



Family Campaign Description and Rationale

WHAT

The Friends of Scouting campaign is the annual fundraising drive to support scouting in the NNJC council and its' efforts to provide the best programs, resources and facilities to the families in our service area. Direct contributions to scouting account for over 30% of the operating support and revenue for our council. Additional revenue is raised from popcorn sale proceeds, investment income, bequests, grants, and program and camping fees. Annual registration fees for youth and adult members support the national council of the Boy Scouts of America. The local council is charged with the task of raising funds from Scouting families, businesses, private foundations, and community donors. This drive has been approved by the Board of Directors of the Northern New Jersey Boy Scout council.

WHY

Our council budget of \$4.18 million dollars provides program support, training, and facilities for our units and scouting families. On average, after the popcorn sale proceeds, \$200 is spent annually to provide field support programs and services for each of our 14,000 youth members. The council executive board and each of our Scouting districts raise these necessary funds each year through our Friends of Scouting Annual Giving Campaign, which this past year represented 17.5% of all council income and 57% of direct support contributions.

WHO

The Family division of the Friends of Scouting campaign provides the opportunity for every Scout family and every volunteer leader to directly support scouting's annual operations. Each scout family is asked to consider making the family membership gift of \$200...the amount it costs the council to support one child in the program for a year.

Regardless of their ability to contribute, everyone that attends a family friends of scouting presentation will have a better understanding about the resources available to them through the Northern New Jersey Council.

WHEN

Family FOS unit presentations are generally scheduled during the months of **January-June**. Ideally, the presentation should occur at a gathering that attracts the greatest number of scouting parents and volunteers. This allows our volunteer presenters to reach many families in a short time frame, thus allowing them to spend more time on “Scouting” activities and programs.

WHERE

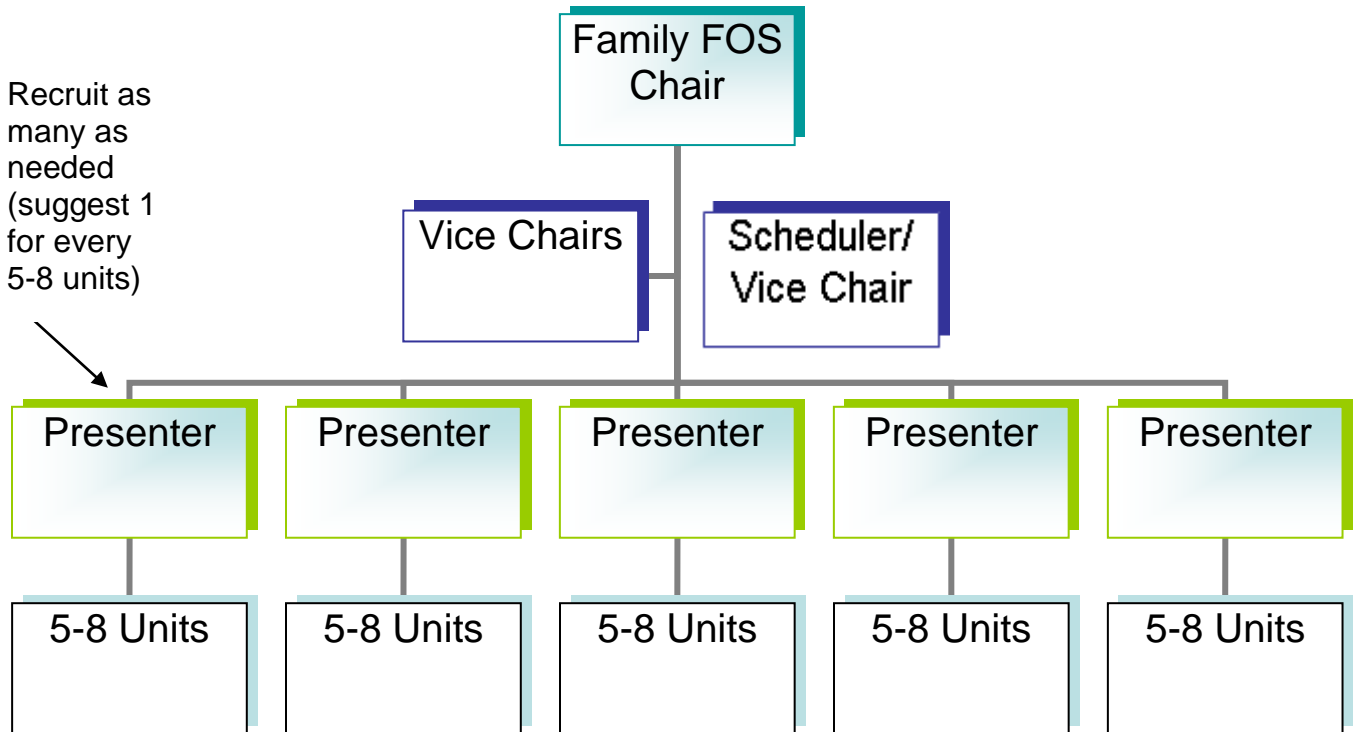
Presentations are generally made at the meeting location of the Pack, Troop, Crew or Post or possibly at the venue where a cub scout pack’s Blue & Gold is held. A meeting room or dinner/banquet facility with DVD projection capabilities is recommended to gain maximum benefit from this presentation.

