

## A Sample Letter to Parents

Dear Parent,

The popular “Camp Card” sale provides the most exciting, easy, no-risk fund-raising opportunity that the Coastal Georgia Council - Boy Scouts of America offers for Scout units and families. By participating, **your child can help our unit earn the money we need to have a quality program and they can earn some pretty cool patches and prizes too.**

### When your child participates, they:

1. Build confidence and communication skills while having the opportunity to talk to others about their Scouting experience.
2. Learn effective salesmanship skills – valuable skills that can last a lifetime!
3. May complete some Scouting achievements or merit badge requirements (Salesmanship merit badge, etc.).
4. Help earn their way to camp or help our unit purchase camping gear.
5. Help fund local Scouting programs for more youth! Funds from the sale directly impact the local council’s ability to provide more support to leaders, recruit more youth, effectively train leaders, maintain camps, and provide more quality programming for every youth.

### AS A PARENT YOU CAN HELP YOUR CHILD BE SUCCESSFUL BY:

1. Helping them set a sales goal and encourage them to reach it (every 10 cards sold earns them a chance in council drawing and they can earn all 3 of the coveted CARD SHARK patches).
2. Taking them door-to-door in your neighborhood to sell.
3. Keeping some cards with you at work for co-workers.
4. Encouraging them to do their best!
5. Post on social media a pic of your Scout with Camp Cards  
“Help my Scout earn his way! How many do you want to buy?”
6. Making sure they wear their uniform to increase their sales.

## **SHARE THIS INFORMATION WITH YOUR SCOUTS**

1. Selling Camp Cards is easy!
2. Most Scouts will be given 10 cards to start. If you sell those cards, get more from your leader. Every 10 cards earns a patch and a chance to win a handheld Nintendo switch and \$50 towards their Scouting program. Wow! Units can also conduct group sales efforts in front of local stores.
3. Practice your sales presentation with your parents. Use these tips:
  - Stand still and proud.
  - Speak slowly and clearly.
  - Tell them the prize or camp you are trying to earn. Tell them you are earning your way in Scouting.
  - Wear your uniform!
  - Ask if they have any friends who might like some cards.
  - Say Thank You and have a nice day! Even if they say, "No".
4. Remember - the more you sell, the more you can earn!

### **HERE IS HOW TO DO IT!**

(Sample Sales Script)

1. Hello, my name is \_\_\_\_\_. I'm a Scout with Troop, Pack, Crew or Ship # \_\_\_\_\_ sponsored by \_\_\_\_\_.
2. I am selling these Camp Cards to help my unit earn money, earn a patch and to earn my way to camp this summer. This Camp Card is full of valuable coupons and only costs \$10. Our card includes \_\_\_\_\_ (give examples from popular coupons on the card).
3. (Show your prospective buyer your cards!)
4. Your support will help our local Scouting program. Each card is only \$10. You can get 2 for \$20! How many would you like? *(Be sure to collect \$10.00 for each card.)*
5. **Thank you for your support!**