

Pine Tree Council, BSA

2013 Camp Cards Program

Camp Cards have arrived! Units are signing up left & right! More of our youth will be going to camp this year! The Camp Card sells for \$5 & the Scout keeps \$2.50 to use toward their Camp Fees, Uniforms, or Equipment. Scouts should wear their Uniform when selling the Camp Card.

- Accepted at Over 50 locations and counting...
- Goal: Continue to add vendors through the course of the year and reach 200 locations for 2014
- **Gritty's** - \$5 off \$20 purchase excludes alcohol (One Time) Portland/Freeport/Auburn
- **Cold Stone Creamery**
Buy 1 Signature Creation Get 1 Free
Lincoln/Waterville/Brewer/Portland
- **Pine Tree Scout Shop** - Portland
15% Camping Merchandise (One Time)
- **Day's Jewelers** - \$1 Pro Watch Battery Replacement (\$10 value) (One Time)
Auburn/Brunswick/So Portland/Waterville
- **Governor's Restaurant** - 10% off check/All Year/All Locations – excludes alcohol
Waterville/Lewiston/Ellsworth/Bangor
- **Circle K** - \$.95 Coffee/Any Size/All Locations (One Time)
- **Arby's** - Free Beef 'N' Cheddar with purchase of a Med Fry & Drink Waterville/Topsham
Auburn/Augusta/Maine Mall
- **Weaponcraft** – 10% off any firearms training
- **Pat's Pizza** – 10% off all purchases – excludes alcohol Yarmouth/Old Port
- **Bonanza Steakhouse**
Buy 1 Dinner Get 1 Half-off Sanford
- **Mt Abram** - \$10 off \$49 Full Day All Mountain Lift Ticket (One Time)
- **Funtown-Splashtown** \$5 off “Big” ticket or \$4 off “Little” ticket (One Time)
- **Joker's Fun & Games** - 10 Free tokens with purchase of Large Pizza Auburn/Portland
- **Gentle Breeze Farms** - 15% off online orders for 'Skeeter Skidaddler' www.tremblingleaf.com
password:MEBSA2013
- **Smith & Wesson** - Free Gun Lock (facilitated by Weaponcraft)
- **Abracadabra Productions** - \$25 off Scout or Birthday Event abracadabraprod.com (One Use)
- **Anthony's Drycleaners**
10% off drycleaning Yarmouth
- **Dirigo Hobbies**
10% off entire purchase Yarmouth
- **Saco Sports & Fitness** - \$5 off a \$10 Daily Guest Fee (One Use)
- **China Dine-ah** – Free slice of pie with purchase of \$15 or more entree' (valid Tues-Thur)
- **Frosty's Donuts** – 2 free donuts with purchase of one dozen – So. Portland location only
- **Maine Primitive Skills School**
10% off any course Augusta
- **Casco Bay Wireless** - \$5 off purch \$25 or more
- **Verizon Wireless Zone** - \$5 off purch \$25 or more Skowhegan/Newport/Ellsworth/Bangor
- **Sportsman's True Value** - \$25 off Bounce House or \$10 off Cotton Candy, Popcorn, or Snow Cone Rental

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Timeline

Mar 6 - Promote @ CB RT Mar 7 - Promote @ YK RT Mar 13 Promote at AB & KV RT

Mar 15 - Print first run for Pilot Group Mar 20 – Distr. to Pilot Group @ Program Leadership Cabinet

Mar 20-Mar 31 - Pilot Group Sale & Feedback (Pilot Group continues sale)

Mar 22-April 1 - Unit Sale Commitments Secured

**April 1 - April Fool's Day Camp Sign-up Kick-off Carnival @ PTC & Camp Card Distribution
Campership Deadline April 1 ~ April 15 - Camperships reviewed, recipients notified**

May 1 - Council Camp Card Sale Reconciliation (Payments received, additional orders, sale continues)

May 1 - Early Bird deadline for Camp Registration

May 31 - Council Camp Card Sale Reconciliation (Payments received, additional orders, sale continues)

June 26-28 - Council Camp Card Sale Reconciliation (All Payments received, Sale concludes)

The 2013 Pine Tree Council Camp Card itself is about the size of a credit card plus tear-offs for one-time use and a list of several other Benefits and Discounts on the back. The entire list of Benefits and Discounts will be placed on an accompanying sheet and posted to the Council Website. Each vendor will have signed a partnership agreement to provide the benefit described.

Pilot Units will have about 10 days to test the sale before the rest of the Council has access to the cards.