HOW

A Family FOS Video Story has been produced that explains the merits of the Scouting program, gives detailed information on council finances, FOS, and the Northern New Jersey Council, and invites parents to assist with these efforts. A volunteer or professional scouter assigned by the District’s FOS presenter team makes the presentation to parents and unit volunteers and collects each scout family’s pledge card during the unit group presentation.



FAMILY CAMPAIGN ORGANIZATION CHART





**Friends of Scouting Position Description
Family Campaign Chair**

1. Enroll as a leadership level Friend of Scouting.
2. Attend Council Friends of Scouting Strategy & Briefing and meet Development Director.
3. Recruit enough presenters for a ratio of one presenter for every 5-8 units and ensure presenters' attendance at either the council-coordinated Family FOS Presenter Briefing on November 29th or at a District Family Campaign Training Session that is held in January.
4. Manage your team of presenters and ensure personal contact is made with every Scouting unit within the district to schedule and conduct a presentation for all parents.
You may choose to recruit an individual...the Unit Scheduler... to schedule the presentations.
5. Promote the Family Friends of Scouting campaign at monthly roundtable meetings of adult volunteers. All Family FOS presentations should occur the first six months of the year. Every parent should be given the opportunity to learn how scouting is funded and encouraged to support this effort with a gift of a family membership level of \$200.

Work closely with your District Executive to ensure completion of this segment of the campaign by June 30, 2019 and attain the \$_____ goal.

Key Dates

October 15, 2018	Family Campaign Chair recruited
November 14, 2018	Recruit District FOS Presenters and a Unit Scheduler
December 15, 2018	Majority units are scheduled for Family FOS Presentations
December 21, 2018	Council- Coordinated Family FOS Presenter Briefing / Presenters assigned to Units
By December 31, 2018	All Units have scheduled a presentation for 2019
January- June, 2019	Family FOS Presentations conducted
January- June, 2019	Families/ Past Donors not at presentations solicited
June, 2019	Attend Council FOS Thank You Celebration



**Friends of Scouting Position Description
District Family FOS Presenter**

Reports to the Family FOS Chair:

1. Enroll as a Friend of Scouting.
2. Attend Council Family FOS Presenter Training. Training Sessions will also be available from your district. Obtain the equipment, materials, and supplies for your assigned units from your District Executive.
3. Make the presentation and tell the Scouting story using the video story and personal testimony to inform parents of:
 - a. Importance of the program.
 - b. Benefits of FOS to parents, leaders and youth.
 - c. Different giving levels and the appropriate recognitions
 - d. Indicating all gifts are gratefully appreciated.
 - e. Collect all pledge cards during your presentation...whether individuals give or not.
4. Organize the pledge cards and donations; record them on the unit ledger sheet. Turn in the completed pledge cards and donations within one week of the presentation (donors expect their checks to be cashed or their pledges or credit cards billed in a timely manner).
5. Support the unit in follow up with families that did not attend the presentation.

Key Dates

November 29, 2018	Attend FOS Family Presenter Training and receive unit assignments
January - June, 2019	Contact your assigned units, confirm date and location, determine technology needs for site, and gather all unit FOS supplies and materials
January - June, 2019	Conduct Assigned Unit FOS Presentations
February - May, 2019	Assist with follow-up with Donors/ Parents who have not given
June, 2019	Attend Council FOS Thank You Celebration



Friends of Scouting Position Description Unit Family FOS Chair

Reports to the Unit's Committee Chair:

A leader and/ or parent from the Scouting unit that will assist the District FOS Presenter in conducting an enrollment presentation for the parents of the youth in their unit and who will coordinate detailed follow up with parents not at presentation.

- 1) Enroll as a Friend of Scouting.
- 2) Assist the District FOS Presenter in conducting a unit presentation for the parents of the members of your unit, tally results and present appropriate recognition items. **Presentations should occur at pack or troop meetings with member parents in January, February, March, April, May, or June.**
- 3) Follow up with all families to ensure they have been contacted. Every parent should be educated on Scouting's resources, facilities and be given the opportunity to know how our council is funded and encouraged to contribute at the \$200 family membership level.
- 4) Submit completed Friends of Scouting pledge cards and donations to District Presenter, Family Chair, or DE within one week of the presentation date.



