

2021 Family Friends of Scouting Presenter Guidebook



Last year, local Scouts logged
202,872 hours of community service.

SCOUT ME IN™

To Build Stronger Communities

Funded by your local support through Friends of Scouting



Presenter Book for:

TABLE OF CONTENTS

Why Friends of Scouting?	Page 3
Dan Beard Council Information	Page 4
Unit Champion Responsibilities.....	Page 6
Presenter Responsibilities	Page 8
Overcoming Objections to Making a Unit Presentation	Page 10
Frequently Asked Questions Before or at the Presentation.....	Page 13
Reasons for Not Giving (and possible responses)	Page 14
The “Bowtie” Presentation	Page 16
The Presentation Method for Family Enrollment	Page 18
Presentation Outline	Page 19
Closing the Ask	Page 20
2019 Presenter Tools.....	Page 21
Recognitions.....	Page 25
Communication Templates.....	Page 26-30

The key to a successful 2019 Family Friends of Scouting campaign is to educate our membership regarding the many facets of the Scouting program in Dan Beard Council.

WHY FAMILY FRIENDS OF SCOUTING?

How does your Unit benefit from the Dan Beard Council operating budget? In the funding of the Dan Beard Council, Boy Scouts of America, the question frequently arises - just what does this expenditure of Council budgeted money mean to our Pack, Troop or Crew?

A PARTIAL LIST OF THE SERVICES RECEIVED:

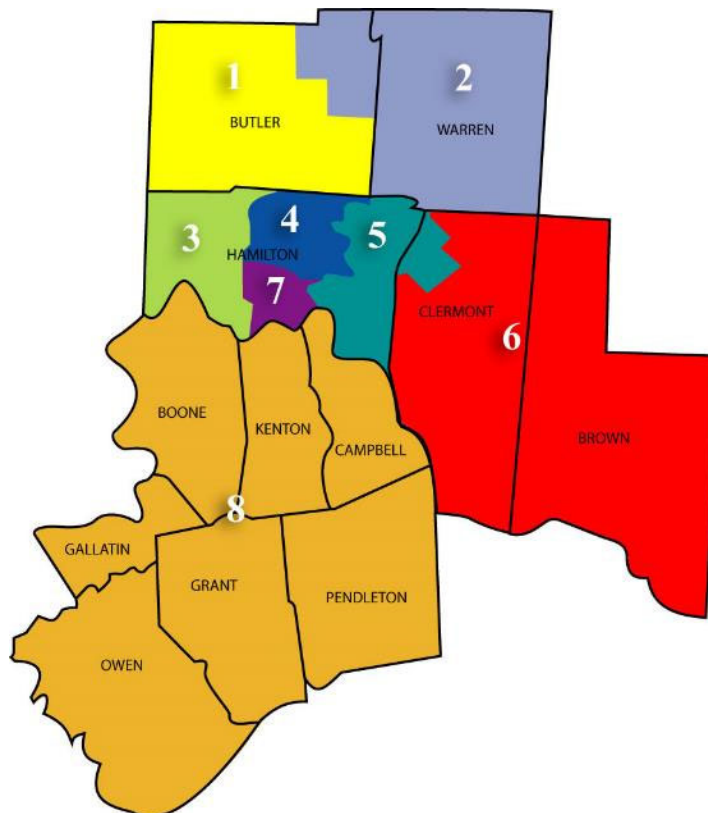
1. The year-around operation and maintenance of Camp Friedlander, Cub World, Craig and Michaels. In the past few years, Dan Beard Council has been able to add picnic pavilions, pave the entryways at Camps Friedlander and Cub World, install composite flooring at the Cub World Fort and much more thanks in part to the success of Family Friends of Scouting. Many of these facilities, campsites, and supplies are free to use for local Scout units.
2. Processing of all membership records of the unit which includes Boy's Life Subscriptions and all requests directly related to the National Organization. Registration fees and magazine fees are sent direct to the National Organization, thus none of this money is used at a local level.
3. Maintaining a large supply of literature, forms, badges, certificates, awards, etc.
4. Maintaining a permanent record of advancement of each boy and adult training records.
5. The preparation, production, and distribution of information bulletins and a website that assists units and leaders in providing youth with a quality program.
6. Handling thousands of phone calls from unit leaders, parents, donors, the general public and others desiring information related to the program.
7. Providing liability insurance which protects both unit leaders as well as the chartered partner organization. The premium on this insurance costs several thousand dollars annually.
8. Providing a reservation system where all Scouting units can use facilities for both weekend camping and long-term summer camp at Camp Friedlander, Camp Craig, Cub World and Camp Michaels.
9. Training opportunities for all volunteer leaders. Training is accomplished through scheduled training courses and monthly roundtable meetings. Training awards and other Scouter recognitions are often provided at no cost to units.
10. Providing the unit with District and Council activities to improve its own program. Some of these events are: Day Camp, Camporees, Peterloon, Pinewood Derby, Spook-o-Ree, Klondike Derby and High Adventure events for older Scouts and Venturers.
11. A staff of both professional and volunteer personnel to assist units that may be having difficulties to ensure the youth continue to have a great program experience.

