

2016 Discount Card

Greater Yosemite Council, Boy Scouts of America

HOW THE DISCOUNT CARD SALE WORKS:

- The New 2016 Discount Card is designed to help youth fund their way to 2016 Camp programs and pay for other program related expenses.
- This is a Risk Free Unit Sales project where all Scouts can earn their way to Camp, Philmont, other activities or simply support unit program or supplies needed.
- Each Card will sell for only \$5.00 to the general 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 Card sold!
- With any of the Single Snap off discounts ranging from \$5-\$10, the Card More than PAYS FOR ITSELF! **It is a value for all consumers.**
- Commissions from the sales are encouraged to be applied directly to sending youth to Summer Camp or other activities, but they may be used as the unit committee sees fit.

The Value of Selling Discount Cards:

Participating in the Discount Card sale allows each youth member to directly fund their own programs

Program	Cost	Sales per Youth (in cards)
Cub Scout Day/Twilight Camp	\$75	= 30 Cards per youth to sell
Cub Adventure at McConnell	\$120	= 48 Cards per youth to sell
Webelos Adventure at Mensinger	\$180	= 72 Cards per youth to sell
Boy Scout Summer Camp	\$340	= 136 Cards per youth to sell

*Note—Program costs and sales per youth are not necessarily actual numbers; they are close approximations.

Discount Card Timeline:

February 1 – 11	Unit Discount Card Promotions at Roundtable Meetings
February 26	Units signed up to sell Discount Cards for full commission
March 1	Discount Cards Available at Modesto & Stockton Service Centers
March 8-10	District Discount Card Kickoff & Distribution at Roundtables
June 3	Discount Card Sale Ends
June 3	Units to begin turning in money and unsold Discount Cards (*Note—Units keep commissions and only turn in unsold cards & money due council)
June 10	Last day for Units to turn in money and unsold Discount Cards in order to receive full 50% commission
June 13	Commission drops to 35% commission (from \$2.50 to \$1.75)
June 20	Commission drops to 25% commission (From \$2.50 to \$1.25)
June 30	Sales Incentive Drawings Held

ALL SCOUTS WHO WILL BE APPLYING FOR CAMPERSHIPS FOR 2016 ARE REQUIRED TO PARTICIPATE AND MUST SELL A MINIMUM OF 20 DISCOUNT CARDS.

2016 Discount Card At-A-Glance:

Single Use:	Bass Pro Shop - \$10 off a \$100 purchase
Single Use:	Big 5 - \$10 off a \$50 purchase
Single Use:	Boomers - \$29.99 4 Hour Play Pass (regular price \$39.99)
Multi Use:	El Pollo Loco – Free Large Classic side w any 8, 10, 12, or 16 piece meal.
Multi Use:	BJ's- Free mini Pizookie with \$20 or more purchase
Multi Use:	Chuy's Towing- \$10 off any Road side service or tow
Multi Use:	Speedy - \$10 off Oil change or \$7 off Smog Check

(Other Multi Use Vendors will include: Home Town Buffet, Sonic, Baja Fresh, and Dickey's BBQ depending on the region.)

How to implement Discount Card sales for your Unit:

1. Determine NOW the Activities & programs your youth plan to participate in for 2016
2. Determine the number of active youth in your program
3. Set a per youth sales goal (number of Discount Cards he/she should sell)
4. Set an overall unit sales goal
5. Communicate unit needs clearly with each youth and parent
 - a. Explain how the sale of Cards teaches youth the value of self-reliance
 - b. Explain exactly where the unit plans to allocate the revenue generated from the sales (i.e. Individual youth Camp fees, Uniforms, Unit Trailer, etc.)
6. Communicate Discount 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 Cards

Unit Sales Incentives:

- Sign-up by February 29th and settle your account by June 3rd to receive 50% commission throughout the entire sale

Youth Sales Incentives:

- Sell 35 Cards Receive Free draw string back pack (Limit 1 per Scout) in addition to your 50% commission.
- In addition to the Free draw string back pack, your 50% commission, for every 35 Cards you sell, you will be entered into a grand prize drawing. Drawing will be held on June 30th.

Unit Kick-off

- Get Scouts excited about Camping!
- Ensure that Parents are informed about why their Scout should attend Camp.
- Make sure the Kick-off has maximum attendance.
- Be prepared to discuss summertime camping opportunities.
- Make sure every Scout gets a Sales Kit and at least 10 cards.

