



# UNIT CAMP CARD KICKOFF

Use your camp card kickoff to **ENGAGE** and **EXCITE** your Scouts, but also to **EMPHASIZE** the importance of the sale to your parents. **EXPLAIN** the benefits both financially and also that Scouts learn by participating in the sale.

- 1.) Promote the kickoff in advance.
- 2.) Include Scouts and parents if possible.
- 3.) Create excitement and fun. Have door prizes, food, etc. Get Scouts excited about summer camp/activities. Show pictures of the fun things you'll get to do.
- 4.) Explain the importance and the fun things you will get to do together if you meet your Camp Card Unit Goal.
- 5.) Share the Goal.
- 6.) Share some selling tips. Selling Scouting, not just the card.



- 7.) Pass out cards and flyers with sale information.
- 8.) Create some fun unit incentives for each week after the kickoff.

