

2024 Scout Card Leader's Guide



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Your Scouts can **EARN THEIR WEEK** at an Middle Tennessee Council **CAMP** this summer

Welcome to the 2024 Scout Card Sale...

Selling Scout Cards is an easy no risk way to teach Scouts the value of earning their way. Going to camp is the highlight of every Scout's year. Shouldn't they understand the value of that experience?

Thank you for investing the time and energy to lead your Scouting Unit's 2024 Scout Card Campaign. This sale plays an essential role in allowing you to generate the funds for your Unit, and to send your Scouts to camp this summer.

Imagine being able to pay for a MAJOR portion of what your Unit does for an entire year with Scout Card profits. Trips...camp outs...trainings...advancements...blue & gold banquets...courts of honor...trailers...uniforms...day camp...resident camp...summer camp!

Last year, Scouts in the Middle Tennessee Council earned over \$56,000 to fund their Scouting adventure.

Our goal is to give each Cub Scout, Scouts BSA, and Venturer the opportunity to earn the money needed to have the best Scouting summer ever.

This "Leaders' Guide Book" will help to introduce our 2024 Scout Card Sale, how it will benefit your Scouts, including important sales information, time lines, the card vendors, signing up and people who can help you.

Thank you for making a difference in the lives of the Scouts in your Unit! Don't forget to visit the Middle Tennessee Council website at www.mtcbsa.org for important updates during the campaign.

Have questions?

Vance Lackey
615.383.9724 or vance.lackey@scouting.org

Remember **we are selling the Scouting Program**, NOT THE CARD

Selling Scout Cards as a fundraiser enables a Unit to have the funds to deliver their “program”. We are selling Scouting, and people will buy if asked.

The majority of people have never been asked to buy Scout Cards.

People need to know why Scouts are selling Scout Cards...what is the reason? Why should I buy?

- Pay for registration fee.
- Pay for camp
- Philmont Trip or National Jamboree
- New equipment

Volunteer Leaders should inform Scouts, and their parents, how the Scout Card sale directly benefits their Unit program.

A printed calendar and Unit budget will help educate parents and Scouts on “plans for the upcoming year”. Many Units find the “Scout Card

Sale” along with the Fall Popcorn Sale is adequate for both their Unit and individual Scout annual needs...and parents appreciate not having to come up with funds (dues) every week, month, etc.

How Do I Start My Sale?

Begin with your immediate family members:

- Parents
- Brothers and Sisters
- Cousins
- Grandparents
- Aunts and Uncles
- Close Neighbors, etc...
- Who purchased Scout Cards from YOU Last year.
- Don't forget about those popcorn buyers from last year!

Sign up your unit to sell Scout Cards at <https://www.mtcbsa.org/scoutcards>

You can start as soon as you receive your Scout Cards...then canvas your neighborhood, friends, etc...

think of those who want to support your Unit's Scout Card sale. And remember, tell everyone about your Unit's (pack or troop) program and why you are selling Scout Cards...the majority of the people are never asked to buy, and they will, if they know why you are selling.

Great Places To Sell

- County/Community Festivals
- Local Stores
- Parent's Workplace
- Church/Chartered Organization Functions
- Banks
- Gas Stations
- Sporting games
- Grocery stores
- Small businesses



Make Your Summer Adventure A Reality With Scout Cards

Wouldn't it be great to do all the Scouting activities you wanted. If you could pay for uniforms and registration without any money coming out of your pocket or your parents'?

Commission on a Scout Card is \$2.50.

Here are approximate costs in Scout Cards of several Scouting activities:

HOW MANY CARDS?

