitutes when unforeseen circumstances arise. Work! Set the example. Help shy Scouts by standing with them and asking on their behalf.
- Do \* not \* bring chair. Minimize the snacks. Cub Scouts would quickly decide that they are starving and exhausted.
- Involve parents. Parents enjoy socializing, too, and can inadvertently become a distraction.
- Involve / invite siblings.
- THANK everyone! Many people say that they have already purchased a Camp Card or supported a Scout: THANK THEM for supporting Mecklenburg County, for paying for the program, Camp Grimes, Belk Scout Camp, etc. Be specific!
- Arrange potential store fronts early. Many shopping centers forbid fundraising. Ideally, find a store very close to a Harris Teeter.
- Ask the Chartered Organization.