



Scout-O-Rama Adventure Card Guidebook

UNIT LEADER'S GUIDE



BOY SCOUTS OF AMERICA
ORANGE COUNTY COUNCIL



714-546-4990



ocbsa.org



OCBoyScouts

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Scout-O-Rama

May 12, 2018 | 9:00 a.m. - 4:00 p.m.

Oak Canyon Park

5305 Santiago Canyon Drive

Silverado, CA 92676

\$10.00 per family plus \$10.00 parking

Scout-O-Rama is the annual “trade show” of Scouting hosted by the Orange County Council, Boy Scouts of America. Scouts and their families, and families interested in learning about Scouting, enjoy a fun-filled day of exhibits, competitions, skits and displays. Scout-O-Rama features Scout booths and vendor booths as well as Dutch-oven cooking demonstrations, canoe races, climbing towers, Bubble Rollers, Medieval Times performances, and Vans Skate shows and many more. Local Packs, Troops, Teams and Crews can participate in Scout-O-Rama event by displaying a booth.

Details regarding booth setup and Scout-O-Rama schedule is available online at ocbsa.org/scout-o-rama.

Admission to Scout-O-Rama is available in conjunction with the Adventure Card Sales fundraiser. Scouts will be selling Adventure Cards that have 10 Premium online coupons from local businesses for \$10.00 plus a \$5 Albertsons/Vons and \$10 Dicks Sporting goods coupon. An entire family receives admission to the event with the Adventure Card. Proceeds from this fundraiser and Scout-O-Rama go to support the activities, advancements, and program of local Units and the Orange County Council, Boy Scouts of America.

For more information on Scout-O-Rama or the Adventure Card fundraiser, please contact the William Lyon Homes Center for Scouting at (714) 546-4990 or visit our website at www.ocbsa.org.



What is the Adventure Card Sale?

The Annual Adventure Card sale is more than just a fundraiser, it is admission to Scout-O-Rama, the biggest display of Scouting in Orange County as well as giving Scouts the opportunity to earn their way to Camp! The \$10 Camp Card has 10 online coupons from local businesses plus a \$5 Albertsons/Vons and \$10 Dicks Sporting goods coupon. The card also has a Scout-O-Rama admission which is good for the whole family. Units participating in this program can earn up to \$5 for each \$10 Camp Card they sell. The sale will begin March 17th and end May 10th, giving units 2 months to sell and close their accounts.

How the Adventure Card Sale Works

- The adventure card is designed to help units fund their way to great outdoor adventures.
- Each Adventure Card sells for \$10.
- We have partnered with Entertainment Book to provide useful and valuable discounts for the customer to use throughout the year for each city.
- Commissions from the sales are encouraged to be applied directly toward sending youth to Camp and funding unit adventure programs.
- NO RISK! Units can return any unsold cards
- Only one card is needed, coupons are good all throughout Orange County!

We're selling Camp, not just Discount Cards

Ensure your families understand that they are selling character, they are selling a better community, and they are selling the benefits of the Unit attending summer camp; not just selling discount cards. Emphasize that each card sold helps a Unit go to camp. The secret to a successful sale is that people want to support Scouting and customers easily identify with camping.





District Contacts

Canyons

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Adventure Card Sales Timeline

Training and Card Pick up

Tuesday, March 13

OR

Saturday, March 17

Details below or go to
www.ocbsa.org/adventurecard

Thursday, April 12

Money turn in for extra
\$2.00 in Commission at
Roundtable.

Thursday, May 10

- Adventure Card close out at Roundtable
- All accounts closed
- Prize orders due May 14 (ocbsa.org/adventurecard)

Adventure Card Chair Responsibilities

- Attend the Adventure Card Kick-off and training on either:

Tuesday, March 13th: 6pm-8pm, Council Service Center, 1211 E Dyer Rd, Santa Ana 92705

Saturday, March 17th: All Locations 8:00am-10:00am

- North County (Los Amigos, Canyons, Portola): Troop 93 Scout Hut, 386 West Truslow, Fullerton 92832
- West County (Pacifica, Del Mar, El Capitan, Orange Frontier): Stanton Central Park, 10660 Western Ave, Stanton 90680
- South County (Saddleback, Rancho San Joaquin, El Camino Real): Saddleback Church Refinery, 1 Saddleback Pkwy, Lake Forest, CA 92630
- Register at <http://ocbsa.kintera.org/Adventurecard>
- Communicate the purpose of the Adventure Card sale and timeline to your Scouts and parents.
- Kick-off the Adventure Card sale at the unit level
- Inspect, coach and praise your Scouts.
- Set a sales goal for your Scouts and unit.
- Collect all money and turn in the amount due (less the commission) according to your unit plan to maximize commissions.

How to Sign Up

Registration will be done online this year at <http://ocbsa.kintera.org/Adventurecard>. Please select the registration option from the drop-down menu that best describes your Unit's participation and complete the registration form.

Unit Adventure Card Chairs:

Here is some information you'll need to collect from your unit to register quickly:

1. Is your unit doing a booth at Scout-O-Rama?
2. Number of Scouts Selling
3. Number of cards needed

Units with Booth Exhibits must complete and return the form no later than April 23, 2018. You may submit the Booth Safety Application Form (available online at ocbsa.org/scout-o-rama) at the time of registration or you may print the form and either email, mail or fax it to us.

