Adventure Card Guidebook

UNIT LEADER’S GUIDE
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Scout-O-Rama

May 9, 2020 | 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 biggest show of the year for Scouting in Orange County, attracting well over 15,000 visitors to Oak Canyon Park. Every Pack, Troop, Crew, and Post in the Council is not only encouraged to attend with all their families, but to become the star attraction by setting up a hands-on display, competition or activity booth. No other time of the year does the entire family of Scouting come together on such a grand scale to show the world what Scouts do… LEAD, LEARN NEW SKILLS, and HAVE FUN! Bring your family to experience all the fun and adventure of Scouting.

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

Admission to Scout-O-Rama is available in conjunction with the Adventure Card Sales fundraiser. 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 Adventure Card has four break off tab coupons with more coupons on the back. 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 Adventure Card they sell. The sale will begin March 3rd and end May 14th, 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 great businesses to provide useful and valuable discounts for the customer.
• 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

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
Ellen Worley
(714) 801-0595 | ellenworley@netzero.net

El Camino Real
Sheila Welk
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Council Contacts

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**Adventure Card Sales Timeline**

**Training and Card Pick up**

*Tuesday, March 3 or Saturday, March 7*

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

**First Turn-In Date**

*Thursday, April 9 or Monday, April 13*

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

**Final Turn-In Date**

*Thursday, May 14*

- Adventure Card close out at Roundtable
- All accounts closed

- Incentive orders due May 18 (ocbsa.org/adventurecard)

**Adventure Card Chair Responsibilities**

- Attend the Adventure Card Kick-off and training on either:
  - **Tuesday, March 3rd: 6pm** Council Service Center, 1211 E Dyer Rd, Santa Ana 92705
  - **Saturday, March 7th: All Locations 8:00am**
    - North County I Canyons, Valencia (Los Amigos, Portola): Kiwanis Scout Hut, 386 West Truslow, Fullerton 92832
    - West County I El Capitan, Golden West (Pacifica, Orange Frontier): Stanton Central Park, 10660 Western Ave, Stanton 90680
    - South County I Saddleback, Rancho San Joaquin, El Camino Real: Saddleback Church Refinery, 1 Saddleback Pkwy, Lake Forest, CA 92630

- Register at www.ocbsa.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. No credit cards accepted for payment; checks preferred. Make checks payable to Orange County Council, Boy Scouts of America.
How to Sign Up

Registration will be done online at www.ocbsa.org/adventurecard

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 Scout-O-Rama Booth Exhibits must complete and return the form no later than April 20, 2020. You may submit the Booth Safety Application Form (available online at ocbsa.org/sor) 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 Adventure Card Action Plan Worksheet on Page 14 to help plan your sale and answer the following:

• Determine NOW the Scouting adventures your youth plan to participate in for 2020-2021.
• 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 Turn-in dates for money and unsold Adventure Cards.
Adventure Card Plan

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

PARTICIPATION COMMISSION:
Extra $0.50 commission for units having a Booth at Scout-O-Rama

SALES COMMISSION:
Units earn EXTRA commission on cards sold and money received by the following dates:
1. Extra $2.00 in commission for any cards sold and paid for by April 13th
2. Base Commission only for any cards sold and paid for after April 13th

Units will retain their Commission when turning in money.

2020 Adventure Card Check Out Policy
Units will be able to initially check out 20% more than they sold in 2019. Units will be able to check out more cards through their District Adventure Card Chair or District Executive after they have proven that they have sold most of their initial order.

For example, if a Unit sold 100 cards in 2019, they will be able to initially check out 120 cards in 2020. If a Unit has never sold before they will be checked out 10 cards per Scout. Their District Adventure Card Chair and Fund Development District Executive will work with them to craft a plan to sell cards.

Return Policy
Units can return unsold Adventure Cards checked-out without penalty. Unreturned Cards will be charged to the Unit at $10.00/card (including lost cards). Incentives 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 14, 2020 for incentive orders to be approved.

Incentives
Incentives will be ordered online at ocbsa.org/adventurecard. Scouts will get the Patch and one incentive 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 child 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 with 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 Adventure Cards.
3. Review camp opportunities.
4. Review sales goal and % of Scouts to camp goal & explain key dates.
5. Scout Training: Roleplay sales Do’s and Don’t’s.
6. Review incentive 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 3rd or 7th.