**Friends of Scouting Position Description
Family Campaign Scheduler**

Reports to the Family Friends of Scouting Chair:

1. Enroll as a Friend of Scouting.
2. Attend the Family FOS Council Presenter Briefing on November 29 and any subsequent District Presenter Briefings.
3. Work closely with Family FOS Chair and District Presenters, contacting all Scouting units within the district to schedule unit presentations in January, February, March, April, May, or June 2019.
4. Have most unit dates secured by December 15th so as to assign presenters at an early date.
5. Begin securing dates at fall roundtables. Note: Districts will also establish an on-line automated sign-up process.
6. Promote the Friends of Scouting campaign at monthly roundtable meetings of adult volunteers. Every parent should be given the opportunity to know how scouting is financed and encouraged to support those efforts through a family level membership of \$200.
7. Work closely with your Family FOS Chair and District Executive to ensure completion of this segment of the campaign by June 30th.

Key Dates

By December 15, 2018	Units Scheduled for Presentations and Assigned to Presenter
January - June, 2019	Presentations held
June, 2019	Attend Council FOS Thank You Celebration

**NORTHERN NEW JERSEY COUNCIL
Boy Scouts of America**

**2019 FAMILY FRIENDS OF SCOUTING
FOS PRESENTATION GUIDE**



**Planbook for District Presenters
& Unit Family FOS Chairs in
Planning and Conducting
Unit FOS Presentations**



Northern New Jersey Council 2019 Family Friends of Scouting

Thank you for your willingness to serve as a District FOS Volunteer, Unit FOS Chair, or Unit Presenter. Your involvement will help make scouting stronger in your unit, district, and council. This booklet is designed to help you be successful. You will find a list of items below that are included in this unit presentation booklet & packet.

Important Information

District: _____

District Family Chair: _____

Home Phone: _____

Business Phone: _____

E-mail: _____

District Executive:

Phone: _____

E-mail : _____

www.nnjc.org



District FOS Presenters & Unit FOS Chairs

Table of Contents

1. Family FOS Fact Sheet: For your use to educate yourself and others about FOS
2. District Presenter Position Description
3. Unit FOS Chair Position Description
4. How to Prepare for Family FOS in Your Unit with step-by-step directions for conducting a unit presentation
5. Presentation Script
6. Iceberg Analogy: This can be used as part of the presentation to convey the support services that are sometimes not directly “visible” to Scouting leaders & parents
7. Donor & Unit Recognition Item Descriptions: Thank you items for individuals and units
8. Sample "Warm Up" Letter to your unit donors: Send prior to the unit presentation

List of Supplies & Equipment Needed for Unit FOS Presentations

- FOS Campaign Brochures with pledge cards attached for each family
- FOS Ledger Sheets (to list donors)
- Participation Ribbon: Attach to your unit flag to show you support FOS
- Friends of Scouting DVD Video Story (preferred method of presentation)
- DVD player, Projector, Sound Tower, and extension cords
- Participation Prize....every person that submits a pledge card at a presentation will be eligible for a prize drawing
- Council Shoulder Patches to be given to every Family FOS donor (\$200 and above)
- Pens to hand out with brochures so families can complete pledge cards



2019 FAMILY FRIENDS OF SCOUTING FACT SHEET

What is Family Friends of Scouting?

Family Friends of Scouting (FOS) is the annual, council-wide fund drive during which a unit presentation is conducted in every pack, troop, crew, or post during the months of January, February, March, April, May, or June. The Family FOS campaign asks parents, families, and volunteers to financially support the Scouting program to offset the cost of providing Scouting to their child in the NNJC.

Why is Family FOS important?

The true cost of Scouting is greater than the registration fee and dues your pack, troop, crew, team or post collects or the fee charged for summer camp. Registration fees and camping costs are kept very low, so all youth can experience the fun and excitement of the Scouting program. Family FOS ensures that quality Scouting happens for our Scouts by supporting the cost of camp upkeep and expansion, training of adult leaders, advancement record-keeping, staff support- both professional and clerical, liability and accident insurance, maintaining a Scout Service Center and more!

Every family should be given the opportunity to participate in an FOS presentation, learn more about the ways in which FOS benefits the program their child enjoys, and make a gift dependent on their giving ability. The true cost of annual support the council provides for each youth member is \$200 annually (after popcorn sales).

But I'm a leader and give my time, why should I support FOS?

As a leader, you've dedicated time and energy to the Scouting program. You've probably also benefited first-hand from the many things that Family FOS helps to

make possible; quality scout camps, training for leaders, monthly roundtables, professional support and the scouting service center with resources. When compared with the cost of many other programs that young people join, Scouting is relatively inexpensive. Your support and participation in the Family FOS program in your unit is critical for its continued success.

How do we conduct a successful Family FOS program?

Setting a presentation date/time/location is the first step.

