

Sample Online Sales - Scout/Parent Email

Here is a sample email Scouts or parents could send out to family, friends, colleagues, and other potential customers. Personalize it as you see fit – talk about the camp or activity your Scout is raising money for.

Dear Supporter of Scouting,

My name is (YOUR NAME HERE) and I am in (PACK or TROOP) (UNIT NUMBER). I am selling Adventure Cards to help pay my way to camp this year. The cards are only \$10 and have discounts at many great local stores and restaurants. Because of the COVID-19 pandemic I cannot sell cards in person this year. It's just not safe for me or you. However, there is still a way to help me go to camp. There is an online option to purchase your Adventure Card and I am hoping I can count on your support. Please click the link below to place an order. You can choose to have the card mailed to you (extra \$1 charge), be delivered later when it is safe to do so or donate the card to a local hometown hero. Some of the best deals are one time use so don't be afraid to order more than one card! Every card I sell gets me a little closer to camp this summer. Don't forget to use my name and unit number in the order form so that I get the credit.

Purchase your Adventure Card now! – www.bit.ly/advcard2020

Thank you for your support,

(YOUR FULL NAME)

(PACK/TROOP w/ NUMBER)