



# Welcome to the Friends of Scouting team!

Friends of Scouting is the annual giving campaign of the Laurel Highlands Council that helps provide the necessary funds to ensure a quality Scouting program for every youth. Friends of Scouting (FOS) is one of the council's largest sources of revenue (15-percent). The campaign is vital to the programs and services of the council.

The FOS campaign is planned, directed and implemented by volunteers- and its success depends on you! Each volunteer team has a professional advisor (typically your district executive) to assist with information, training and supplies.

By accepting the invitation to become a Family Friends of Scouting presenter, you have joined your district's team in representing Laurel Highlands Council to spread the Scouting message. The purpose of the FOS presentation is to ensure everyone has an opportunity to participate in the Scouting program. As a presenter you will be committing to:

- **Be a supporter of the FOS campaign.**
- **Attend the FOS presenter kick off training.**
- **Help secure unit presentation dates as needed.**
- **Make FOS presentations to at least three units by following the process in this guidebook.**
- **Assist the unit FOS coordinator with their follow-up efforts for families not in attendance during the presentation.**
- **Report the results to the district FOS coordinator.**
- **Attend FOS check point meetings as you are able.**
- **Attend the 2018 FOS Campaign Victory Celebration.**

The 2018 Friends of Scouting campaign begins in November 2017 and concludes in May 2018. A kick off training will be held for all FOS presenters. Each presenter will receive council prepared materials to make a successful 10 minute presentation.

by the numbers...



4,019

Families, individuals, community leaders & corporations interested in Scouting last year



Average Gift

\$ 248.18

friends of scouting supports...

- Assistance to Individuals
- Insurance
- Camping Operations
- Unit Membership Supplies and Support
- Property maintenance and improvements

# • Before the Presentation •

Before the presentation, you will need to call the unit contact, usually the unit FOS coordinator, at least two weeks in advance of the presentation. Listed below is a checklist to guide you through this call.

- 1) Verify the date, time and location of the scheduled FOS presentation.
- 2) Request the presentation be scheduled at the beginning of the unit's meeting as most units coincide their FOS presentation with another meeting.
- 3) Encourage the unit FOS coordinator to email a warm-up letter to his or her unit's contact list (a sample is available at [www.lhc-bsa.org/FOS](http://www.lhc-bsa.org/FOS)).
- 4) Ask the contact person who will be introducing you as the presenter at the meeting. Inform him or her that there is a scripted introduction which is available at [www.lhc-bsa.org/FOS](http://www.lhc-bsa.org/FOS).
- 5) Confirm the unit FOS coordinator to meet briefly after the unit's meeting to process the FOS paperwork.

## Know the Unit's Goal...

Prior to the FOS presentation, know the unit's goal which is located on the front of the unit Friends of Scouting packet. In addition, the unit's giving history is located on the ledger sheets included with the packet.

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## Donor Recognition...

People like to give to an organization they believe in and they don't mind receiving a nice thank you item in return. The Friends of Scouting campaign is no exception.

Instant recognition for all gifts and pledges is done during the presentation for any giving level. Please see the FOS Donor Recognition Plan for more information at.



## 2018 Friends of Scouting Incentive Items



**2018 Friends of Scouting  
Supporter Council Shoulder Patch**  
*Gifts of \$175 and greater!*

**2018 Friends of Scouting Supporter  
Power Bank Phone Charger**  
*Gifts of \$360 and greater!*



**2018 Friends of Scouting  
Supporter Hat**  
*Gifts of \$500 and greater!*

**2018 Friends of Scouting  
Supporter Window Cling**  
*Any gift!*



All 2018 Friends of Scouting Incentive Items will be fulfilled directly from the Scout office upon receipt of a gift.

# • During the Presentation •

- 1) The day of the presentation, arrive at the meeting location 30 minutes early to make contact with the unit FOS coordinator or unit leader.
- 2) Ask the unit FOS coordinator to recruit two Scouts to assist with distributing pledge cards as families and guests arrive. Explain to the Scouts that some people will have pre-printed cards and others will have blank cards, but each family should get a card.
- 3) Ask a volunteer with the unit to signal you at the 8-minute mark of the presentation to ensure it is completed under 10 minutes.
- 4) Ensure that you have the presentation script, a blank pledge card and an example of the recognition gifts with you on the stage.

## **Making the Ask**

- 1) Since you only have a few minutes for the presentation, be sure to follow the script as it covers the key points. It is important to stay under 10 minutes for the presentation.
- 2) The body of the presentation needs to be from the heart. Practice beforehand so you can maintain eye contact instead of "just reading."
- 3) Stress that the families received a *pledge* card and if they would like to pay later they only need to put the total gift and how they want to be billed.
- 4) Ask for the support of families at the \$175 level.
- 5) At the end of the presentation, pause for a few moments to allow parents to complete their pledge cards. (Note: this is the most difficult part, but the key to a successful presentation.)

