



BOY SCOUTS OF AMERICA®
SEQUOYAH COUNCIL



SCOUT CARD LEADER GUIDE

2024

NOTES

DATE :



2024 Scout Card Campaign Guidebook

The Scout Card Campaign is designed for Scouts to earn their way on their Scouting journey, whether that is attending Council or District events like Camp, purchasing personal camping gear and uniforms, or paying their BSA registration fee. Scout Cards provide an avenue for minimal out-of-pocket expenses to actively participate in Scouting.

Timeline

- January 11th - Unit Scout Card Coordinator Training at the Council Service Center
- January 12th - Pre-orders open
- January 29th - Pre-Order deadline
- February 26th - Scout Card Distribution
- February 26th - April 8th – Scout Card Sales
- March 15th - March 30th– Storefront Sales
- April 8th – Final Payments Due
- April 22nd - Feedback meeting



**Scan for
Pre-Orders.**

Commission

- Scout Cards sell for \$10.00 Each
- 75% commission per card (\$7.50 a card) is retained by the Unit.

Unit Scout Card Sales Coordinator

Position Description

- Attend Scout Card Coordinator Training on January 22nd
- Hold an engaging and exciting Unit Kickoff
- Stay in regular communication with your families - weekly check-ins are encouraged
- At each meeting, provide an opportunity for Scouts to check in funds and check out more cards
- Utilize a tracking system
- Recruit a Storefront Sales coordinator
 - Sign up for storefront opportunities and ensures there are scouts to fill the time slots.

Unit Kickoffs

1. Grand opening with music, cheers, and excitement.
2. Review sales goal and % of scouts to camp goal and explain key dates for the sale
3. Share the plans for the Commission, ie, Summer Camp, High Adventure Activities, etc.
4. Scout Training: Roleplay Do's and Don't's.
5. Talk through the scripts found on the Scout Card page of the council website.
6. Big Finish: Issue a challenge to your Scouts and send everyone home motivated. Follow up after the kick-off with important reminders like dates, family sales goals, and final deadline.

Steps to Success

1. Select a Unit Coordinator
2. Conduct a Unit Kick-off orientation
3. Get the Scouts excited about the sale
4. Let the Scouts and Parents know what the Commissions are going to be used for
5. Set Clear expectations and deadlines, and create urgency
6. Control your inventory with weekly check-ins
7. Check out additional cards - To check out more cards, units will need to turn in a payment to the Council Service Center. Units should keep their \$5/card commission at this time.
8. Unit money can be turned in at any time during the sale
9. Turn in money and any unsold cards at the end of the sale

Sales Strategies

Set a unit sales goal! Parents will support a fundraiser if there is a clear, concise goal and reason (i.e. summer camp, day camp, equipment, trailer, pinewood derby track, etc.). Best methods show that a unit should establish a unit goal and then develop a per Scout expectation. 30 cards per Scout is a reasonable expectation. Scout Cards provide our scouts with the ability to earn their way. Make sure they are wearing their Uniform when they are selling. Remember, as you are selling Scout Cards, your goal is to ask people to support you on your scouting journey.

- **Face-to-Face** – Start with your family and neighbors, and don't forget to ask mom and dad to sell at work. It is advisable to sell in the neighborhood that you live in.
- **Storefront Sales** – Involves coordinating booths in high foot traffic locations throughout your community. Sequoyah Council BSA and local businesses have partnered to determine the weekends of their storefront sales. To sign up for a Food City Storefront, please contact Katie Jones via email (katherine.jones@scouting.org). For other locations, please talk to the Store Manager.

Marketing Resources

- Social Media Posts
- Selling Scripts
- Signage

Scan for Scout Card Sale Information
and Marketing Resources



Scan to download Unit Tracking
spreadsheet.

FAQs

- Can more cards be ordered after the pre-order
 - Yes, check with other units in your community/District to see if they have extras, and a transfer can be done, but there will be a supply at the service center and with District Leadership.
- Is there a penalty for returning cards?
 - There is no penalty for returning unsold cards. Units will be limited to an initial order of no more than 10%-15% more than last year's sales total. If there is enough demand, a reorder can be processed in 7-10 business days. Transfers between units should be handled through the Council Service Center Please be thrifty and courteous to the other Packs, Troops and Crews.
- Is a deposit required for re-order?
 - Yes. If a unit wants to request additional cards after the initial checkout, a deposit should be made.
- Can Scouts sell in front of local businesses?
 - Yes! If your unit/Scout plans to sell in front of a Food City please sign up for a slot by emailing katherine.jones@scouting.org
 - If your unit/Scout wishes to sell at a store not listed in the online sign-up, please contact that store's manager to make arrangements. *Please do not just show up to any physical store without discussing it with the manager beforehand.
 - Storefront sales guidelines must still be followed for all stores.
- Can a Scout accept credit/debit cards?
 - Individual units and chartered organizations should work together to determine the best way to accept cashless payments if any at all.