Sample Agenda

1. Grand opening with music, cheers and EXCITEMENT!
2. Check out a Sales Kit for every Scout with at least 20 cards.
3. Review Summer Camp opportunities.
4. Explain Commission and Incentives. *No combining of orders for incentives.*
5. Review goals and Key Dates.
6. Scout Training – Role Play
7. Cover Safety and Courtesy Tips
8. Big Finish: Send Scouts and parents home excited to sell!

Sales Techniques for Scouts:

Don't miss this opportunity to use the Discount Card Sale to train your Scout in public-speaking, entrepreneurship, and salesmanship. Your Scouts and their parents will appreciate the effort, and, your sales will improve.

Have Scouts role play and practice during your Unit Discount Card Sale Kickoff.

For a ***Successful Sale***, ensure your Scouts:

- Wear their Scout Uniform
- Smile, and say their first name.
- Tell Customers what Unit they are with
- Tell Customers what the Scouts are going to use the money for
- Tell Customers how much **THEY** can save with a Discount Card
- Close the sale, and always say Thank You

Remember, we're selling Scouting not just Discount Cards

Ensure your families understand that they are selling character, they are selling a better community, and they are selling the benefits of Scouting. Emphasize that each card sold helps a Scout go to camp. The reason our sale will be successful is that people want to support Scouting.

How to Sell Discount Cards

There are 3 Methods to selling Discount Cards:

BOOTH SALES

Meet with a manager at a location of your choice. Set a couple different dates that work in your unit calendar. Create a signup sheet and start having families fill in the blanks. Give incentives for signing up and showing up. Make sure that if the store has two entry doors to cover both doors. Create a table display that showcases why the youth are selling the cards, example have pictures of the kids at camp. A suggestion is to have the Tiger Cubs work with the Webelos Scouts to allow for a learning opportunity for both ages.

DOOR TO DOOR

The best way to use this technique is to go around a neighborhood near where you meet. It is a great way to let the families know that you are there and an easy way to start off the conversation, "Hi My name is _____ from Pack / Troop/ Crew _____ that meets just around the corner at _____.... If your unit does this as a group, having a celebration afterwards is a great way to motivate the kids. Pizza or ice cream is a great way to thank them for a job well done. If a scout does this on their own with family please iterate the importance of never going door to door alone. The Scout must always have an adult with them at all times; and never enter anyone's home.

PEER TO PEER SALES

Selling to friends and family is the easiest way to make a sale. Don't forget to ask: teachers, coaches, doctors, dentists, bosses, co-workers, neighbors, real estate agents, pastors, youth group leaders, best friends, dog groomers, postman, gardener and many more.

Safety and Courtesy

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

- Sell with another Scout or with an adult
- Never enter anyone's home
- Never sell after dark, unless with an adult
- Don't carry large amounts of cash
- Always walk on the sidewalk and driveway
- Be careful of dogs while selling

Say Thank You, whether or not the prospect buys a Discount Card

Selling Sample Scripts

Booth Sale:

Excuse me sir/Ms. my name is _____ from Pack/Troop/ Team / Crew/ Post _____ can you help me earn my way to camp. I'm raising money by selling this \$5.00 camp card. It has 4 great one-time discounts that can be used anywhere and also 10 local coupons. You get your money back if you shop at just one of the one-time coupons.

YES: Thank you for helping to send me to camp! How many cards can I get for you?

NO: Thank you!! Have a great day.

Neighborhood Blitz:

Hello neighbor my name is _____ from Pack/Troop/ Team / Crew/ Post _____ that meets at _____ can you help me earn my way to camp. I'm raising money by selling this \$5.00 camp card.

It has 4 great one time discounts that can be used anywhere and also 10 local coupons. You get your money back if you shop at just one of the onetime coupons.

YES: Thank you for helping to send me to camp! How many cards can I get for you?

NO: Thank you!! Have a great day.

Unit Discount Card Coordinator Job Description

Position Description:

- Encourage your unit Scouts to sell Camp Cards
- Attend related meetings to get trained on how to run your unit sale
- Work to achieve the Unit Camp Card sales goal
- Keep track of Scout sales
- Be the know-it-all person when it comes to camp card sales in your unit
- Coordinate an incentive structure in your unit to motivate the kids to sell
- Keep track of camp card inventory
- Collect money from Scouts
- Make sure that account is closed before the deadline.
- Get names of youth that qualify for prizes to Council by Deadline

Time Commitment:

- Attend unit meetings during the months of January—May
- Field questions January - May mainly by email or phone.
- Attend Kick-off / Training (February)
- Attend Camp Card Pick-up day

2016 Discount Card Contest Verification

This is to verify that _____ of
Name of Youth

Pack / Troop / Team / Crew / Post # _____
(Circle One)

has sold 35 discount cards the week of _____ and is qualified
for the draw string back pack and the Grand Prize drawing to be held on June 30th.

