



# BOY SCOUTS OF AMERICA®

## WEST TENNESSEE AREA COUNCIL

# 2020 Camp Card Guide **\$5**

### HOW THE CAMP CARD SALE WORKS:

- **AWESOME DEALS, INSTANT CASH, E-Z MONEY!!!**
- Camp Cards are designed to help Scouts fund their own way!
- Camp Cards provide a **Low Risk Unit Sales** project where all Scouts **can earn** their way to Cub Day Camps, Camp Mack Morris, BSA High Adventure Camps (*Philmont/SeaBase/Northern Tier/Summit Bechtel Reserve*), other unit activities, or simply to support your overall unit program and camping needs.
- Camp Cards are sold for only **\$5.00 to the general public** and have multiple food, service, and entertainment discounts for the customer to use throughout the year.
- The participating unit can keep **50% commission (\$2.50)** for each Camp Card sold!
- With all the great offers, the Card literally ... **PAYS FOR ITSELF.....** and is **very easy to sell** to your neighbors, friends, and family!
- Camp Card commissions can be used as the unit committee sees fit.
- **A Win-Win opportunity** to help others save money, build Scout confidence, support local businesses, and help **“Keep the Campfires Burning”** financially in West Tennessee!

### The Value of Selling Camp Cards:

**Unit Participation allows each Scout to directly fund their way to various Camp programs:**

Activity	Cost	Card Sales per Youth
1 Week of Cub Scout Day Camp	\$75	= 30 Cards
Spring Family Camp	\$85	= 34 Cards
Fall Family Camping Weekend	\$85	= 34 Cards
Webelos Adventure Camp	\$100 early/\$125	= 40 – 50 Cards
1 Week of Scouts BSA Summer Camp	\$255 early/\$300	= 102 – 120 Cards
Winter Camp	\$100 early/\$125	= 40 – 50 Cards
National Youth Leadership Training	\$255	= 100 Cards
2021 National Jamboree	\$1975	= 800 Cards
New Derby Track or Troop Trailer	\$500 - \$3000	= 200 – 1,200 Cards

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

## Camp Card Sale Timeline:

March 10-12

Camp Card Distribution Kickoffs @ Roundtables

Weekly

Collect funds, deposit, get some more cards!

Camp Experience Give Aways Mar. 20<sup>th</sup>, April 17<sup>th</sup> & May 15<sup>th</sup>

First week of May

Scouts return all sales money and any unsold Cards to Unit

May 12 & 14

E-Z Settlement Nights @ Roundtables – 50% commission

(Note—Units keep 50% commissions and need only submit unsold cards & a check due council)

By May 15

Last day to turn-in money & unsold cards for 50% commission

(Note—Units keep 50% commissions and need only submit unsold cards & a check due Council)

After May 15

Unit Commission drops to 40%, all unsold cards returned

After June 5

Unit Commission drops to 30%, all unsold cards returned

## How to have a Successful Card Sale:

1. **Recruit a “Camp Card Chair”** within your Unit to manage all aspects of the sale.  
Communicate the purpose and timeline of the sale to parents.  
Host an exciting Unit kick-off.  
Track all money and cards and turn them in to the Council on time.
2. **Set a Unit sales goal!** Parents will support a fundraiser if there is a clear concise goal and reason (ie: 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 goal. “Our Unit goal is \$2,500 so that we can help pay for all our Scouts to go to camp this summer. Each one of our boys needs to sell 20 cards.”
3. **Conduct an ENTHUSIASTIC Kickoff!** A boring and dreary sales pitch to the Scouts and families will result in boring and dreary commissions! Dream BIG! Small dreams have no magic!
4. Encourage every Scout to be a **“20 Card Seller”** and enter the Council prize drawings.
5. Units should consider, and are encouraged to develop, their own **Prize Program**. Youth will sell more for prizes and recognition! (ie: Pizza Party, gift card, etc.) “All of our Scouts that sell 20 cards will be invited to the Unit swim and pizza party in May.”
6. **Create a sense of urgency!** People react to deadlines. “We would like to have our campaign wrapped up in three weeks.” If given too long to sell, people will push the task off and it will no longer be a priority.
7. **Turn money in early!** The Council will provide additional Camp Cards to Units turning in money for previously sold cards.
8. **Control your inventory!** You will also want the flexibility to provide additional cards to Scouts who are selling their Camp Cards quickly. Trying to collect unsold cards from Scouts in an effort to redistribute them is very time consuming. Keep a small amount of cards in reserve to give Scouts that are selling their cards quickly.

