



2025 Scout Card Leaders Guide

Scouting America



Occoneetchee Council

The 2025 Scout Card Program – Helping Scouts Fund Their Adventures

The Occoneetchee Council is excited to launch the 2025 Scout Card program (formerly known as Camp Cards), a great way for Scouts to earn their own way to camps, trainings, and other Scouting adventures.

How It Works

- Low-Risk Fundraising: Scouts sell Scout Cards for \$10, packed with discounts on food, services, and entertainment that customers can use all year.
- 50% Commission: Units keep \$5 from every card sold to help fund Summer Camp at Camp Durant, Cub Scout Activities, Council and District activities, high-adventure bases (Philmont, Sea Base, Northern Tier, Summit), or other Scouting needs.
- A Win-Win Opportunity: Families save money, local businesses get support, and more Scouts get to experience the outdoors.

What's New for 2025

- Six Localized Versions: High-value offers are tailored for Chatham, Cumberland, Durham/Chapel Hill, Lee, Moore, and Wake Counties to maximize sales potential.
- Risk-Free Returns: Units can return 25% of unsold cards (with intact break-aways) by the deadline at no cost.
- Flexible Pickup: All ordered cards will be distributed from the Occoneetchee Council office, Roundtables, and from your District Executive.

The 2025 Scout Card is easy to sell and provides real value. A simple way to help Scouts reach their goals while supporting the community.

2025 TIMELINE

March 14	Unit card orders due through online submission
April 1-4	Cards distributed to units
June 6 th	Sale ends
June 20 th	Return deadline for up to 25% of unsold cards. Units are financially responsible for any cards (lost, misplaced, damaged, etc) kept beyond this date!
June 17 th	Money, Settlement Form, Sales Tracker for drawing are DUE
June 27 th	Prize drawing

ORDERS & REORDERS

The council will place an order for Scout cards after all units have placed orders.

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If you need additional cards during the sale please use the same link.

RETURN POLICY

25% of Unsold and unbroken cards can be returned to the council at no cost to the unit on or before June 20th. Units will be responsible for all cards kept after June 20th.

HOW TO HAVE A SUCCESSFUL SALE

1. Complete the online unit participation form & request your cards in advance!
2. Determine active youth in your program and set individual youth sales goals (# of Scout Cards each Scout should sell).
3. Set an overall unit sales goal (Individual Youth goal x # active youth = Unit Goal).
4. Clearly Communicate needs with each youth and parent.
 - Explain how the sale of Camp Cards teaches youth the value of earning their own way in life and reinforces Scout values.
 - Explain exactly how your unit plans to allocate the revenue generated from the sales (i.e. Youth Camper fees, Uniforms, Pinewood Derby Track, etc.)
 - Clearly Communicate the Camp Card sales deadlines with all youth and parents.
 - Have a Sales Kickoff and Summer Camp Promotion night.
 - Promote council incentives & maybe offer a low-cost unit-level prize contest.
 - Frequently collect funds, deposit the funds, and submit contest entries.
 - Have a FINAL Turn-In date for funds and any unsold Cards before June 20th.

WAYS TO SELL

1. **DOOR-TO-DOOR:** Take your cards for a trip around the neighborhood. Highlight the great coupons and how the cards save money! Encourage customers to buy more than one card because the break off coupons can only be used one time and more than pay for the card. Suggest buying a card for each car.

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- 2. STORE FRONT SALES:** Set up a sales booth and sell Scout Cards on the spot. This can be an effective approach in the right location at the right time. Focus on multiple locations over the course of the sale. It is important to always ask permission from the store manager prior to setting up in front of a store. Many businesses prohibit store front sales, please respect their policies. Also, it is important to check with your district as many have district signup sheets for store fronts that must be signed up for at the district. Locations to consider include Walmart, Lowe's, Sam's, Tractor Supply, grocery stores, etc. Again, make sure you have permission prior to setting up in front of any stores.
- 3. FRIENDS AND FAMILY!**

SAFETY AND COURTESY

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

- Always sell with another Scout or with an adult—NEVER alone.
- Two deep policy except with parents.
- Never enter someone's home.
- Never sell after dark.
- Don't carry large amounts of cash, but do carry change!
- Always walk on the sidewalk and driveways—stay off the grass.
- Be careful of dogs while selling.
- Say THANK YOU even if they don't buy a card.

IT'S EASY TO SELL—LET ME SHOW YOU HOW!

SALE TECHNIQUES FOR SCOUTS

Don't miss the opportunity to use the Scout 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. Scouting adventure card sales may also qualify for some requirements towards the Salesmanship Merit Badge and other advancement opportunities.

- Have Scouts role play and practice during the kickoff.
- Find a way to make training fun and reward Scouts who do a good job. Give a small

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incentive at a patrol/den level.

HAVE YOUR SCOUTS PRACTICE THESE SIMPLE STEPS

- Wear your Uniform.
- Smile and say – “Hello, my name is_____. I’m a Scout with (Pack/Troop /Crew)_____.
- Tell them what you are doing – “I’m raising money so that I can (insert Scout Adventure) this year.”
- Tell them what they can do to help – “I’m selling Scout Cards that will not only help me (insert Scout Adventure here) but will help YOU save money as well.”
- Tell your potential buyer the most popular coupons on the card and make sure they take a look at it.
- Close the sale, and say, “Thank you!”

WE ARE SELLING THE SCOUTING, NOT JUST THE CARD

Ensure your Scout families understand they are selling character, they are selling a better community, and they are selling all the benefits of Scouting and the camping activities, NOT just a card. Emphasize how every card sold helps a Scout go on adventures. The reason our sale will be successful is because people want to support Scouting as much as they want to buy a card.

Sales Support:
Scout office: 919-872-4884
Council Web Page: www.ocscouts.org
Tyler Perkinson – tyler.perkinson@scouting.org
(919) 930-5265

PRIZES!

ONE prize from Each Category will be
awarded. The Prize Drawing will take place
June 27, 2025.

Number of Cards Sold PER Scout	Prize Drawing Category
up to 99	4 Scouts x \$50 Amazon Gift Card
100 – 499	4 Scouts x \$150 Amazon Gift Card
500 Plus	2 Scouts x \$250 Amazon Gift Card
5 or more cards during first 2 weeks of sale!	8 Scouts x \$25 Amazon Gift Cards
Number of Cards Sold per UNIT	
The Unit that sells the greatest number of cards Unit #2 Unit #3	\$250 Scout Shop Gift Card \$175 Scout Shop Gift Card \$100 Scout Shop Gift Card

YOUTH CAMP CARD RECEIPT
(Scout Parent to turn into Camp Card Leader)

Date: _____ District: _____ Unit Type: _____ Unit #: _____

Scout Name: _____ Parent Name: _____

Address: _____

Phone number: _____ Parent Email: _____

Total # of Cards Issued on this receipt: _____

To be completed upon card turn in

Total amount of \$ turned in: _____

_____ Cards Sold

_____ Cards Returned

_____ Total Cards This Receipt

I recognize that each card has a cash value of \$10. I understand and will turn in all unsold cards and funds to our unit by _____. By signing below, I recognize that our unit will be charged \$5.00 for every card not returned by the end of the sale.

I agree to these terms: _____ Date: _____

(Parent Signature)

Thank you for participating in the Scout Card Sale!