Item	# of Cards	Item	# of Cards
Cub Field Trip	15	Sleeping Bag	25
Annual Youth Registration,	43	Extreme Tent	100
Pinewood Derby Car	5	Scout Handbook	10
External Frame Pack (3312 cu. In.)	65	Scout Uniform	50
Scouts BSA Summer Camp Fee	140	High Adventure	560
Cub Scout Day Camp Fee	40	Philmont	480
Cub Scout Resident Camp	50		

HOW THE Scout Card SALE WORKS:

Step 1

Estimate the number of cards your Unit will need to sell to meet your Unit's goals. If your Unit sold last year, you can receive the same number of cards sold in 2023 as an initial allotment. If your Unit did not participate last year, begin with 10 cards for each youth selling. You may pick up more cards once you settle a minimum of 50% of the cards you initially have taken. We will have a limited reserve of cards for Units that sell early, settle the cards sold and request more. For your 2024 sales figures contact your District Executive. (Remember you can return any unsold cards).

Step 2

Help each Scout in your Unit set a personal goal. Add them all up to a Unit goal. Make a chart and display at your meeting location.

Step 3

Pick up your cards at the Jet Potter Scout Service Center starting in January 2024 or at your monthly February Roundtable.

Step 4

Distribute the cards to the Scouts and encourage them to sell.

- Have parents take them to work;
- Schedule time in front of a local store as a Unit.
- ****DO NOT APPROACH KROGER STORES ABOUT SELLING AT THEIR LOCATIONS.**
- Ask all of your friends and neighbors. This card is a great value and will virtually sell itself.

The Scout Card sale is an opportunity for youth to earn money to pay for their summer camping fees and equipment by selling a value enhanced discount card. Each card contains discount offers from different vendors (most can be redeemed multiple times) that are good during the 2024 calendar year. Estimated value of this card is over \$200.



A SCOUT IS THRIFTY ... EARNS HIS/HER WAY

What makes the Scout Card a great fundraiser?

- ◆ Price Point - \$5.00 the consumer gets their money back after redeeming the \$5.00 off coupon
- ◆ Customer value - the camp card is worth much more than the \$5 cost
- ◆ Easy logistics - Easy to distribute, require little storage space and are not labor intensive

This is an example of the Scout Card



TOP SELLERS EARN

185 Cards Sold
\$40 Gift Card



130 Cards Sold
\$40 Camp Scholarship

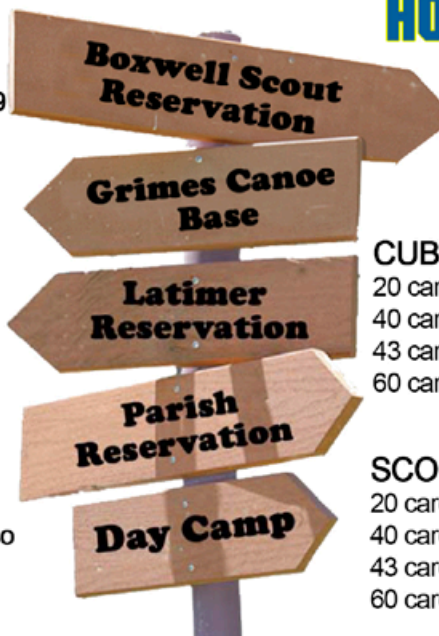
75 Cards Sold
Item/ \$20 MTC Gift Card

IMPORTANT DATES

- ◆ Camp Card Sale: February 19 - April 19
- ◆ All monies due by April 24, 2024 to receive the full 50% commission.

HOW DO I SIGN UP TO PARTICIPATE?

- ◆ PARENTS - Contact your unit leader to obtain cards.
- ◆ UNIT LEADERS - Contact your District Executive in your area to check out camp cards or you can also pick them up at Middle Tennessee Council office.



