

Friends of Scouting 2019

Presenter Training



Agenda

1. Campaign Overview
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FOS Campaign Overview

- The annual Friends of Scouting (FOS) campaign is planned, directed, and conducted by volunteers. Its success depends on you. Each volunteer team has a professional advisor (usually your District Executive) to assist with the information, training, and supplies.
- The campaign begins in November and wraps up by June 1. In November, we will hold a kick-off and training for all FOS presenters. You will also get council-prepared materials to help make your 5-minute presentations as successful as they can be.



FOS Campaign Overview

- Instant recognition for all gifts and pledges is done at the Pack or Troop meeting for any giving level. As a presenter, you will collect the pledge cards and the contributions and deliver them to your District Executive as soon as possible after the presentation.
- During the campaign, the Council will host FOS events to report milestones reached. We encourage your attendance at these events, especially those in your district. They are fun social events to connect with scouters in your area and to track our progress.



TIMELINE



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Family Friends of Scouting

Timeline

- ~~— June 28th — FOS Manpower Conference~~
- ~~— October 1st — 100% Family Chairman Recruited~~
- ~~— October 30th — Family Chairman Kickoff (PHONE)~~
- ~~— October 30th — 60% Family Presenters Recruited~~
- ~~— November 15th — 40% Family Presentations Scheduled~~
- ~~— November 27th — 100% Family Presenters Recruited~~
- November 28th Family FOS Presenter Training (IN-PERSON)
- November 29th Family FOS Presenter Training (IN-PERSON)
- December 7th 70% Family Presentations Scheduled
- January 1st 2019 Family Friends of Scouting Campaign Starts



Family Friends of Scouting

Timeline

- January 1st 100% Presentations Scheduled
- January 17th FOS Report Call
- February 28th FOS Rally #1
- March 22nd FOS Report Call
- April 19th FOS Rally #2
- May 1st FOS Report Call
- June 15-22 TBD Campaign Celebration



PRESENTER RESPONSIBILITIES



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Presenter Responsibilities

- Be a supporter of the campaign.
- Attend the Council Family FOS Kickoff.
- Follow the process.
- Make professional presentations.
- Report on your progress and return donations as soon as possible.
- Attend the end of the campaign celebration.



District Family FOS Chair

Job Description:

- Promote and explain the Family FOS program at your District's Roundtable in October, November, December and January.
- Ensure all unit presentations are scheduled per the campaign timeline.
- Attend Chair Orientation and Kickoff and encourage all unit presenters to attend.
- At the December Roundtable, conduct Unit Coordinator Training and set the example by enrolling as a Friend of Scouting.
- Attend Council Report Meetings and conference calls in addition to the victory celebration at the end of the campaign.
- Lead a team of presenters and Unit Coordinators, through regular communication and organized clean-up, to 100% goal achievement by targeted date of May 31st.



Unit Family FOS Presenter

Job Description:

- Attend the presenter training to be held where you will enroll as a Friend of Scouting.
- Contact your Unit FOS Coordinators and set dates for all Unit presentations.
- Work with Unit FOS Coordinators to establish goals and plans for each unit, including advance information to all families.
- Make your Unit presentations and follow-up with absent members and families throughout the campaign.
- Ensure that every family is asked to contribute.
- Attend your District report meetings and Council report meetings when able



Unit FOS Coordinator

Job Description:

- Work with your Family Friends of Scouting Chair and District Executive to set your unit's goal.
- By December 1st, contact your unit leader and committee to schedule the date for your FOS presentation. Presentations should occur by April 30th at a family event (pack Blue and Gold or troop Court of Honor). Report your unit's presentation date, time, and location to your Family FOS Chair or District Executive
- One month prior to the presentation, contact leaders, families, and alumni to support the campaign presentation, announce the unit's goal and build awareness, enthusiasm, and commitment. Examples: unit website, email, letter, or newsletter.