Give your District Family FOS Chair and team the date and location and they will assign a district presenter who will come out and conduct your participation.

Appoint a unit committee member, leader, or parent to serve as Unit FOS Chair and assist the District presenter with the campaign.

Follow the presentation preparation and suggested script within this booklet. Use the DVD FOS Video Story when possible.

Upon completion of the presentation forward the results to the District Family FOS Chair or your District Executive within **ONE WEEK.**

How is the goal determined for our unit?

Your unit goal should be set fairly and be a motivator for parents and volunteers to give. If you have questions, call your District Family FOS Chair or District Executive.



**Friends of Scouting Position Description
District & Unit Family FOS Presenter**

Reports to the Family FOS Chair

- 1) Enroll as a Friend of Scouting.
- 2) Attend Council Family FOS Presenter Training on November 29, 2018. Training sessions will also be available from your district as all districts also hold training sessions for FOS presenters.
- 3) Make the unit presentation on the scheduled 2019-unit date and tell the Scouting story using the DVD and the script to inform parents of:
 - a. Importance of the program to fund scouting.
 - b. Benefits of FOS to parents, leaders and youth.
 - c. Different giving levels and the appropriate recognition
 - d. Relay message that all gifts are gratefully appreciated.
 - e. Collect all pledge cards on the evening of presentation.
- 4) Organize the pledge cards and donations; record them on the unit ledger sheet. Turn in the pledge cards, donations, and a copy of the unit ledger **within one week of the presentation** (donors expect their checks to be cashed or their pledges or credit cards billed in a timely manner).
- 5) Follow up with families that did not attend the presentation to solicit their gift.

Key Dates

December 21, 2018	Attend FOS Family Presenter Training and receive unit assignments
January - June, 2019	Make contact with your assigned units, confirm date and location, determine technology needs for site, and gather all unit FOS supplies and materials.
January - June, 2019	Conduct Assigned Unit FOS Presentations
February - June, 2019	Assist with follow-up with Donors/ Parents who have not given
June, 2019	Attend Council FOS Thank You Celebration



Friends of Scouting Position Description Unit Family FOS Chair

Reports to the Unit Committee Chair:

A leader and/ or parent from the Scouting unit that will assist the District FOS Presenter in conducting an enrollment presentation for the parents of the youth in their unit and coordinate detailed follow up with parents not at presentation.

- 1) Enroll as a Friend of Scouting.
- 2) Assist the District FOS Presenter in conducting a unit presentation for the parents of the members of your unit, tally results and present appropriate recognition items. **Presentations should occur at pack or troop meetings with member parents in January, February, March, April, May, or June.**
- 3) Follow up with all families to ensure they have been contacted. Every parent should be educated on Scouting's resources, facilities and be given the opportunity to know how our council is funded and encouraged to make a contribution at the \$200 family membership level.
- 4) Submit completed Friends of Scouting pledge cards and donations to District Presenter, Family Chair, or DE within one week of the presentation date.

PRESENTATION PREPARATION & SUGGESTED FOS PRESENTER SCRIPT

PREPARATION FOR YOUR FAMILY FOS PROGRAM

General Planning Strategies for Success:

In order to help streamline the organization, efficiency, and timing of your Family FOS campaign, the following strategies have been suggested by units that have conducted successful Family Friends of Scouting campaigns in the past.

1. Plan to conduct the presentation at a unit meeting that historically has high parent attendance (January Pack Meeting, Blue & Gold Banquet, Troop Court of Honor, Unit Family event, March Pack Meeting etc.).
2. Promote the date/time/location of the meeting and purpose and expectation of FOS in the unit facebook, e-mail news, or other communication tools the unit uses to inform families to maximize parent attendance.
3. Inform parents about how the Scouting unit/youth benefit from the council & district. **Use the new Family FOS video as the main presentation method.**
4. Provide parents & leaders with a brief, but informative presentation...**ask every family to turn-in their pledge card**, even if they are unable to donate.
5. Submit the initial packet of unit donations to either the District Family FOS Chair, District Executive or the NNJC Scout office within two days the presentation. Do not hold onto cash, checks and credit card information. Turning in quickly is very important. Donors expect timely processing of gifts.
6. Follow-up with all historical donors and parents that did not attend the unit FOS presentation to secure their gifts. Encourage them to view the Family FOS video on the council website and make an online contribution.

