# 2026 SCOUT CARD LEADERS GUIDE

Scouting America
Occoneechee Council

# 2026 Scout Card Leader's Guide

## The 2026 Scout Card Program – Helping Scouts Fund Their Adventures

Occoneechee Council is excited to offer the 2026 Scout Card fundraiser, a simple, high-value way for Scouts to earn their own way to summer camp, high-adventure, and year-round Scouting activities while supporting local businesses.

This year, we are starting the program about five weeks earlier than in the past to help Scouts raise funds sooner, especially for summer camp. Units will have more time to sell, collect funds, and ensure every Scout has the opportunity to participate fully in their Scouting program.

### HOW THE PROGRAM WORKS

• Scouts sell Scout Cards for $10 each. Each card contains valuable local discounts that customers can use throughout the year.
• Units keep 50% of every card sold ($5 per card) to support unit programs such as summer camp, activities, equipment, and high-adventure trips.
• The program benefits everyone: families save money, local businesses gain exposure, and more Scouts get to attend camp and participate in Scouting adventures.

### WHAT'S NEW FOR 2026

• Earlier timeline to support summer camp fundraising.
• Cards will again be localized by county to maximize sales success.
• Centralized pickup options through the Council office and district distribution points.

**2026 TIMELINE**

• Unit sign-ups: Now through Feb. 4 to help the Council estimate card quantities.
• March 9: Scout Cards available for pick-up and distribution (barring shipping delays).
• May 29: Sale ends.
• June 12: All cards, money, and sales information due to the Council.
• June 19: Prize winners announced.

**ORDERS & REORDERS**

The Council will place a single initial order based on unit requests. If additional cards are needed during the sale, units may request more using the same ordering process on the Council website.

**RETURN POLICY**

• Units may return up to 25% of their original order at no charge.
• Any additional returned cards beyond 25% will be charged $1 per card to cover production costs.
• Breakaway coupons must remain intact for cards to be returnable.
• Units are financially responsible for any lost, damaged, or unreturned cards after the June 12 deadline.

**SETTING YOUR UNIT UP FOR SUCCESS**

• Complete the online unit participation form and request your cards early.
• Determine how many active youth are selling and set clear individual goals.
• Set a unit-wide sales goal based on youth participation.
• Clearly communicate expectations, deadlines, and goals with parents and Scouts.
• Explain how funds will be used (summer camp fees, uniforms, equipment, activities, etc.).
• Host a kickoff meeting to energize families and promote the program.
• Consider small unit-level incentives in addition to Council prizes.
• Collect funds regularly and keep clear records.
• Set a final internal turn-in date for families before the Council deadline.

**ACCOUNTABILITY REMINDER FOR UNITS**

Units are encouraged to clearly track which cards are issued to each family and to collect funds regularly. Strong communication with parents helps prevent cash shortfalls at the end of the sale and ensures the unit is not responsible for unpaid cards.

**WAYS TO SELL**

Door-to-Door:

Scouts can visit neighbors, explain how the cards save money, and highlight that each purchase helps send a Scout to camp. Encourage customers to consider buying more than one card.

Storefront Sales:

With permission from the store manager, units may set up booths at high-traffic locations such as grocery stores, hardware stores, or big-box retailers. Always follow district guidelines and local policies for storefront sales.

Friends and Family:

Many Scouts find success selling to relatives, coworkers of parents, and community members who already support Scouting.

**SAFETY AND COURTESY**

Review these expectations with Scouts and parents before selling:

- Always sell with another Scout or an adult — never alone.
- Follow two-deep leadership guidelines.
- Never enter a customer's home.
- Do not sell after dark.
- Do not carry large amounts of cash.
- Stay on sidewalks and driveways.
- Be cautious around pets.
- Always say "thank you," even if someone does not purchase a card.

**SALES TECHNIQUES FOR SCOUTS**

Selling Scout Cards is a great way for Scouts to practice communication, confidence, and leadership skills. Encourage Scouts to:

- Wear their uniform.
- Introduce themselves clearly.
- Explain what they are raising money for.

• Show the card's best discounts.
• Close politely with "Thank you for supporting Scouting!"

**Get Scout Card resources and updates:**
https://www.ocscouts.org/leaders-volunteers/scout-fundraisers/2026-scout-cards-fundraiser/

**PRIZES**
One prize from each category will be awarded.

| **Number of Cards Sold PER Scout** | **Prize Drawing Category** |
|---|---|
| up to 99 | 4 Scouts x $50 Amazon Gift Card |
| 100 – 499 | 4 Scouts x $150 Amazon Gift Card |
| 500 Plus | 2 Scouts x $250 Amazon Gift Card |
| **5 or more cards during first 2 weeks of sale!** | 8 Scouts x $25 Amazon Gift Cards |
| **Number of Cards Sold per UNIT** | |
| Unit that sells the greatest number of cards<br>Unit #2<br>Unit #3 | $250 Scout Shop Gift Card<br>$175 Scout Shop Gift Card<br>$100 Scout Shop Gift Card |

**COUNCIL SUPPORT**
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