### NOTE: Most Scout families can EASILY sell 20+ cards with minimal effort!

- **5 cards** – just keep some cards in your car and shop at Kroger or another vendor 5 times!
- **5 cards** – Thank You Gifts for Friends! Examples include: a teacher/principal, a church member, a community volunteer, a brave person (police, fire, EMS, military, etc.), a co-worker, etc.
- **10 relatives or neighbors** – People want to help Scouts! You don’t want to upset anyone because your Scout did not ask them! People generally like to meet and learn about a youth’s Scouting experiences and support them!

## **3 Best Methods to Sell Camp Cards:**

1. **Door-to-Door** – take your Scouts and Camp Cards for a trip around the neighborhood. Don't forget your friends and local businesses.
2. **Show and Sell** – schedule a group sale at a local business (Keep in mind that many vendors on the card may have a policy against any store front sales). Get a Debit/Credit card reader and you will triple your sales!!!
3. **Mom and Dad** – Keep cards to sell at work and give as “thank you” gifts to teachers, friends or relatives. Don't forget to keep cards in your car to take advantage of savings at Kroger and other businesses!

## **Sale Tips:**

Don't miss the opportunity to use the Camp Card Sale to train your Scouts in *public speaking and salesmanship*. Scouts and their parents will appreciate the effort and your sales will improve. Have Scouts role play and practice during your Camp Card Sale Kick-off.

### ***For a Successful Sale:***

- Wear your Scout uniform!
- Smile and tell customers who you are – FIRST NAME ONLY.
- Sell Scouting....We Race cars, Go camping, Help others
- Ask if they will help a Scout vs. buying a discount card
- Would you like 1 or 2? Always say “Thank You!”

### ***Safety and Courtesy:***

- Sell with another Scout or with your parents.
- Never enter anyone's home.
- Never sell after dark, unless with an adult.
- Don't carry large amounts of cash. Patrons can make checks out to your unit for deposit.
- Always say “Thank You”, even when a person chooses not to buy a Camp Card.

## **Unit Sale Incentives:**

- **50% COMMISSION** - Settle your account **ON-TIME** and you keep \$2.50 per card sold!

## **Scout Sale Incentives:**

- **GREAT CAMP EXPERIENCE GIVEAWAY!**

**For every 20 cards sold, a Scout can enter into the drawings on Mar. 20<sup>th</sup>, April 17<sup>th</sup> & May 15<sup>th</sup>**

- Winning Scouts can attend their choice of: *Cub Scout Day Camp, Webelos Resident Camp, Camp Mack Morris Scouts BSA Summer Camp, NYLT, BSA Winter Camp, or a family registration for Fall or Spring Family Camp.*
- All entries must be in by 4 pm to be entered into the drawing for that week.
- Fax or E-Mail the Camp Card Contest Entry Form.

**All entries will remain in the drawing pot. So get out and sell early for more chances to win!** (A Scout can only win 1 of the 3 drawings.)

## **Advancement Opportunities:**

Scouts can earn more than just money by selling camp cards. They learn the value of planning, organization and commitment. Scouts develop and practice new skills and learn about sales and marketing. Camp Card sales can help reinforce Scouting values like Trustworthy, Helpful, Friendly, Courteous, Cheerful, Thrifty, and Brave.

## **Boy Scout Merit Badges:**

**ART:** For requirements 2, 5, and 6; produce a Camp Card Sale poster for display using pen and ink, watercolor, pencil, pastel, oil, tempera, acrylic paint or marker.

**CINEMATOGRAPHY:** For requirements 1 and 2; create a storyboard for a video, designed to show how to sell Camp Cards.

**COMMUNICATIONS:** For requirement 1, show your counselor how you would teach others to sell Camp Cards. For requirement 2, make a Camp Card sales presentation to your counselor.

**COMPUTERS:** For requirements 2, 3, 4 and 5; design a personal sales spreadsheet to keep track of the Camp Card Sale and money made for your troop.

**JOURNALISM:** For requirements 2a and 2b, create a newspaper story or radio news announcement reporting on your troop's Camp Card sale.

**PHOTOGRAPHY:** For requirement 2b, take photographs of Camp Cards, Scouts selling Camp Cards, and other activities related to the sale. Arrange the prints with captions to tell a story of the sale.

