WELCOME

Adventures Card 2020
Cradle of Liberty Council
Why Adventure Cards?

- Helps achieve the Mission of Scouting at all levels.
- Helps provide financial resources for families and Scout units.
- Brings more youth to the outdoors.
- Raises money for Scouting activities.
- Teaches self-reliance and responsibility of “earning their own way.”
Direct Return To Scouting Units

Throughout the Camp/Adventure Card Program, **Scouting units in Cradle of Liberty** earned more than **$670,000** to support their Scouts’ activities.
Overview

Scouts sell discount coupon cards for $5
Each card has over $125 in value
Unrivaled commission

ALL units earn 60% COMMISSION!

Scouts can sell online through the digital platform during COVID-19. The new commission rate was approved from Council for ALL participating Units.

Adventure Card 2020
CRADLE OF LIBERTY COUNCIL
New Digital Platform
HERE’S HOW IT WORKS:

1. Sign-up your unit to participate: colbsa.org/adventurecard
2. Your unit coordinator will receive a code unique to your unit.
3. Share that code and the link to purchase cards with your families so they can include in email and social media appeals.
4. Supporters will receive purchased cards in the mail.
5. Units will receive the commission from the council.

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2020 ADVENTURE CARD FUNDRAISER

Your purchase of Adventure Cards helps local Scout groups raise money to fund their programs.

Cards sell for $5 each and have a total value of more than $125 in discounts!

- ShopRite or Landis Supermarkets: $5 off a purchase of $50 or more.
- The Franklin Institute: $3 off adult daytime general admission for up to four (4) people.
- Philly Pretzel Factory: $5 off any large pretzel party tray.
- LEGOLAND® Discovery Center Philadelphia: Save $10 on up to five (5) total tickets.
- Applebee's Grill+Bar: 10% off (excludes alcohol, tax, and gratuity. Max. discount is $10).
- Dave & Buster's: 20% off (excludes alcohol, tax, and gratuity. Plymouth Meeting location only).
- Crayola Experience: $5 off up to (4) total general admission tickets.
- Philadelphia Rock Gyms: $10 off any Introduction to Climbing Package OR $5 off any Quick Climb Package.
- Valley Forge Scout Shop: 10% discount of purchase of camping gear $50 or more.

Deals valid through December 31, 2020 unless otherwise indicated.

View a map of a local locations

Two versions: ShopRite or Landis Supermarkets (all other deals the same)
Email & Social Media Templates

Please Help Us Raise Funds for Scouting Adventures!

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Hi, my name is [first name only]. I’m a Scout with [unit type & number] in [community]. My Scout group is working hard to raise money for our Scouting adventures.

Please consider helping us by purchasing one or more $5 discount cards. This year’s “Adventure Card” has a total value of more than $125 in discounts! See below for more details.

You can have your order shipped to you within 7 business days. Shipping, handling and convenience fees apply.

Thank you for your support of local Scouting!

Please include the following information with your online order:

Unit Code: [Unit Code]
Scout’s Name: [First Name Last Initial]

Purchase Adventure Cards Securely Online

Help Us Raise Funds for Scouting Adventures!

Purchase today: colbsa.org/card
Unit Volunteer Responsibilities

• Sign-up your unit at colbsa.org/adventurecard
• Ensure Scout families have the code and digital resources for unit sales.
• Work with district-level coordinators to monitor progress and offer assistance as needed.
• Share bi-weekly reporting with unit leaders on sales performance.
• But most importantly – promote the campaign and communicate with families in your unit.
Key Dates

Monday, April 13 – Council Adventure Card Kickoff

Wednesday, April 15 – Official Start of Sales

Districts are encouraged to provide a digital kickoff for their units to build momentum of the digital sales platform.

Thursday, April 23 – First bi-weekly conference call for district Adventure Card chairs
Key Dates

Thursday, April 30 – Strive for 25 begins

Friday, May 1 – Winners will be selected and added to the COL Adventure Card FB site.

Wednesday, July 15 – Campaign comes to a close (digital site) you can still sell Adventure Cards throughout the remainder of the year.

Strive for 25 will be weekly thereafter on Thursday for Friday winner selections.
Sale Opportunities

- Friends & Family

- Digital campaign – Sales code will be given to all registered units to promote online sales

- Online marketing tools – email templates, digital fliers

- Safety tips for online promotion of the campaign

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Partner Relations

- Scouts *cannot* sell during COVID – 19 door – to – door until ban is lifted

- Single-Use discounts must be surrendered at time of use
Scout Success

Units do best when:

- They have a personal goal relating directly to their Scouting adventures.

- Train Scouts at unit kickoffs.

- They’re encouraged and supported.
Strive for 25

Scouts automatically earn an entry for every 25 cards sold.

Weekly Drawings
Five $25 Gift Cards

One Final Drawing
Larger Gift Cards
Sale Management

Unit Inventory

Through the online sales order system, bi-weekly reporting will be maintained and emailed to units to the district executives and district volunteer chairs to filter down to the registered units to track sales.
Contacts & Resources

www.colbsa.org/adventurecards

- Council Adventure Card Chair – Shaun Carroll – Scoutershaun78@yahoo.com
- Staff Advisor Javon.Arnold@scouting.org
- Double Knot reporting of Unit sales tracking
  - Facebook Group
  - Latest information on program
HELP BUILD THE EXCITEMENT!
Questions?
Thank You!