Pine Tree Council, BSA

2013 Camp Cards Program

Hello Scouters,

The Camp Cards are printed, the envelopes and Sales Guide are ready and all is for Pilot Group distribution on Wed Mar 20, prior to the Program Leadership Cabinet Meeting at 7pm.

Please let me know your Unit type and number (Pack 532) how many kits you will need (1 per Scout selling) and how many cards per kit (recommend 10 per Cub Scout & 20 per Boy Scout to start)

We will have 2000 envelopes and 30,000 cards for this first run. We are looking for about 300 Scouts to sell about 100 each. We can and will order more cards when we run low.

Some customers will want to buy more than one card to give away as gifts, so 1 sale could be \$10, \$20, even \$50. This is better than a \$5 gift card at Wal-mart for a birthday, it keeps giving all year long.

Scouts can sell in full uniform because this is a Council planned fundraiser. Ask a local store to allow your Scouts to stand out front.

If you want to sweeten the deal for your customers locally, use the attached form to get local businesses to sign up, provide a discount, and accept the Camp Card and we will publish their information on our web-page and add their information to our sales sheet that will be distributed to the Scouts for the point of sale. Return the completed forms to me at the address in my signature below.

We will be looking for your feedback, so let us know what you are hearing and seeing so we can pass that on to the second wave that will start April 1st.

Thank you for all you are doing to get our Scouts to camp this year,
Scott

Pine Tree Council, BSA 2013 Camp Cards Program



Pine Tree Council Camp Card Partnership Proposition

Our goal with this partnership is to provide an additional funding resource to our youth in order for them to generate the revenues needed to participate in Scout Camp through the use of vendor sponsored savings cards. Scouts will sell these cards to our 1 million residents in our service area for \$5 each, and will be able to keep 50% of the fee to apply towards their camping fees.

The Pine Tree Council, BSA wishes to partner with local businesses and organizations within the State of Maine to participate in 2013 Camp Cards Program. As a partner in this program we are asking your business or organization to provide an incentive for our Camp Cards. Examples of incentives featured on similar cards:

- \$5 (or more) off a purchase of \$25 (or more) at your business.
- Free item with a purchase (i.e. free appetizer with the purchase of an entrée)
- 5 or more percent off your entire purchase.
- Create your own incentive

Your offer may be displayed on the main card for multiple uses, or as a tear off coupon for a one time use per card issued. Once our Camp Card is full and printed you can still add your discount to our Camp Card Vendor List published on pinetrebsa.org .

In exchange for this support, the Pine Tree Council, through its Camp Card program will offer:

- Market penetration to nearly 1 million Maine Residents through thousands of youth selling over 30,000 cards.
- Vendor name and contact information on recruiting materials used in our Camp Cards Program (March, 2013 to June, 2013), including leader's guides, cash collection envelopes, camp cards, tracking sheets, and promotional materials.

Through this partnership we plan to assist 5000 youth and their families to participate in a Scout Camp experience in 2013, and provide visibility and brand recognition to businesses within Maine.

Please direct all correspondence to:

Scott Verrill
131 Johnson Rd.
Portland, Maine

592-8077
sverrill@bsamail.org

Pine Tree Council, BSA
2013 Camp Cards Program

Partnership Agreement

Business Name: _____

Contact: _____

Address: _____ Town: _____ Zip Code: _____

Phone: _____

Email: _____

We, _____ wish to participate in the 2013 Pine Tree Council Camp Card. Our organization's incentive to be featured on the card will be as follows (check one):

\$ _____ off a purchase of \$ _____ or more.

A free _____ with the purchase of _____.

_____ % off your entire purchase.

Other: _____

_____.

We would like our option to be featured as follows:

~~One time tear off (Limit of 4 Reserved for \$5 or more off purchase)~~

On the back of the card for repeated use and/or publication on website

We agree to allow Pine Tree Council to utilize our logos in producing the 2013 Camp Card.

Please Sign Below

For the Business

For Pine Tree Council

Please direct all correspondence to:

Scott Verrill
131 Johnson Rd.
Portland, Maine

207-592-8077
sverrill@bsamail.org

The Pine Tree Council

Camp Card

Pine Tree Council is excited to announce the “Camp Card”.

The Camp Card initiative is designed to help Scouts earn their way to summer resident camp, Funpack Weekend or Day Camp. Units participating in this program will earn 50% commission (\$2.50) on each \$5.00 Camp Card they sell. With our community partnerships, the sale of the Camp Card is an easy and exciting way to help get Scouts to camp this summer!

How can you help?