Storefront Sales Boy Scout of America Guidelines

The site sale period will be March 15th – 30th, 2024.

- All sales must be scheduled directly through Sequoyah Council, BSA, who will coordinate with our community partners.
- Once approved, on your scheduled sale date, please check in with the store manager upon arriving and departing the store.
- You will only be allowed to sell on your scheduled date and time slot.
- All sales must take place on the sidewalk area outside the store.
- A table must be used for all sales, with a sign identifying it as a BOY SCOUTS OF AMERICA SCOUT CARD SALE.
- All Scouts must wear their uniform shirt.
- Please leave the area better than you found it. Remember a Scout Law, specially that Scouts are clean.
- No more than two (2) adults & four (4) scouts will be allowed at the table or on the sidewalk area at any one time.
- Please do not approach the customers; wait for them to come to the table.
- Absolutely NO sales are to take place off the sidewalk – this is to prevent scouts from entering the lanes of traffic in the parking lot.
- Should an issue arise that causes the store manager concern for the safety of the scouts or inconvenience to their customers, the manager may immediately terminate the sale with no rescheduled date.
- Please keep in mind that these policies have been drafted with the safety of the scouts and the convenience of the customer in mind. Any infractions will jeopardize future sales for the entire Boy Scout organization.
- All questions, comments, or suggestions regarding a sale must be submitted directly to the Sequoyah Council Service Center at info@sequoyahcouncil.org or 423-952-6961.

Food City

2120 South Roan Street, Johnson City, TN
731 Highway 11-W, Church Hill, TN
1205 N. Eastman Road, Crown Point Ctr., Kingsport, TN
905 Snapps Ferry Rd., Greeneville, TN
Greene Ctr., 509 Asheville Hwy., Greeneville, TN
1287 East Main Street, Rogersville, TN
1430 Volunteer Parkway, Bristol, TN
1317 Virginia Avenue, Hwy. 421, Bristol, TN
110 North Industrial Drive, Erwin, TN
920 North State of Franklin Rd., Johnson City, TN
920 Broad Street, Village Shopping Ctr., Elizabethton, TN
500 Forest Drive, Jonesborough, TN
4307 North Roan Street, Carroll Creek, Johnson City, TN
300 Clinchfield St., Kingsport, TN
2755 E. Andrew Johnson Highway, Greeneville, TN
1911 Moreland Drive, Kingsport, TN
1921 Highway 394, Blountville, TN
125 Judge Gresham Road, Gray, TN
6681 Bristol Highway, Piney Flats, TN
1235 Bonham Road, Bristol, VA
3004 US Highway 23 North, Weber City, VA
1320 Little Creek Crossing, Bristol, VA
151 Cook Street, Abingdon, VA
1135 Claypool Hill Mall Road, Cedar Bluff, VA
18765 Riverside Drive, Vansant, VA
145 West Lee Hwy., Chilhowie, VA
736 North Beaver Dam Avenue, Damascus, VA
159 Pittston Road, Lebanon, VA
603 Wood Ave. East, Big Stone Gap, VA
410 Chase St., Clintwood, VA
517 Front Street West, Coeburn, VA
205 River Bend Dr., Suite 102, Pennington Gap, VA
5596 Dr. Walker Thomas Rd., Business Hwy 58 Rose Hill, VA
16410 Wise St., St. Paul, VA
207 Woodland Dr. SW, Wise, VA

Tractor Supply

4534 Bristol Hwy, Johnson City, TN 37601
507 Boones Creek Rd, Jonesborough, TN 37659
210 Cherokee Park Dr, Elizabethton, TN 37643
2606 Minnich Trail, Kingsport, TN 37660
3100 E Stone Dr, Kingsport, TN 37660
1258 N Main Ave, Erwin, TN 37650
21486 Market Center, Bristol, VA 24202
1315 Tusculum Blvd, Greeneville, TN 37745
1323 E Main St, Rogersville, TN 37857
181 Plaza Rd SW, Wise, VA 24293

Office Depot

2111 N Roan St, Johnson City, TN 37601
2583 E Morris Blvd, Morristown, TN 37813

Super Dollar Food Center

4017 Hwy. #66 Suite #3, Rogersville, TN
1063 Edgewater Drive, Grundy, VA

Two Dads Café N Catering

301 East Sullivan St, Kingsport, TN 37660

Available Times

Monday - Friday	4 p.m. - 7 p.m.
Saturday	10 a.m. - 7 p.m.
Sunday	12 p.m. - 7 p.m.

***These time slots are available at Food City all locations listed.**

For site sales at other local businesses, please contact the store manager.