HOW A SCOUT CAN USE THE MONEY HE EARNS

Suggested examples are below

CUB SCOUTS

- 20 cards sold = \$50 (Cub & Family Fee for Scout & parent)
- 40 cards sold = \$100 (Cub Scout Day Camp Fee)
- 43 cards sold = \$107 (Yearly Membership Fee)
- 60 cards sold = \$150 (Resident Camp Fee)

SCOUTS, BSA

- 20 cards sold = \$50 (Monthly Troop Camp out)
- 40 cards sold = \$100 (Deposit for Summer Camp)
- 43 cards sold = \$107 (Yearly Membership Fee)
- 60 cards sold = \$150 (High adventure Troop Campout Fee)



A Scout is Safe! Tips for safe selling

A Scout is Safe. When conducting your sale, it is vital to ensure proper safety measures. Below are some Scout Card general safety and sales tips.

- When selling Scout Cards in your neighborhood always have an adult or buddy with you.
- ALWAYS wear your uniform. Everybody loves to support a Scout in uniform.
- Never enter a stranger's house.
- Keep checks and cash in an envelope with your name on it.
- ALWAYS walk on the sidewalk and driveway. NOT through the yard. Watch for traffic.
- Never sell at night.
- Not every house will buy so do not become discouraged.
- The more people you ask – the more people will buy.
- Put Scout Card sales articles in your school, church, and community bulletins/newsletters.
- ALWAYS act like a Scout. Be polite and courteous. Wear a smile and introduce yourself.
- Most importantly, when you are selling Scout Cards tell the people what the money is for.
- Ask your parent to be the first to buy Scout Cards.
- Ask your relatives to buy Scout Cards.
- Ask your neighbors to buy Scout Cards.
- Ask the parents of your friends to buy Scout Cards.
- Take your Scout Cards to your place of worship and ask people to buy during coffee/fellowship hour (get permission first).
- Ask your parents if they can take your Scout Cards to work and ask their co-workers to buy cards. (They may need to get permission first.)
- Ask a parent or fellow Scout to go door-to-door with you in your neighborhood to ask people to buy Scout Cards.
- Ask your patrol or den to schedule a "Super Sale Day". This is a day when your fellow Scouts select a neighborhood and go door-to-door as a group to ask people to buy Scout Cards.
- ALWAYS SAY THANK YOU! Whether they buy or not.

Things to help make your location storefront sale successful:

- Scouts need to clean area before and after sale.
- Scouts need to work the sale, no sitting
- Stay outside of the store during their shifts.
- Remember to have something on hand to drink during the shifts.
- THERE ARE NO TIPS, "Keep the change" or "You keep the card" are considered donations for your Unit.
- Adults: allow the Scouts to sell the Scout Cards, give the Scouts room to grow.
- Do not use chairs or tables at the location as they take up a lot of room and work against the sale.
- Do not allow horse play.
- ALWAYS WEAR YOUR UNIFORM!

Scout Card CHAIR RESPONSIBILITIES

Leading your Unit to the best year of Scouting



RECRUIT ONE OR MORE PARENTS AS ASSISTANT CHAIRS AS NEEDED

- Explain the Scout Card program to your adult leaders:
- Establish Unit's Sales Goal and Plan Sales Activities.
- Prepare Timetables.
- Set Up Sales Coverage Areas.

Help find locations and coordinate Storefront Sales.

- Prepare handouts for Unit Kick-Off meeting for Leaders, Parents & Scouts:
- Time line showing sale dates, date request is due, time & place for pickup, and card distribution.
- Unit goal and per Scout sales goal.
- Storefront sale sign-up sheets with date, time and locations of Storefront Sales.

Arrange to pick-up more Scout Cards at Scout Office if needed.

- If your Unit sells all the Scout Cards you requested and would like to sell additional cards we will try our best to make sure you receive more cards to sell. To request more cards, contact Vance Lackey at vance.lackey@scouting.org

Remind your Scouts of money due dates. Make sure checks are made payable to the Unit itself.

- Collect and tally money from Scouts and submit one check payable to the MTCBSA or credit card payment for "Total Amount Due" by Wednesday, April 24, 2024 at the Jet Potter Scout Service Center.
- Update your Unit each week on sales total (post results at Unit meeting place).

“A good Scout Card chair is organized with lots of energy, creative and an excellent communicator.”