Unit Leader's Name _____ Position _____

Unit Leader Signature _____ Date _____

2016 Discount Card Contest Verification

This is to verify that _____ of
Name of Youth

Pack / Troop / Team / Crew / Post # _____
(Circle One)

has sold 35 discount cards the week of _____ and is qualified
for the draw string back pack and the Grand Prize drawing to be held on June 30th.

Unit Leader's Name _____ Position _____

Unit Leader Signature _____ Date _____

2016 Discount Card Contest Verification

This is to verify that _____ of
Name of Youth

Pack / Troop / Team / Crew / Post # _____
(Circle One)

has sold 35 discount cards the week of _____ and is qualified
for the draw string back pack and the Grand Prize drawing to be held on June 30th.

Unit Leader's Name _____ Position _____

Unit Leader Signature _____ Date _____

2016 Greater Yosemite Council Discount Card Unit Commitment Form

YES! Our unit will participate in the 2016 Discount Card Sale!

Unit Information:

Unit Type: Pack Troop Team Crew Post
(Please circle one)

Unit #: _____ District: _____

Of Active Scouts: _____ Our Gross Sale Goal is: _____ (# of Cards) \$ _____ (Total Dollars)

How many cards would your unit like to start the campaign with? _____

Date of unit Kickoff: _____ Time: _____

Location _____

Unit Discount Card Key Contact Leader:

Name: _____ Position in Unit: _____

Address: _____

City: _____ State: _____ Zip: _____

Best Contact Number: _____ Work Number: _____

E-Mail Address: _____

For further information/images go to www.yosemitescouting.org > Unit Fundraising > Discount Card Sale

Please return to: Greater Yosemite Council, 4031 Technology Dr. Modesto, CA 95356

You may FAX to 209-545-6321 or scan and email to Robin.Wilson@Scouting.org

UNIT DISCOUNT CARD RECEIPT

(District Executive to turn in to Greater Yosemite Council Finance Department)

PACK TROOP CREW SHIP TEAM POST

DATE _____ DISTRICT _____ UNIT# _____

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

Cards Issued	To be completed upon card turn in	
Total number of Cards Issued _____	Checks	\$ _____
	Cash	\$ _____
	TOTAL	\$ _____
	_____ Cards Sold	
	_____ Cards Returned	
	_____ Total Cards	

I recognize that each of these cards have a cash value of \$5. There is no risk to our unit as long as all unsold cards are returned to the Council in the same condition given to me and by June 10, 2016. **By signing below I recognize that our unit will be charged \$2.50 before June 8 for every unreturned card; \$3.25 between June 13 and June 17 for every unreturned card; and \$3.75 after June 17.**

Our unit will close out our account (money/unsold cards turned in) by _____.

I agree to these terms: _____ Date: _____

Leader Signature

Position: _____

***NOTE—Per the request of the vendors participating in the 2016 Discount Card and because each Card has a cash value above and beyond the unit selling price, 100% of unsold Cards must be returned to Greater Yosemite Council by June 10th.**

YOUTH DISCOUNT CARD RECEIPT

(Scout Parent to turn in to Unit Camp Card Leader)

PACK TROOP CREW SHIP TEAM POST

DATE _____ DISTRICT _____ UNIT# _____

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

Cards Issued	To be completed upon card turn in
Total number of Cards Issued _____	Checks \$ _____ Cash \$ _____ TOTAL \$ _____ _____ Cards Sold _____ Cards Returned _____ Total Cards

I recognize that each of these cards have a cash value of \$5. There is no risk to our unit as long as all unsold cards are returned to the Council in the same condition given to me and by June 10, 2016. **By signing below I recognize that our unit will be charged \$2.50 before June 10 for every unreturned card; \$3.25 between June 13 and June 17 for every unreturned card; and \$3.75 after June 17.**

Our family will close out our account (money/unsold cards turned in) by _____.

I agree to these terms: _____ Date: _____
Parent Signature

Name of Scout: _____

***NOTE—Per the request of the vendors participating in the 2016 Discount Card and because each Card has a cash value above and beyond the family selling price, 100% of unsold Cards must be returned to our Council by _____. This will allow our family to reconcile our account with Greater Yosemite Council by June 10, 2016.**