- ✓ Encourage your son to set a goal & track it.
- ✓ Help him create a prospect list: include friends, family, neighbors and co-workers!
- ✓ Practice the sales pitch & coach him as needed.
- ✓ Participate in your unit coordinated Show & Sells.

NEED MORE CARDS? Contact your Pack/Troop leader or sverrill@bsamail.org

A Scout is Thrifty

Six Quick Tips

- 1. Tell them who you are** - first name only
“Hi, my name is _____.”
- 2. Tell them where you are from**
“I’m a Scout with Pack/Troop _____.”
- 3. Tell them what you are doing**
“I’m working hard to earn my way to camp.”
- 4. Tell them what they can do to help you**
“With the discount at Cold Stone Creamery the Camp Card pays for itself.”
- 5. Ask them to help**
“How many Camp Cards would you like? Would you like to buy one for a friend as well?”
- 6. Thank them**

SCOUTS - be sure to know your product, read through the discounts on your card so you can learn the offers. • **Be ready to answer the question “What type of offers are on this card?”** • Personalize your sales pitch and practice it. Most of all be enthusiastic and have fun!

With these selling tips and practice you will earn your way to summer camp!

Earning you own way is an important value every Scout should learn

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CUB SCOUT CAMP OPPORTUNITIES

CUB DAY CAMP

Join us for a week-long medieval adventure! Day Camps offer archery, BB shooting, field sports, Scout skills, swimming and much more. We are hosting Day Camps throughout the summer in each of our districts. Cost: \$135 (\$150–2 weeks prior)

FUN PACK WEEKEND

Pack your tents and food and spend a weekend enjoying an overnight camping experience at one of our council camps. The weekend is packed with fun and adventure while the nights are spent around a campfire and under the stars. Cost: \$30 (\$35–2 weeks prior)

WEBELOS RESIDENT CAMP

Join us from June 23-26 or 26-29 at Camp Bomazeen or August 11-14 or 14-17 at Camp Hinds in our search to join the Knights of Dunamis. Come with us as we explore medieval times and participate in Scoutcraft skills, swimming, boating, archery, air rifle and other adventures! Cost: \$185 (\$165 if paid by May 1)

BOY SCOUT AND VENTURING OPPORTUNITIES

CAMP HINDS TRADITIONAL SUMMER CAMP - YOUR ADVENTURE AWAITS!

Select a week from June 30 - August 4 and have an adventure of a lifetime. Come with your troop or by yourself in our Provisional Unit. We offer activities for new & older Scouts including 40+ merit badges, 3 waterfronts, 10 program areas, our Polaris or Mountain Man programs, older boy afternoon experiences and NEW for 2013 Scholastic Pistol Program and Tech/NOVA center! Cost: \$315 (\$295 if paid by May 1 - add \$25 for provisional)

SCUBA w/NAUI Certification Weeks

During Weeks 2, 3, & 4 (June 30, July 7 & July 14) you can come to camp and earn your NAUI certification & SCUBA merit badge! Cost: \$500

BOY SCOUT AND VENTURING OPPORTUNITIES (cont.)

TRAIL TO EAGLE WEEKS

Join us during Weeks 1 or 6 (June 30 / August 4) for an intensive program designed to focus on Eagle Required MBs and leadership skills to help Scouts on the trail to attaining Eagle Scout. Cost: - Same As Traditional Camp! - \$315 (\$295 if paid by May 1 - add \$25 for provisional)

ORDER OF THE ARROW & SEARCH AND RESCUE SPECIALTY WEEKS

Join Madockawanda Lodge Week 1 (June 30) for an adventure on Rouse Island in Todd's Bay on the Kennebec River. Or you can join us Week 6 (August 4) for Search & Rescue Week! This week is designed around Community Emergency Response Team Training. You'll work on MBs and be equipped with skills that last a lifetime. Cost: *Each Program is only \$225!*

Details on all camp programs can be found at www.pinetreebsa.org or www.camphinds.org

PRIZES!!! Go to Camp for FREE

In addition to 50% commission, Scouts that sell 100-1000 or more cards will qualify for a Campership.

CHOOSE WISELY! YOU CAN ONLY SELECT ONE!

SELL THIS!

100 cards

200 cards

400 cards

600 cards

1000 cards

GET THIS!

Funpack Weekend (\$30 value)

Funpack Weekend for 2 (\$60 value)

Day Camp (\$135 value)

Webelos Resident Camp (\$185 value)

Boy Scout Resident Camp (\$315 value)

MY GOAL IS TO SELL _____ CARDS

(Only one prize per Scout, scholarships have no cash value, they cannot be transferred to another Scout or Camp).