**PUBLIC SPEAKING:** For requirement 1, prepare and give a speech to your Troop describing the benefits of the Camp Card sale. For requirement 2, prepare and give a speech to your Troop describing the steps to a successful Camp Card sale.

**SALESMANSHIP:** All requirements for this merit badge can be completed through the Camp Card Sale.

## **WEBELOS SCOUT REQUIREMENTS:**

**ARTIST:** As one of the five requirements design a Camp Card sale advertising poster for display at your show and sell.

**COMMUNICATOR:** As a requirement, explain to a group of Cubs the proper ways to conduct a Camp Card Sale.

**SHOWMAN:** As a requirement, demonstrate the "right" and "wrong" ways to sell Camp Cards.

## Keys to Teaching your Scouts to Sell:

1. Selling Camp Cards is easy!
2. Most Scouts will be given 5-10 cards to start. When they sell those cards, they will get some more from their leader. Every 10 cards earns a chance to win a \_\_\_\_\_ and \$\_\_\_\_\_ towards our Scouting program.
3. Units can also conduct group sales efforts in front of local stores.
4. Practice your sales presentation with your parents. Use these tips:
  - Stand tall, still and proud.
  - Speak slowly and clearly.
  - Ask them if they will help you go to camp or earn a prize.
  - Wear your uniform!
  - Ask if they have any friends who might like some cards.
  - Always say "Thank You!"
5. Remember - the more one sells, the more one can earn!

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

(Sample Sales Script)

1. Hello, my name is \_\_\_\_\_. I'm a Scout with Troop or Pack # \_\_\_\_\_ sponsored by \_\_\_\_\_.
2. I am earning money so we can do \_\_\_\_\_ or go to \_\_\_\_\_. This Camp Card is full of valuable discount coupons. Will you help me?
3. Our card includes \_\_\_\_\_ local discount.
  - a. (give an example from back of the card, show the card)
4. Your support helps our local Scouting program. Each card is only \$5, or you can get 2 for \$10! How many would you like? (Be sure to collect \$5 for each card.)
5. **Thank you for your support!**

## A Sample Letter to Parents

Dear Parent,

The popular "Camp Card" sale provides the most exciting, easy, no-risk fund-raising opportunity that the West Tennessee Area Council - Boy Scouts of America offers for Scout Units and families. By participating, your Scout can help our Unit earn the money we need to have a quality program and help fund his/her way to camp.

### When your Scout 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 last a lifetime!
3. May complete some Scouting achievements or merit badge requirements.
4. Help to earn their way by helping us raise funds for \_\_\_\_\_.
5. Helps provide for more local Scouting programs! Funds from the sale directly impact your 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 SCOUT BE SUCCESSFUL BY:

1. Helping your Scout set a sales goal and encouraging them to reach it. Every 20 cards or \$100, earns them a chance in the council drawings and our Unit contest.
2. Walking or taking your Scout door-to-door in your neighborhood to sell.
3. Keeping some cards with you at work for co-workers.
4. Encouraging your Scout to do their best!
5. Making sure your Scout wears their uniform to increase sales.

# **Frequently Asked Questions!**

## **Q: How do I get my cards?**

A: Attend your District Roundtable in February or get them at the Scout Service Center. A Unit registers to sell and can request a specific number of cards. The Unit leadership distributes their cards to the Scouts to sell.

## **Q: Can I sell Camp Cards if my Unit does not?**

A: Yes. In the rare occurrence that a Unit does not sell cards, a parent/family can complete the same forms and follow the same rules as a Unit. You are a Single Seller. Speak with your District Executive.

## **Q: Do we have to spend the money on camp attendance?**

A: No. The Unit committee leadership (and the Scouts) can decide how best to use the funds in support of their Scouting program. The card sale can help fund any Scouting expense such as uniforms, weekend camping trips, new camping gear, Boys Life magazines, etc. Additionally, this sale helps your local Council subsidize the real costs of operating a Scout camping facility and Unit field service.

## **Q: When is the sale?**

A: The sale is from March to early May. All sales and unsold cards are expected to be returned at the May roundtables, or by published deadlines to the Scout Service Center. Units and Parents can purchase cards at the end of the sale and keep selling if they wish.

## **Q: How many cards should I order?**

A: Each Unit should be able to receive 10 cards per active boy to begin. There are a limited number of cards per district, so you should encourage boys to sell and return funds ASAP so you can get more cards!