Unit FOS Coordinator

Job Description (continued):

- At the presentation, provide a warm introduction for the FOS presenter and assist with the presentation and physical arrangements. Presentation should be at the beginning of the event. Set the pace, and publicly make the first Friends of Scouting gift. Track event attendance compared to your unit roster and the pledge cards received. Announce progress toward goal and thank families.
- Within two weeks, personally follow-up with absent families and those who did not return a pledge card. Ask them to give. Turn-in those pledge cards to your Family FOS Chair or District Executive.
- Continue to follow-up until every family has the opportunity to give.



What does the Council support?

- Activities like Klondike, Day Camp, and Camporees
- Maintenance of advancement and registration records
- Training for all leaders
- Ongoing leader workshops including Roundtable and special training days
- Scouting Service Centers and a well-stocked Scout Stores
- Providing scholarships to camp
- An outreach program to underserved areas of our council
- Professional and administrative support for unit leaders and parents
- Recruitment materials and plans
- Accident insurance to all youth and adults involved in the program
- Strategic and long-term planning to grow Scouting in the area



PRESENTATION – THE ASK



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Presentations

- People give because of motivation.
- People like to be asked to help.
- People are influenced by who asks them.
- People like to be asked for a suggested amount.
- People are not offended by asking for more than they can give.
- Recognition items encourage upgrading.
- Greater involvement creates greater interest in giving.



Presentation Preparation

- Call the contact person, usually the Unit FOS Coordinator, at least one week in advance of the presentation, and
 - Verify the location, date, goal, and time of their meeting.
 - Get directions if needed.
- Create an example – Solicit a donation from a large donor in the room in advance.
 - Make an example of that person in your presentation by saying “So and so has already agreed to give a donation of \$\$\$ amount.”
- Request that your presentation be scheduled right after the meeting begins.
- Ask who will introduce you at the meeting. Ask that they be someone who supports FOS.
- Contact the Family FOS Chair, District Kit Coordinator or District Executive to get a presentation kit.



Presentation Preparation

- The presentation script does not have to be followed to the letter—you do not want to read from the paper.
- The presentation should flow, so practice if you need to.
- Use a personal story about your involvement in scouting to help you relate to the crowd.
- Let your enthusiasm and passion for Scouting be apparent to your audience.



During the Presentation

- Show that you support scouting by being in uniform.
- Arrive at the meeting location early to connect with the Scoutmaster or Cubmaster.
- Ask the contact person to recruit volunteers or Scouts to help pass out their personalized pledge cards and pens. Explain that they should begin passing out the cards soon after your introduction. Make sure to ask them to collect the cards as well.
- Ask someone to signal you when you have reached the five-minute mark so you can wrap up your presentation.



The Ask

- Have a pledge card and samples of recognition items with you as you speak for reference, and your presenter guide if needed.
- The body of your presentation needs to be from the heart. Make sure you practice beforehand so you can get your audience excited. Your enthusiasm and belief in scouting will be contagious.
- Stress that this is a pledge card, and that if they want to pay later all they need to do is put the total gift and how they want to be billed.
- **IMPORTANT** – Ask for a 3-year gift commitment.



The Ask

- At the end of the presentation pause—for at least 30 seconds (or until you see parents reaching for their pens). This is their signal to fill out their cards. It's also a good time to present the Unit Ribbon as a thank you for listening.
- Ask the volunteers and/or Scouts you recruited to visit each table to collect the pledge cards. Return the card with Name and Address of both family members. They can keep the pens!
- Mention that you will have the instant recognition items available at the back of the room. Remind the unit of their goal amount.
- Accept the pledge card from the contact person that comes back up and thanks you for being at the meeting.



SAMPLE SCRIPT



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Sample Script

“Look around this room. Look at all the volunteers here. How many volunteers do you think it takes to run Scouting? Did you know Scouting is run 99% by volunteers? We’re all here for the kids, and they have a program to get to. I am going to keep this short and sweet.”

(Insert a short Scouting story here about a youth who benefited from Scouting)

“As you know, Scouting is the largest youth-serving organization in the nation. Your time and support helps youth to build strong moral character, know right from wrong, create and reach goals, and learn skills that they apply to every aspect of their lives. You know firsthand how Scouting has changed your child and can see how Scouting benefits more than just the people in this room. You and your Scout impact the entire community.”



