



BOY SCOUTS OF AMERICA®

SCOUTING ADVENTURE

2025 LEADER'S GUIDE



OUTDOOR ADVENTURES!

CUB SCOUTS



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VENTURING





Help Scouts fund their Scouting Adventures!

The Alamo Area Council welcomes you to the 2025 Adventure Card Sale! Adventure Cards are a great way to help Scouting families earn their way to adventures in Scouting. Scouts can help themselves by participating in the sale. Units will receive a 50% commission on all sales. The sale will run through March, April, and May, giving units 9 weeks to sell.

SUPPORTING PARTNERS

The cards include discounts from various businesses represented in our local communities and have several one-time use “break offs” coupons along with multi-use offers. This year the card includes over 500k digital coupons in over 10k cities! Our community partners include:



ADVENTURE CARD DETAILS

The Alamo Area Adventure Card is offered at \$5.00 per card. Customers recoup their donation by using the one-time coupons to enjoy multiple food, service, and entertainment discounts throughout the year.

Features of an adventure card sale include the following:

- Unit can earn 50% commission on cards sold
- Major entertainment & retail discounts make the card desirable
- Customers receive high value (Tear offs alone account for >\$20)
- Council approved fundraiser (which allows the Scouts to wear their uniform)
- Simplicity in pricing and structure

Why EVERY Unit Should Sell Adventure Cards!

Money from the Scouting Adventure Card sales is used to support the local Scouts, units, and council! The ninth point of the Scout Law is a Scout is Thrifty and says, "a Scout learns to pay their own way." If your unit isn't paying 100% of the activities, registration, dues, or other Scouting cost for every Scout, you should be offering Scouting Adventure Cards as a way for a Scout to pay their own way. We have Scouts across the council that are paying their own way for trips such as: Philmont, Sea Base, Summer Camp, Day Camp, Camp Akela, national jamborees, and many other Scouting adventures. Do your part and give our Scouts the opportunities they deserve to earn their own way through Scouting!

KEY DATES TO REMEMBER

- **February 27**- Zoom Unit Leader Training
- **March 8**- In Person Unit Leader Training at Service Center
- **March 17** – Pick up cards at Council office
- **March 24** – First Unit check in
- **April 14** – Second Unit check in
- **May 19** – Final money submission and adventure card return

RETURN POLICY

Units may return up to 25% of the cards they are issued no later than May 8th, 2025. All cards should be returned at the council office during office hours on or before May 19, 2025. The unit must return cards in their entirety including all break-off coupons. The unit is responsible for payment of any unreturned cards (including the lost, misplaced, damaged, etc.) and should instruct parents and Scouts to treat each card as if it were cash.

To calculate maximum number of returnable cards, (a) take total number of checked out cards multiply by (b) 0.25 (Max return limit) this equals (c) total number of returnable cards. ($a \times b = c$)

Sample: 100 cards checked out \times 0.25(Percentage) = 25 Returnable cards.

CHECK OUT LIMITS

New Units: Units that have never sold adventure cards before will have a cap on the number of cards they can check out at a time.

High Return Units: Units that had a high return rate of adventure cards last year will also have a cap on the number of cards they can check out at a time.

Prior Payment Requirement: To check out more adventure cards, all units must pay for their prior order in full before we release more cards to their unit.

CHECK IN DATES

Units must report unsold cards by 7PM on April 7th and April 28th. Submissions are made through the Alamo Area website under Adventure Cards. Units that submit this information on time will be entered for a chance to win a **\$100 dollar Amazon Gift Card** each time.

Ways to Increase Adventure Card Sales



The Unit Fundraising Chair has the responsibility of teaching Scouts how to sell Adventure Cards. To make the most of your sales, every unit needs to employ the following sales methods:

SOCIAL MEDIA SALES: Parents and Scouts are encouraged to share via Facebook and other social media and encourage their friends and followers to purchase a card.



STORE FRONT SALES: Units can set up a sales booth and sell on the spot. Several units had success this way selling popcorn. This can be an effective approach in the right location. Units **MUST** always ask permission from the store manager prior to setting up in front of a store. Many stores have policies prohibiting store front sales, including Dick's Sporting Goods, and should **NOT** be contacted.



RECRUIT PARENTS: Parents are a great resource to help Scouts sell Adventure Cards. Encourage Scouts to recruit their parents as part of their sales team. Sell FIVE to your immediate family, sell FIVE to your neighbors, and sell FIVE at work!

SAFETY AND COURTESY TIPS: Be sure to review these tips with your Scouts, leaders, and parents:



- Always sell with another Scout or with an adult - NEVER sell alone.
- NEVER enter someone's home when selling and NEVER sell after dark.
- When possible, walk on sidewalks and driveways.
- Always say THANK YOU. Even if they don't buy a card.

HAVE YOUR SCOUTS PRACTICE THESE SIMPLE STEPS:

- Wear your Scout Uniform

- Say: "Hello, my name is _____. I'm a Scout with Pack/Troop _____."
- Tell them what you're doing: "I'm trying to raise money to help support my Scouting adventures."
- Tell them how they can help: "I'm selling Adventure Cards that will not only help me but will help YOU save money as well."
- Point out a couple of the valuable discounts, including the breakoffs.
- Close the sale, and remember to say, "Thank You!"

GOAL SETTING: Help your Scouts set goals by linking card sales to certain goals:

- Weekend Campout - \$20 – 8 cards
- Akela Adventure Camp - \$250 – 100 cards
- Ranger Camp-\$375- 150 cards
- Cub Scout Day Camp 1 week- \$250- 100 cards
- Cub Scout Day Camp 2 weeks- \$400 – 160 cards
- Council All Ages July Camp Per Week \$300 – 120 cards
- Scout Night with the Missions- \$40 – 16 cards

UNIT INCENTIVES: Your unit can create incentives to help Scouts sell cards. Here are some ideas:

- Drawings for Scouts that sold cards
- Prize for top sellers
- Prize for first Scout to sell 25 cards

Contacts:

Alamo Area Council Adventure Cards

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Stay Connected through Band:

Get the most up to date information by joining the Adventure Card Band Group. You can get an invitation link on the Alamo Area Website under Adventure Cards.