## **Q: How should I handle the money and cards?**

A: Treat the Camp Cards like money! Camp cards can also produce a lot of **CASH**. Please collect money from your Scouts regularly to avoid potential issues such as loss and mishandling of funds. **ALL** cash and checks should be properly deposited into the unit's checking account. The unit can submit a single check to WTAC.

## **Q: Can we accept debit or credit cards?**

A: What's in your wallet? In today's world, many people do not carry any cash. You will sell more cards if you get a card reader for a smart phone. The fees are inexpensive compared to the potential sales lost by not having a card reader. Plus, patrons are likely to purchase more cards with a debit card vs. cash.

## **Q: How do I settle my account?**

A: The money due to the Scout Service Center should be remitted with a single unit check, or a money order. Your Unit only owes the cost of how many cards you sold minus your commission. If you turn your cards and money in on time you will need to pay the Council \$2.50 for every card not returned to the Council. Please be sure that your check is identified with your Unit type and Unit number (*ex. Pack 123, Camp Card Sales*). Unsold cards must be returned.

## **Q: When and where do I settle my account?**

Units are encouraged to submit their funds and unsold cards at their scheduled May Roundtable, OR the settlement may be done with your District Executive, or at the Scout Service Center.

## **Q: How should my Unit set a sales goal?**



A: Units should set a goal based on the number of active Scouts. Units may want to set individual goals for their Scouts to help pay a certain portion of their trip to camp by selling the Camp Cards.

**Q: What are the rules for returning any unsold cards?**

A: Units can return unsold, intact cards. Returns are due along with payment by published dates. However, it is important that parents and volunteers recognize that the design and production of these plastic discount cards require a significant investment of both time and money! Please make every effort to sell all of your cards because every card sold helps all Scouts across our 20-county service area.

**Q: Can I get more cards once the sale is underway?**

A: Yes, a Unit can receive additional cards if they run out. More cards can be obtained from your District Product Sales Chairman, your District Executive, or at the Scout Service Center in Jackson. **In order to get more cards, you need to submit money for cards you have sold.**

**Q: Some District have 2 different cards. Can we sell the other District card also?**

A: Yes! Each of the 5 districts has a card designed for their counties. Different card offerings can increase your sales. You may check-out the different District cards at the Scout Service Center in Jackson.

**Q: How do I start my sale?**

A: Begin with your immediate local family members: parents, cousins, grandparents, aunts and uncles, etc. Consider purchasing some cards as a great **“Thank You Gift”** for teachers, pastors, co-workers, community heroes, etc. Keep some in your car for shopping at local vendors!

**Q: Where should Scouts sell these cards?**

A: Door to door, Church gatherings, neighborhoods, parent’s workplace, local businesses, sponsoring organization, festivals, ballgames, etc.

**Q: My unit is going to another summer camp; can we participate in the sale?**

A: Yes, a Unit can use its share of the proceeds of this sale toward any Scouting adventure it chooses. The Unit committee decides how the funds can be used.

**Q: Can a Scout wear his uniform while selling Camp Cards?**

A: **YES, this is a Council approved money earning project.** So, just like the popcorn sale, a Scout is encouraged to wear his uniform while participating. As a reminder, other Unit fundraisers such as BBQ sales, car washes, bake sales, etc. do require that a **“Unit Money-Earning Application”** be reviewed and approved by both your sponsoring Charter Partner and your District’s Finance Committee Chairman, or submitted to the Council for review by the Council Finance Committee.

**Q: How can I help get a great local business on the Camp Card for next year?**

A: Many of the discounts on the card are locally owned businesses of Scout Parents, former Scouts, and community minded individuals that just want to support local youth. Our parents and volunteers often suggest businesses and then help “open the door” for the local District Executive to speak with the owner about becoming a card vendor. Currently, there is not a vendor fee to advertise on our card, the businesses simply honor the discount. Contact your District Executive if you can help. Thank vendors for supporting local Scouting!