Two- Three Weeks in Advance of the Presentation:

1. The district presenter and the unit leader or unit FOS Chair should communicate to reconfirm date, time, and location of the presentation and discuss what will take place. Discuss the anticipated turnout and the size of the group. If using preassigned, personalized FOS cards, get these to the unit ahead of time for sorting by den or patrol.
2. Make sure the parents are informed of the upcoming FOS program through the unit facebook, newsletter, or email. Encourage parents to bring any company matching gift forms to the presentation, so that they may be credited to your unit's FOS goal. Make certain your Friends of Scouting presentation date is placed in your unit's monthly calendar.
3. Talk with the unit leader and Unit FOS Chair to ensure that the FOS Presentation is the **first item on the agenda** for the evening, after the opening and before any other program items. At Blue & Gold Banquets or other dinners, conduct the presentation right after or as families are finishing up with the meal.
3. **Audio-Visual Arrangements.** Check with the unit leader in advance of the presentation date to make sure that physical arrangements are adequate ... is there a sound system, speaker, screen, etc.? Are there sufficient electrical outlets? Do you need an extension cord? Who has the TV/DVD player or In Focus projector and sound tower? Is their one available on-site? Is there a pull down screen or a large, white bright wall to show the presentation on? Should you bring a screen or a portable TV player?

The Night of the Presentation:

1. Presenter should arrive early to set up and test DVD show/ equipment and greet people as they come in the door. Devise a workable method to distribute pledge cards to all families which are part of the 2019 FOS brochure. **Make sure each family gets a brochure.** You may use youth or leaders for this.

2. **Coach the unit leader to give you a brief, positive, and enthusiastic introduction** and close by saying: “This is a program I believe in wholeheartedly. Here is my pledge for 2019.”
3. Make the presentation using the DVD and then close your presentation by immediately collecting all pledge cards before you relinquish the podium and use the drawing for the custom hiking stove to gather all pledge cards.
4. While the unit moves on to other programming that evening, count the cards, get a total, and come back on later in the program to announce the total raised and to conduct the drawing for the hiking stove.

THE FAMILY FOS PRESENTATION

Follow this simple script to give your Friends of Scouting presentation to the unit.

Script for introduction (Unit Volunteer)

Once a year, a special guest visits us to make a Friends of Scouting presentation about our Council's annual giving campaign. Like us, _____ is a volunteer Scouter representing the Northern New Jersey Council.

Our (*pack, troop or crew*) receives important services from our council, and tonight is our opportunity to do our fair share to support the council and become a Friend of Scouting.

To demonstrate this, I want to make the "first gift" of our unit's campaign (give pledge card to Representative). Last year our families gave a combined \$_____, this year our goal is \$_____ and I am confident that we will be able to reach it.

Now please welcome _____.

District Family Presenter:

Good evening everyone and thank you for the invitation to come and spend some time with you tonight. I have been involved in scouting since _____ as a (scouting position/s) _____.

First, I'd like to present to your (pack/troop) a 2019 Friends of Scouting participation ribbon for your unit flag. (give to unit leader or family chair) Thank you for having me in to deliver this very important message. Your membership fees paid with the annual charter go to the National BSA. This annual giving campaign is how your Council raises support.

I am a family Friends of Scouting presenter for several reasons but the most important one I can think of is that I have seen Friends of Scouting dollars at work. **[INSERT PERSONAL EXAMPLE or PERSONAL TESTIMONY OF SCOUTING IN ACTION HERE - Sample Attached**]**

Now, I have a really great video presentation to show you... it takes about 5 minutes, please listen carefully because there are so many great things happening in Scouting here in our Northern New Jersey Council right now that it is hard to get it all in.

[SHOW VIDEO STORY]

Family Presenter: Just a couple of things I want to reiterate, as I do, please begin filling out your card, raise your hand if you need one or a pen, a Scout will bring one to you. We have recognition items which helps market Scouting. All families that turn in their pledge card tonight will receive something and be eligible for our hiking stove drawing [hold up/ show hiking stove]. If you pledge at the family membership level of \$200, you will receive our collector's edition 20th Anniversary, "A Scout is Loyal" council shoulder strip for your son's uniform [hold up/ show image of the patch]. Every gift is important.

We ask everyone to turn in a card whether you are able to make a gift or not. You will not be contacted again once your card has been received. 100 % response from all families is our goal. Every gift is fully tax deductible.

If your company has a matching gift program, you can double the size of your gift with the credit going toward your unit goal. Indicate that information on your pledge card even if you are not sure, we will follow up with you. There is a list companies in the brochure.

I really appreciate your help in allowing me to collect all the cards tonight. A Scout will now come around to collect your card. I will be here counting up the total donations, please pick up your recognition item there.

With that I say "Thank you" for being a friend to Scouting and thank you for having me as your guest. I will report the totals later in the program and hand pick the winner of the stove.

When all cards are collected, thank the group and indicate you will be back a little later this evening to report the total and conduct the drawing from the pledge cards for tonight's FOS door prize.

Unit FOS Chair: Thank you _____ for sharing the Friends of Scouting program with us tonight. Friends of Scouting has helped our (pack/troop/crew). I ask all parents and leaders who haven't yet done so to turn in their pledges so they are all eligible for the evening FOS door prize drawing later tonight.