## Matching Gifts...

When a contributor makes a gift to a non-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:

- 1) At the FOS presentation, announce that matching gifts are available.
- 2) A contributor makes a gift and indicates on the pledge card that a matching gift may be available.
- 3) The contributor must request the matching gift from his or her employer.
- 4) A form or email is sent from the company to the council development department.

## • After the Presentation •

If possible, meet with the unit FOS coordinator immediately following the unit meeting to process the paperwork. If there is not a unit FOS coordinator, work with a pre-determined unit leader.

1) Complete the ledger form to record the pledges/ payments that were turned in during the FOS presentation.

2) In the reporting envelope, place the remaining pledge cards and the pledges collected during the presentation and return to your district executive or the council service center within **TWO BUSINESS DAYS** of the presentation. **To prevent delays, please DO NOT HOLD the packet until all the monies are collected.** Donors expect their payments to be processed in a timely manner for tax purposes.

### Reporting..

Most people will not ask for a receipt. But if they do, tell them their check will act as a temporary receipt. If they pay with cash, fill out a duplicate pledge card and sign it at the bottom indicating that cash was accepted. Everyone will receive acknowledgement of their pledge in the mail.

Be prepared to tell the group what level of participation has occurred. Use language like, "Last year, 20 families participated and gave around \$2,800. So far this year, we've had 14 families pledge a total of \$1,900. You are well on your way."

It is important to be sensitive when discussing the results with the families. Do not use language like, "only eight families." Try using, "already eight families," instead.

## • Resources •

Family Friends of Scouting campaign resources are available on the council website at [www.lhc-bsa.org/FOS](http://www.lhc-bsa.org/FOS).

<b>DATE</b>	<b>BENCHMARK</b>
<b>July 17, 2017</b>	FOS Steering Committee prospect list due
<b>August 7, 2017</b>	FOS Steering Committee recruited
<b>August 21, 2017</b>	FOS Steering Committee Meeting #1
<b>August 21, 2017</b>	FOS Steering Committee Meeting #2
<b>September 1, 2017</b>	Top 20 Campaign begins
<b>September 4, 2017</b>	FOS family Chairman, District Leadership Chairman, and Community FOS Chairman recruited
<b>September 25, 2017</b>	Family FOS Training – West Community FOS Captains recruited
<b>September 26, 2017</b>	Family FOS Training – East
<b>September 29, 2017</b>	Identify Unit Coordinators for each unit FOS Community Captain Orientation Family FOS Benchmark: 25% of unit presentations scheduled
<b>October 1, 2017</b>	District Leadership Campaign kickoff (at October District Committee Meetings)
<b>October 13, 2017</b>	FOS Community Worker Orientation
<b>October 31, 2017</b>	Family FOS Benchmark: 50% of unit presentations scheduled
<b>November 1, 2017</b>	District Kickoffs begin
<b>November 30, 2017</b>	Family FOS Benchmark: 75% of unit presentations scheduled
<b>December 1, 2017</b>	Community Campaign Leadership and event details confirmed
<b>December 31, 2017</b>	Family FOS Benchmark: 100% of unit presentations scheduled Community FOS Benchmark: 25% of campaign goal District Leadership Campaign and Top 20 Campaign meetings are completed
<b>January 22, 2018</b>	FOS Campaign Report Meeting
<b>January 31, 2018</b>	Community FOS Benchmark: 50% of campaign goal Family FOS Benchmark: 20% of campaign goal
<b>February 26, 2018</b>	FOS Campaign Conference Call
<b>February 28, 2018</b>	Community FOS Benchmark: 75% of campaign goal Family FOS Benchmark: 40% of campaign goal
<b>March 26, 2018</b>	FOS Campaign Report Meeting
<b>March 31, 2018</b>	Community FOS Benchmark: 90% of campaign goal Family FOS Benchmark: 60% of campaign goal Community FOS Campaign Event completed
<b>April 23, 2018</b>	FOS Campaign Conference Call
<b>April 30, 2018</b>	Community FOS Benchmark: 100% of campaign goal Family FOS Benchmark: 80% of campaign goal
<b>May 31, 2018</b>	Family FOS campaign ends
<b>June 4, 2018</b>	FOS Victory Celebration



**BOY SCOUTS OF AMERICA, LAUREL HIGHLANDS COUNCIL**

**Johnstown**

**Pittsburgh**

**Cumberland**

**[www.lhc-bsa.org](http://www.lhc-bsa.org)**