How to Implement Adventure Card Sales for Your Unit

Use the Unit Plan Worksheet on Page 16 to help plan your sale and answer the following:

- Determine NOW the scouting adventures your youth plan to participate in for 2018.
- Determine the number of active youth in your program.
- Set a per youth sales goal.
- Set an overall unit sales goal.
- Communicate unit needs clearly with each youth and parent.
- Explain how the sale of Adventure Cards teaches youth the value of earning their own way.
 - o Explain exactly where the unit plans to allocate the revenue generated from the sales. (i.e. Individual youth Camp fees, Unit Camp fees, uniforms, etc..)
- Communicate Adventure Card calendar clearly with all youth and parents.
- Have a Kick-off for your unit.
- Have a Turn-in dates for money and unsold Camp Cards.

Adventure Card Plan

Commission

Base commission for all units is \$2.50 per Adventure Card sold.

PARTICIPATION COMMISSION:

Extra \$0.50 commison for units having a Booth at Scout-O-Rama

SALES COMMISSION:

Units earn EXTRA commission based on cards sold and money received by the following dates:

1. Extra \$2.00 in commission - Cards sold and paid for by April 12th
2. Extra \$1.00 in commission - Cards sold and paid for by May 10th
3. Base Comssion only for any cards sold and paid for after May 10th

Units will retain their Commission when turning in money.

Return Policy

Units can return unsold Advenure Cards checked-out without penalty. Unreturned Cards will be charged to Unit at \$10.00/card (including lost cards). Prizes will not be approved until the Unit Account is resolved.

Closing Your Account

Your account is closed when all money for Adventure Cards sold and all remaining Cards are returned to your District Chairperson or Council. Units will retain their commission when turning in money. Accounts must be paid in full by May 10, 2018 for prize orders to be approved.

Prizes

Prizes will be ordered online at ocbsa.org/adventurecard. Scouts will get the Patch and one prize from the level earned or below.

Your Unit Adventure Card Kick-Off

The objectives of your Adventure Card kick-off are simple:

- Get Scouts excited about camping and how they can earn their own adventures!
- Inform parents about why their son should have a camp experience.

How can you ensure a successful kick-off?

- Make sure the kick-off is properly promoted through e-mail, phone and at meetings.
- Review the presentation with your unit leader prior to the meeting.
- Be prepared to talk about camp opportunities.
- Have snacks, drinks and music.
- Make sure EVERY Scout gets a SALES KIT and at least 15 Adventure Cards.
- Have a GOAL!
- Keep it short.

Adventure Card Kick-Off Agenda

1. Grand Opening with music, cheers and excitement.
2. Check out to every Scout with at least 15 Adventure Cards.
3. Review camp opportunities.
4. Review sales goal and % of Scouts to camp goal & explain key dates.
5. Scout Training: Role play sales Do's and Don'ts.
6. Review prize opportunities.
7. Big Finish: Issue a challenge to your Scouts and send them home motivated to sell.
8. Thank your Scouts!





How to Sell Adventure Cards

Your job as Adventure Card Chair is to teach Scouts how to sell. To get there, your team needs to employ all 3 sales methods. Create a plan and train your Scouts in all three methods; this will give you the best results. You'll get tips and great ideas on bestselling practices when you attend the training on March 17th.

Door to Door

Take your Cards for a trip around the neighborhood. Highlight the great coupons and inform customers that the card is admission into the Scout-O-Rama family event. Also, encourage them to buy several cards because the coupon offers are one use and they may want more. Let them know your Unit is trying to earn their way to camp.

Show & Sell

Set up a sales booth and sell Adventure Cards on the spot. This can be an effective approach in the right location at the right time, but don't hang your hat on this approach alone.

Focus on multiple locations over the course of a couple of days. (Bring a tent display and posters)

Sell at Work

A great way for Mom and Dad to help support their son's Unit. Have them take the cards to work.

Sales Techniques for Scouts

Don't miss the opportunity to use the Adventure Card sale to train your Scouts in public speaking, sales and service. Your Scouts and parents will appreciate the effort and your sales will improve. Have Scouts role play and practice during your Kick-off. Find a way to make training fun and reward Scouts who do a good job.

Have your Scouts practice these simple steps:

- Wear your uniform.
- Smile and tell them who you are—first name only!
- Tell them where you are from (unit within Scouting).
- Tell them what you are doing (going Camping).
- Tell them what they can do to help (save money with the Adventure Card).
- Ask them if they would like to buy more than one.
- Inform them know that the card is admission into the Scout-O-Rama family event.
- Close the sale and thank them.

Safety & Courtesy

- Sell with another Scout or with an adult.
- Never enter anyone's home.
- Never sell after dark, unless with an adult.
- Don't carry large amounts of cash.
- Always walk on the sidewalk and driveway.
- Be careful of dogs while selling.
- Say thank you whether or not the prospect buys a Adventure Card.





Be a Camp Champion!