Bedford Forrest – Weakley & Carroll



Bedford Forrest – Henry & Benton



Big Hatchie – Fayette & Haywood



Big Hatchie – Tipton & Lauderdale







Central – Decatur & Henderson



Central – Madison, Crockett & Gibson



Davy Crockett – Dyersburg Area



Davy Crockett – Union City Area







Shiloh – Chester Hardeman County



Shiloh – Hardin & McNairy County



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**Camp Experience Give Aways**

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(Note—Units keep 50% commissions and need only submit unsold cards & a check due council)

**By May 15**

**Last day to turn-in money & unsold cards for 50% commission**

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# **2020 Contest Entry Form- One entry for every 20 cards sold!**

## **"Great Camp Experience Give-A-Way" Mar. 20<sup>th</sup>, April 17<sup>th</sup> & May 15<sup>th</sup>**

Winning Scouts can attend their choice of: Cub Scout Day Camp, Webelos Resident Camp, Camp Mack Morris Boy Scout Summer Camp, NYLT, BSA Winter Camp, or a family registration for Fall or Spring Family Camp. A Scout can only win the camp drawing one time.

***Drawings will be held at 5pm all Entry forms must be submitted by 4pm***

This is to verify that (Scout name) \_\_\_\_\_ has sold (#) \_\_\_\_\_ camp cards to date and is eligible for an entry into drawing.

Unit Leader Name \_\_\_\_\_ Pack/Troop/Crew /Post # \_\_\_\_\_

Leader or Parent Signature \_\_\_\_\_ Date \_\_\_\_\_

**Fax entry form to 731.668.3788, or scan and e-mail to [Susan.Gall@Scouting.org](mailto:Susan.Gall@Scouting.org)**

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# YOUTH CAMP CARD RECEIPT

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

PACK    TROOP    CREW    SHIP    POST

DATE \_\_\_\_\_ DISTRICT \_\_\_\_\_ UNIT# \_\_\_\_\_

SCOUT NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_ BEST PHONE \_\_\_\_\_

PARENT E-MAIL (PLEASE PRINT) \_\_\_\_\_

Camp Cards Issued			To be completed upon card turn-in	
Total number of Cards Issued this receipt:			Checks	\$ _____
			Cash	\$ _____
			<b>TOTAL</b>	<b>\$ _____</b>
			Cards Sold _____	x \$5 = _____
			Cards Returned _____	
			Total Cards _____	
<b>_____ TOTAL CARDS</b>				

I recognize that each card has a cash value of \$5. I understand there is no risk to our Unit as long as all unsold cards and funds are returned to our Unit by \_\_\_\_\_. By signing below I understand that our Unit will be charged \$2.5 for every card not returned on-time.

I will return any unsold cards and \$5 per card sold by \_\_\_\_\_ (date).

I agree to these terms: \_\_\_\_\_ Date: \_\_\_\_\_

*Parent Signature*

Name of Youth: \_\_\_\_\_

## **\*NOTICE**

Per the request of the vendors participating in the Camp Card and because each Camp Card has a cash value above and beyond the Unit selling price, 100% of unsold Camp Cards must be returned to our Unit. This will allow our Unit to reconcile our account with West Tennessee Area Council on-time.

## **THANK YOU FOR PARTICIPATING IN THE CAMP CARD SALE!**

*For many Scouts, the difference between an average program and a great program is simply the money earned from their Camp Card participation. Of course, money alone does not make a Scouting program good, but it CAN help provide resources to supplement a quality planned program. The Camp Card is offered for a \$5 donation, and most offers can be redeemed until December 31<sup>st</sup>.*

# West Tennessee Area Council, BSA

## Unit Camp Card Participation Form

(District Product Sale Chairman or District Executive submits to WTAC Finance Department)

PLEASE USE THIS FORM TO KEEP TRACK OF CARD TRANSACTIONS FOR ONLY ONE UNIT

PACK     
  TROOP     
  CREW     
  SHIP     
  POST

DATE \_\_\_\_\_ DISTRICT \_\_\_\_\_ UNIT# \_\_\_\_\_

NAME \_\_\_\_\_ POSITION \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_ BEST PHONE \_\_\_\_\_

Email (please print) \_\_\_\_\_

**Unit Leader Signature:** \_\_\_\_\_

**\*By signing this form you agree to be responsible for returning all unsold cards or paying the West Tennessee Area Council \$2.50 each for all cards that are issued to your Unit by May 15, 2020.**

# Cards Issued	Issue Date	Received By (please print)	Initial

-----WTAC Office Use Only -----

Date	Cards Sold	Money Submitted	# Cards Returned	Receipt #	Balance Outstanding

**\*NOTICE—Per the request of the vendors participating on the Camp Card and because each Camp Card has a cash value above and beyond the Unit selling price, 100% of any unsold Camp Cards must be returned to West Tennessee Area Council by May 15, 2020.**