Sample Script

“You have been given a Scouting brochure. Inside is a pledge card. We know when you signed up for Scouting you already gave. THANK YOU! Please consider a gift of \$21 a month, or make Scouting one of your family’s top three charities this year. You might be thinking, “I already pay a certain amount for my kid to be in Scouting.” What you pay does not cover all of the costs. Since the fees don’t cover everything, we come to those who can afford it and ask them to help make Scouting accessible for everyone. Providing day camps, summer camps, and camperships, among other services, are not part of the sign-up fee. Will you help youth build life skills and impact our community?”

“Please take a moment to fill out your pledge card. Include your unit type and number. If you have a smart phone, you can go to our new website to give to your unit. “



Sample Script

“Donate through your council website through the link emailed to you or directly through “Give Now.” You will notice on the brochure different giving levels.”

(PAUSE FOR A FEW MINUTES WHILE EVERYONE FILLS OUT THEIR PLEDGE CARD)

“One way to increase your gift is by checking with your employer to see if they have an Employee Giving Program. Your company may offer a donation or direct pay match.”

“Thank you.”



WAYS TO GIVE



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Ways to Give

Giving on a Credit Card

- Credit Card Security is important!

Giving through Phone

- If someone elects to provide an email and phone number, someone from our office will contact them to make a credit card gift over the phone.

Website

- www.lhcscouting.org/donate

PayPal

- www.paypal.com/us/fundraiser/charity/1541277



Ways to Give

Matching Gifts!

- When a contributor makes a gift to a not-for-profit organization, that gift can be increased if their place of employment offers a matching gifts program. Generally, for a person's gift to be matched, there are a few steps that need to be followed.
- At the unit presentation, announce that matching gifts are available.
- Remind the contributor making a gift to indicate on the pledge card that a matching gift may be available.

Volunteer Corporate Giving

- Ask individuals if their corporation supports volunteer hours.



RECOGNITION



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Recognition

People like to give to organizations they believe in. They also do not mind receiving a nice thank-you in return.

The Friends of Scouting Campaign is no exception.

Next is a list of items that a person making a pledge or contribution will receive.



2019 Friends of Scouting Recognition Items



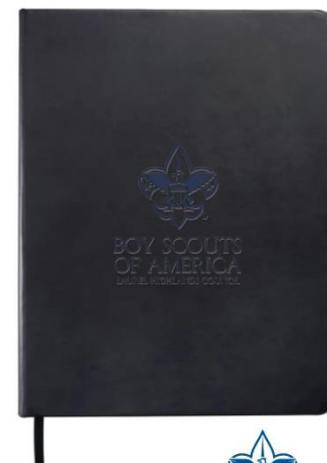
**2019 Friends of Scouting Supporter
Boy Scouts of America Square Magnet**
All Participants



**2019 Friends of Scouting Supporter
Council Shoulder Patch**
Gifts of \$250 and greater!



**2019 Friends of Scouting Supporter
Tumbler**
Gifts of \$400 and greater!



**2019 Friends of Scouting Supporter
Padfolio**
Gifts of \$600 and greater!



**2019 Friends of Scouting Supporter
Cell Phone Pop Socket**
Gifts of \$200 and greater!



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Conclusion

- Remain at the meeting until the last few people are gone. Some people are so busy answering questions or cleaning up that they honestly forgot you are there. Staying until the end gives them a chance to participate too.
- Card Collecting — Critical
- Pay attention to the meeting. Clap at appropriate times as if you were part of the unit.
- Each pledge is important. Give a sincere “thank you” for each card you receive and give them their gift.



Conclusion

- Paper Clip any Money/Check to the card.
- Track the Card on the FOS Tracking Form in the box.
- Make sure they include their signature.
- Offer a receipt using the receipt book.
- Be prepared throughout to tell the unit how much they raised that evening.



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