

The webinar will begin shortly.



2013 District Camp Card Training

Publix®

EVERY SEASON STARTS AT





Welcome Ben Buckelew



Webinar Housekeeping

- Please mute your phone
- Be mindful of clicking on my whiteboard
- If you have a question, please send a private message to the moderator Melissa Bramlett or “raise your hand”





Why Camp Cards

- I. This is new and exciting
- II. Excellent revenue for units
- III. Risk free
- IV. Unit earns 50% commission





2012 Review

- Total Camp Cards sold by Atlanta Area Council: **96,734**
- Total Camp Cards (retail) sold: **\$483,945**
- Number of participating units: **348** (247 units sold over 100 cards)
- Estimated average sale per unit: **\$1,391**
- Estimated average earned per unit: **\$695**
- Total returned to units (50%): **\$241,835**

Unit Recognition earned:

- **2** Scouts earned an Ipad2 (sold 1000 cards)
- **2** Scouts earned \$150 Best Buy gift cards (sold 500 cards)
- **101** Scouts earned \$25 Best Buy gift cards (sold 100 cards)
- Over **1,000** Scouts earned a Camp Card patch (sold 20 cards)





Logistics

I. Kick Offs

I. February 27 @ 7PM & March 2 @ 10AM

II. Distribution

III. Additional Cards

IV. Settling Up

V. Prizes

I. Online

II. Unit order tracking sheet



Registered Units

413

276

District	Goal (units)	Units Registered
Button Gwinnett	18	14
Chattahoochee	20	13
Cherokee Pickens	33	30
Covered Bridge	17	12
Exploring	12	4
Foothills	53	43
Hightower Trail	17	13
Milton	27	17
Mountain Lake	27	19

District	Goal (units)	Units Registered
Phoenix	17	11
Pickett's Mill	25	16
Soapstone Ridge	21	12
South Fulton	20	5
Southwest Atlanta	22	13
Sweetwater	19	19
Tara	23	13
Three Rivers	17	12
Yellow River	25	10





Best Practices

- I. Unit level weekly settlements
- II. Family Networks
- III. Multiple cards
- IV. Square technology
 - I. www.squareup.com
- V. Scheduled sales





Manpower

- I. You are the expert
- II. Recruit the right person/team
 - I. Unit Chair
 - II. Recognition “Prize” Coordinator
 - III. Marketing Coordinator
 - IV. Communication Coordinator





Action Items





Closing FAQ