It has been proven that Scouts who attend a Summer Camp experience and go on Unit outings stay longer in Scouting and get more out of the program. For Cubs, make sure your Unit signs up for Cub Day Camp and/or Cub Scout Summer Camp, a one week experience where Cubs can hone their skills in Scout craft, shooting sports, games, and even sports. For Boy Scouts, nothing beats a week away at Summer camp earning merit badges, taking aim in shooting sports, and learning about nature in a camp setting.

For the rest of the year, choose one or all of our local camp programs for individual, den/patrol, or unit adventures. See page 15 for more details on our great camp properties!

Easy Online Registration for Camp and More at:

www.orangecounty.camp-master.com

Orange County Council Outdoor Adventure Facilities



Irvine Ranch Outdoor Education Center

This 210-acre oasis is the gateway to the great outdoors for youth groups, organizations, schools, families and Scouting programs. Young campers and adventurist alike explore rugged terrain, visit an orange grove, dig for ore in a mine and take aim at archery. Other camp features include an amphitheater, aerospace/astronomy camp, ranch camp, mining camp and aquatics center. The Irvine Outdoor Education Center meets long-standing need in the community for kids to experience nature's best playground in their own backyard.



Newport Sea Base

The Newport Sea Base is a place where sunlight, sailboats and sea lions are part of the day's agenda. Year-round, girls and boys learn oceanography, engineering, environmental science, boating safety, dinghy and keelboat sailing, canoeing, kayaking, and other aquatic-related subjects. All programs are offered to the general public and are intended to increase understanding and appreciation for the marine environment by directly involving participants in thought-provoking, dynamic, hands-on activities. With a commitment to developing character, our desire is to inspire a love for the marine environment in the hearts of youth.



Oso Lake Scout Camp

Located in Rancho Santa Margarita on the boarder of Mission Viejo, Oso Lake Scout Camp features a 100-acre lake, 15 acres of land and is surrounded by O'Neil Regional Park. The Oso Reservoir is the perfect venue for Scouts to enjoy catch-and release bass fishing, canoeing, and rowing. The facilities feature a small archery range, large camping areas, a multi-level pavilion and amphitheater. There are also ample hiking and orienteering opportunities and the campsite areas are perfect for first year campers to practice their skills.



Schoepe Scout Reservation at Lost Valley

Lost Valley is a rustic wilderness camp with 1,400 acres of Oak, Pine and Chaparral bordered by the Cleveland National Forrest. The camp is a traditional BSA camp, it has 22 new cabins, two swimming pools, a three acre lake, rifle, archery and shotgun ranges, horse stables, a mountain bike center, an observatory, two handicraft centers, an Indian Village with an active archeological dig and nature center. Two dinning halls provide Scouts with meal service. Scouts can also participate in High Adventure programs with challenges ranging from rock climbing and rappelling to black powder and C.O.P.E.

District: _____	Pack _____	Troop _____	Team _____	Crew _____	Post _____	Unit Number: _____
Unit Chair Name: _____				Phone: _____		
Email: _____						
Unit Card Goal # _____	Booth at SOR: <input type="checkbox"/> NO <input type="checkbox"/> YES (Fill out booth layout form, find online at ocbsa.org/SOR)					
Per Scout Goal # _____	<div style="border: 1px solid black; width: 50px; height: 20px; display: inline-block;"></div> Number of cards needed					
# Scouts Selling: _____	Unit Chair Signature*: _____					
<i>* I understand that our Unit is responsible for all payments due for cards sold including those lost or not returned.</i>						

Unit Sale Timeline

Unit Kickoff Date: _____ Time: _____ Location: _____

Unit Adventure Card timeline: Start: _____ End: _____

Distribution and Sales Plan (cards will be available for pickup on Saturday, March 17)

Date we will hand out cards to our Scouts: _____ Who will give out the cards: _____

Cards we will give to each Scout: _____

Booth Information:

Date: _____ Location: _____ Times: _____

Date: _____ Location: _____ Times: _____

Date: _____ Location: _____ Times: _____

Date: _____ Location: _____ Times: _____

Date: _____ Location: _____ Times: _____

Date: _____ Location: _____ Times: _____

*add more booths as needed***Card/ Money Turn-Ins** (1st Council Turn-In: April 12 / Final Council Turn-in: May 10)

1st Turn In Due: _____ Location: _____ Time: _____

Final Turn In Due: _____ Location: _____ Time: _____

Communication and Recognition (Prizes will be available June 14)*We will recognize our Scouts and hand out any prizes earned on:*

Date: _____ Location: _____ Time: _____



2018 Prize Program

Scouts, continue your Adventure and earn these GREAT prizes! Pick one prize from the top level earned. Patch is included in all levels.

LEVEL 1

3 Adventure Cards



2018 Scout-O-Rama Patch

LEVEL 2

50 Adventure Cards



2 Medieval Times tickets
(plus special pricing for more)

LEVEL 3

200 Adventure Cards



2 Knott's Berry Farm tickets

LEVEL 4

500 Adventure Cards

SUPER PRIZE! Pick one:



Virtual Reality Headset



Great Wolf Lodge
1 Night/Room for 4