***** (Sample presenter story: I am the chairman for Pack _____. Besides the great camps we participate in, the training and the office support, last year was special to us. We had five boys whose families, for one reason or another had fallen on hard times and these boys could not afford to go to camp. Through***

the Friends of Scouting program dollars are raised that provide camperships to disadvantaged boys. All five were able to go to camp and it was because of the generosity of people like you here at (pack/troop/crew) # _____.

The above script and presentation is recommended with use of the FOS DVD video show for 2019.

FOLLOW-UP (after the presentation)

Check off the names of the parents who have contributed on the unit membership roster. Audit and record results on the ledger found in the packet, leave one copy with unit leader. **Following Up** with families that did not return a card is a key function of the Unit Family Friends of Scouting Chair and Unit Personnel. This person should personally follow-up with everyone who has not given by:

1. Visiting with them (best), phone contact (second best). **Letters rarely produce results.**
2. Having den leaders, assistant Scoutmasters, or committee members help in the follow-up.
3. Directing them to the family FOS page on the council's website where they can view the video story and make their pledge on-line.

Emphasize that unit FOS Chair should **be sure to follow-up with everyone within two weeks of the presentation.**

FOS PRESENTATION SCRIPT

without DVD presentation

*Below is a copy of a script that is a narrative only! Only use it if you **DO NOT** use the DVD and read it ahead...make notes and summarize in your own words...Don't just read it verbatim.*

Script without DVD presentation

District Family FOS Presenter

Once upon a time, Scouting was a one-size-fits-all proposition. Many moms stayed home. Many dads worked 8-5. Most young people of the city, country, and suburbs joined look-a-like Scout troops to build character, camp, and experience the great outdoors.

In most cases, it doesn't work that way anymore!

Today, kids grow up in different kinds of worlds. Many come from families where both parents work. Others grow up with only one parent. Some with none at all.

Children also grow up in wealth and in poverty. With a dizzying array of choices. And with an explosion of technology...ipods, cellphones, text messaging, facebook, twittering a whole new way to learn, socialize and communicate.

Some kids grow up without speaking English, others without real role models in their lives. In today's society, we clamor for opportunities that do more than fill kid's time....we look for ways to shape leaders, build character, and develop mental, emotional, and physical fitness. But even among one of the most proven programs in the world for youth development...Scouting...the one size fits all model just doesn't cut it anymore.

Fortunately, the Scouting program here in Northern New Jersey has recently undertaken an extensive study of its methods, of how we reach out to impact kids today, of the role of technology, of the Scout Council's infrastructure

needs, the building of capacity, both human, technical, and physical... and how that equates to impacting more youth, in more ways, and with greater impact. A new future for the program has been designed here in the Northern New Jersey Council that keeps us prepared to effectively serve youth from many different strata in a rapidly changing society.

Our annual Friends of Scouting appeal is an effort that gives everyone...parents, volunteers, leaders, and good friends a very special opportunity to participate.

This is your chance to be a part of this new approach which will improve the ways in which we deliver Scouting to future generations!

On a national level, the Boy Scouts of America annually serves over 3 million members each year and an estimated 130 million since it began in 1910. Locally, we serve 14,000 youth each year with 4,000 adult volunteers, and we continue to gain market share in membership in community youth programs. In fact over the last 5 years, Scouting in some of our communities has grown dramatically, particularly in our urban neighborhoods.

It's an exciting time for Scouting... and we must be mindful to secure support for our annual Friends of Scouting effort. FOS provides for Scouting's annual operating costs; support that is viewed "below the iceberg" – things that we don't think about everyday like camp maintenance, subsidized camp and activity fees, liability and property insurance, utility costs, direct professional and clerical support to volunteers, training, office and program supplies, technology expenses, and volunteer communications.

Today, we need you to cast your vote for Scouting and its future in our community. To reach our goal, we need your support. Before you is a pledge card that we ask you to complete and return to your presenter today. Before you do so, think about how much fun your son is having in Scouting today and what it's meant to him and your family. How much is it worth to you? How much is it worth to him? Your gift, no matter how large or small, will make a difference in how the Scouting program will be delivered to your son and his son in the future.

Your gift supports our annual Friends of Scouting operating fund drive. What that means is we won't be back next week to ask for that important FOS donation. Today's gift will be used to support both efforts.

Gifts can be made in several fashions. The simplest is pledging a dollar amount today and paying it over the course of this year. But many people are making even larger gifts by paying with stocks, insurance policies, or a planned gift. Just for being here today and turning in your pledge card, you will be eligible for our drawing tonight for [show raffle prize].

Families that give \$200...\$16.66 per month... will receive a special commemorative uniform shoulder strip. In addition, there are several other gift levels on your pledge card that you can select.