**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 child’s Unit. Have them take the cards to work.

**Facebook Drawings**
Throughout the Adventure Card Sale, the Orange County Council will draw the name of one Scout who has submitted a photo of them selling Adventure Cards to win a prize! Share photos of your Scouts selling to communication@ocbsa.org and check Facebook.com/OCBoyScouts during the Adventure Card Sale.
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 roleplay 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 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 an 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 Scout Day Camp! For older 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 12 for more details on our great camp properties!

Easy Online Registration for Camp and More at:

ocbsa.org/daycamp
Orange County Council
Outdoor Adventure Facilities

Oso Lake Scout Camp
Located in Rancho Santa Margarita on the border 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.

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.

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 a food forest, dig for ore in a mine, fly down the zip line 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.

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.
2020 Incentive Program

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

**LEVEL 1**
3 Adventure Cards

2020 Scout-O-Rama Patch
Coming Soon!

**LEVEL 2**
40 Adventure Cards

$10 Amazon Gift Card

**LEVEL 3**
200 Adventure Cards

2 Tickets to Knott’s Berry Farm

**LEVEL 4**
500 Adventure Cards

$200 Amazon Gift Card

**TOP SELLER PRIZE**
The Top Seller from every District will get one of each of these items.
Orange County Council

UNIT ADVENTURE CARD ACTION PLAN
and Unit Agreement

Boy Scouts of America

District: ___________________ Pack Troop Crew Post Unit Number: ____________

Unit Chair Name: ___________________ Phone: ___________________

Email: ___________________ Phone: ___________________

Unit Card Goal # ________ Booth at SOR: ☐ NO ☐ YES (Fill out booth layout form, find online at ocbsa.org/SOR)

Per Scout Goal # ________ Number of cards needed

# Scouts Selling: ____________ Unit Chair Signature*: ___________________

* I understand that our Unit is responsible for all payments due for cards sold including those lost or not returned.

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 Tuesday March 3 or Saturday March 7)

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: By April 13 / Final Council Turn-in: May 1)

1st Turn In Due: ____________ Location: ___________________ Time: ____________

Final Turn In Due: ____________ Location: ___________________ Time: ____________

Communication and Recognition (Prizes will be available June 11 Roundtable)

We will recognize our Scouts and hand out any prizes earned on:

Date: ____________ Location: ___________________ Time: ____________

***Share this form with all your Scout families***
Orange County Council

OCBSA Scout-O-Rama Activity Safety Approval and Safety Award Application

District: ____________________________  Pack  Troop  Crew  Post  Unit Number: ____________

Unit Booth Coordinator Name: ____________________________  Phone: ____________________________

Mailing Address: __________________________________________________________

<table>
<thead>
<tr>
<th>Address</th>
<th>City</th>
<th>Zip</th>
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Email: ____________________________

DEADLINE TO TURN IN THIS FORM IS APRIL 20, 2020. SEND COMPLETED FORM TO ROSLYNR@OCBSA.ORG

Theme Of Entry: ____________________________  Booth Size (10x10 increments): X

Description

Safety Measures

If Yes, please provide safety controls for each hazard or element and adult supervision plan detail below:

<table>
<thead>
<tr>
<th>Does your Booth or Activity include:</th>
<th>No</th>
<th>Yes</th>
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<tbody>
<tr>
<td>1) Projectiles or thrown Objects?</td>
<td></td>
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<tr>
<td>2) Climbing over 4 feet?</td>
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<tr>
<td>3) Pushed or wheeled vehicles?</td>
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<td>4) Cooking, fire, coals, or stoves?</td>
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<td>5) Pugel sticks, padded swords, etc?</td>
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<td>6) Chemical or other reactive substances</td>
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<td>7) Use of knives or other sharps by visitors</td>
<td>Yes</td>
<td></td>
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<tr>
<td>8) Perishable food preparation?</td>
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<tr>
<td>9) Other recognized hazards?</td>
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Sketch of Booth or Activity plot (floor) plan REQUIRED, use space below:

Council Risk Management approval: ____________________________  Date: ____________