We ask you to consider a gift that is equivalent to the fun your son is having in Scouting. While it costs \$200 or \$16.66 a month to support a child in Scouting for one year, we are asking that everyone consider pledging a gift to scouting at this amount tonight.

Please be as generous as you can.

Know that all gifts of whatever size are needed and very much appreciated. What is important is that you take this opportunity to be a part of Friends of Scouting.

Complete your card now and return it to your presenter today. Help us build memories and deliver life-changing experiences for your son and generations to come.

Folks, my main job this evening / today is to collect a pledge card from every family with us this evening... whether you are able to pledge a gift or not. I'm hoping you can help me finish that job. We do have a great team of volunteers standing by who will make phone calls and use social media to those we do not receive a card from to make sure everyone has the opportunity to make a gift. Please save them some time, and a phone call, by turning your card in tonight.

Also, like me, many of you are probably married and your spouse might not be here tonight. If you feel that you need to talk about the gift amount with your spouse, here is what I would ask you to do---simply put down a pledge that you KNOW your spouse would be comfortable with. When the reminder notice comes, discuss the amount with your spouse and make any adjustment you feel necessary. Also keep in mind that many companies have a matching gift

program and you can double the size of your gift with the credit going toward your (pack/troop) goal. Indicate that information on your pledge card.

I really appreciate your help in allowing me to collect all of the cards tonight. We will now take a few minutes to let you fill out the cards. When you are done please: *some options—*

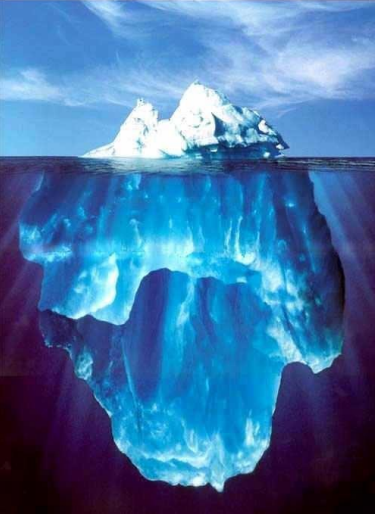
- a. Give to your den leader and I will collect them
- b. Raise your hand when it is completed and I (or Scouts) will come by and collect it

With that I say “Thank you” for everything you are doing for your son and his friends through Scouting and thank you for having me as your guest --- now let’s take a few minutes to complete the cards and make your pledge. I will report the totals later in the program. I have pens available if you need one. Please write your name, address, email, and other information on the designated line of the pledge card, make sure to write in our unit # so this scout unit gets credit for all contributions. Sign and date the card and then indicate your pledge of support and how you would like to be billed...immediately, monthly, quarterly, etc. If you wish you can pay your pledge by credit card tonight or with cash or a personal check.

Hold your card up when completed and [*our scouts, den leader, unit leader, unit FOS chair, or I*] will be around to collect them.

THE "TRUE" COST OF SCOUTING

"The Iceberg Analogy"

<p><i>What you see above the water is only about 20% of what Scouting provides to our members</i></p>		<p><i>Books, Uniforms, Boys' Life, Equipment, Registration, Activity Fees, Meeting Place Costs, etc.</i></p>
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But there is a whole lot more below the waterline!

Volunteer and Staff Training

Training for more than 15,000 volunteer leaders every year

Insurance

General liability and unit accident insurance to protect our volunteers, youth, staff, and property

Reference publications and resources

Everything from program planning kits, calendars and camping guidebooks

Camp Promotion

For our amazing properties like Floodwood, Turrell and NoBeBoSco

Camp Equipment

Tents, cooking equipment, vehicles, pumps, pool, canoes, equipment replacement and repair

Recognitions

For leaders who attend training, volunteer for special projects, and help in many roles throughout Scouting

Professional Staff

Our full-time staff who work with volunteers to organize new units, manage fund raising, conduct trainings, work with membership recruitment, provide counseling and advice for your district, our camps and programs

Support Staff

For registration, typing publications, and program support

Administrative Needs

Postage, computers, and link-up to National Computer System, copy machines, folding machines, and printing

Friendly Camp Rangers

To keep our beautiful camps up to national standards

Service Centers

Utilities, insurance, repairs and care for our headquarters

Charter Fees

For every Scouting youth, leader, and unit

Audio Visual Supplies

Used in training, camp promotion, activities and much more

Postage

Mailings to leaders, parents, and youth members

Crossroads Newsletter

Our newsletter so you know what is going on in Scouting

Unit Program Calendar

And many other items provided to help you plan your weekly program

Council Website

Go online www.nnjbsa.org



Friends of Scouting Family Campaign

Sample District Training Agenda For FOS Presenters

- I. Opening (Flag ceremony, invocation, etc.).....Scouts in uniform
- II. Welcome and introductions.....Family FOS Chair
- III. Council/District Highlights.....District FOS Chair
- IV. What Scouting means to me.....Youth or Volunteer
- V. What is Friends of Scouting?.....District FOS Chair
- VI. How the Family Campaign is Organized.....Family FOS Chair
 - a. Manpower
 - i. Presenters
 - ii. Scheduler
 - iii. Unit chairs
 - b. Methods
 - i. Unit meeting
 - 1. “Warm Up” letter
 - 2. Family unit presentation and new Video & Story
 - 3. Follow-up letter
 - 4. Personal follow-up
 - 5. Phon-a-Thon
 - c. Campaign Schedule
 - d. Unit Goals

- VII. Role Play Unit Meeting FOS Presentation.....Presenter
 - a. Warm introduction by Unit FOS Chair
 - b. Presenter’s introductory remarks
 - c. DVD Audio/Visual presentation
 - d. Closing remarks – Card collection
- VIII. Scheduling Family presentation tips.....Family FOS Chair
- IX. Campaign Materials.....District Executive
 - a. Unit FOS kit
 - b. Brochures and pledge cards
 - c. Recognitions
- X. Meetings.....Family FOS Chair
 - a. Monthly District Report meetings
 - b. Council Family FOS Rally
- XI. Open Forum
- XII. Closing.....Family FOS Chair

(Distribute Family FOS kits)

Materials Needed:

- | | |
|----------------------|--------------------------|
| Table decorations | Unit FOS kits |
| Food & beverage | Timeline |
| Flags | Family DVD |
| Scouts | Family presenter kits |
| Easels | Prospect lists |
| Extra pens | Unit leader rosters |
| FOS brochures | New prospect forms |
| FOS historical cards | Sample recognition items |



SAMPLE FOLLOW-UP LETTER

Dear Scout Supporter:

At a recent Scouting meeting, a Friends of Scouting Council annual giving campaign presentation was conducted at the Pack or Troop in which your family has been involved. The goal of this annual program is to educate the parents of our Scouts on the wonderful facilities and programs available to them as members of the Northern New Jersey Council. In addition, an opportunity to financially support these programs was offered to all parents. As a parent of a child in Scouting, we are hoping that you will help us raise the necessary funds to ensure quality programs for the families we serve.

Since we apparently missed you at your unit's presentation, I wanted to tell you personally that ongoing support is needed to continue the programs that assist the community, the unit, and our youth through the Scouting program. Your contribution allows the council to provide council service centers, great camping facilities, program helps, council and district events, insurance, leader training opportunities, and a staff of professionals to assist our leaders. The enclosed brochure more fully explains where the funds come from and how that money is being used to support our programs and units.

Please take a moment to look over this brochure, complete your pledge card and return in the enclosed envelope. Our goal is to personally follow-up with all of our past donors. Currently, we have nearly 100 volunteer Scouters that are attempting to follow-up with nearly 14,000 families. A prompt reply will allow our volunteers to focus on past donors that have not responded to this notification. It costs approximately \$200 a year...that is less than a cup of Starbucks coffee per week! All to support a youth in scouting in Northern New Jersey.

I hope that you will be able to join me, and thousands of other concerned parents, by making an investment in the lives of young people in our area.

Yours in Scouting,

Name
Friends of Scouting Chair



"Helping Units Succeed"
"...another way to look at your gift!"

\$200 Gift

- | | | |
|-----------------|---------|--|
| Amount Daily: | \$0.55 | <ol style="list-style-type: none"> 1. The amount of change in your pocket. 2. Less than the price of a postage stamp. |
| Amount Weekly: | \$3.84 | <ol style="list-style-type: none"> 1. One movie rental. 2. One small <i>Starbucks Coffee</i>. 3. One six-pack of soda pop. 4. One game of bowling. |
| Amount Monthly: | \$16.66 | <ol style="list-style-type: none"> 1. One, medium, one-topping pizza from <i>Pizza Hut Delivery</i>. 2. One big appetizer tray at <i>TGI Fridays</i>. |

\$365 Gift

- | | | |
|-----------------|---------|---|
| Amount Daily: | \$0.68 | <ol style="list-style-type: none"> 1. The amount of change on the floorboard of your car. 2. One small bag of <i>M & M's</i> purchased from any convenience store. 3. One nickel a day from your co-workers. |
| Amount Weekly: | \$4.81 | <ol style="list-style-type: none"> 1. <i>#1 Big Mac Value Meal</i> at <i>McDonald's</i>. 2. One magazine purchased in the grocery/<i>Wal-Mart</i> checkout line. 3. One nice fishing lure. |
| Amount Monthly: | \$20.83 | <ol style="list-style-type: none"> 1. A family meal at a Fast Food restaurant. 2. A haircut at a local barber 3. One used <i>video</i> game. |