DAN BEARD COUNCIL - FACT SHEET

The Dan Beard Council is one of the largest Councils in the nation serving 12 counties in Ohio and Northern Kentucky. The Council is staffed by 46 professional Scouters with approximately 6,000 adult volunteers delivering the scouting program to more than 30,000 youth. We are joined by nearly 300 charter partner organizations sponsoring the 500+ Cub Scout, Boy Scout, Venturing, and Exploring units in our Council. The Council's goal is to be the premier leader in youth development. This is reflected in the Mission Statement of the Council:

The mission of the Dan Beard Council is to prepare the over 30,000 young people in the Cincinnati and Northern Kentucky area to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout Oath and Law.

Building on an already strong tradition of youth and community service, the Dan Beard Council will develop and provide the highest quality Scouting program in its geographic area to accomplish the mission of the Boy Scouts of America, and in doing so be recognized and accepted as the premier leader in youth development.



DID YOU KNOW?

Friends of Scouting enrollment provides a means for enlisting the support of adults who have a specific interest in and relationship to Scouting so that they can help provide a quality program of Scouting for youth. Friends of Scouting is one part of a continuum of financial support to Dan Beard Council, but it is the most important. Why?

- Friends of Scouting contributions are a reflection of the pride and support of the program by its adult leadership and youth membership.
- Friends of Scouting contributions directly support the youth of parents and Scouting volunteers.
- Friends of Scouting contributions are made by the membership for the membership.
- Friends of Scouting contributions reflect the awareness that program activities are offered at very reasonable cost in order to encourage participation by those who otherwise couldn't afford to contribute.
- Friends of Scouting contributions reflect an understanding that if each of us does not contribute, someone else has to make up the shortfall.
- Friends of Scouting is the best way to say Thanks! For the multitude of opportunities to our youth while building character and teaching values-based leadership.
- A contribution to Friends of Scouting recognizes that for our program to be all that it can be, it takes a commitment of time, talent and treasure.



BOY SCOUTS OF AMERICA®
DAN BEARD COUNCIL

2019 Family Friends of Scouting Campaign *Unit Champion - Position Description*

Responsibilities:

- Assist Presenter in scheduling a date for a Friends of Scouting presentation at a Pack Meeting, Blue and Gold Banquet, Court of Honor, etc. by **January 1, 2019**. The presentation date should be no later than **April 30, 2019**.
- Prepare an accurate unit roster of active members. Include family names, address, telephone number and email address. Please indicate those families who do not have email capability so other measure can be taken to reach them. Review roster with District Executive and Presenter to identify opportunities.
- If possible, compile a list of former members who may have an interest in supporting Family Friends of Scouting. The list may include former adult leaders and families of Arrow of Light recipients or Eagle Scouts.
- Distribute various educational and support literature (that will be provided to you) starting about 30 days prior to the presentation – primarily via email. This will help create awareness amongst families that the presentation is forthcoming and why it is important to support.
- Work with unit leadership to handle physical arrangements for the meeting and provide a warm introduction for the Presenter at the presentation.
- Follow-up with any families not at the meeting and give them the opportunity to enroll. A video clip, link for online giving and any other necessary materials will be provided to you.

WHAT IF I CAN'T FIND A UNIT CHAMPION FOR SOME UNITS???

The Unit Champion role is simply meant to make *your* job easier; this person can be your #1 cheerleader in the unit and assist you with pre and post-presentation communication.

However, if you are unable to identify someone for that role in one or more of your presentations, there is no cause for concern. Simply ask the Unit Leader to introduce you the night of the presentation and assist you during the presentation with key tasks such as handing out materials.

Great resources for Unit Champions: Eagle Scouts, Moms, Salesperson, Scouting Alumni, Parents of former scouts, etc.



BOY SCOUTS OF AMERICA®
DAN BEARD COUNCIL

2019 Family Friends of Scouting Campaign
District Family FOS Scheduler - Position Description

Responsibilities:

- Work with the District FOS Family Chair to schedule 100% of presentations (with back-up date) by January 1, 2019. Presentations should be scheduled prior to April 30, 2019
- Collect contact information for each unit presentation and share with them who there presenter will be. Once scheduled, help to connect the FOS Presenter with the Unit Champion(s) or Unit contact.
- Log any special notes that the unit might share when scheduling to share with the presenter.
- Help to remind and share the schedule with presenters.
- Enroll as a Friend of Scouting in 2019, in an amount that sets the example. Consider that your example has a powerful leveraging effect as many will follow your lead. Help to share your passion while scheduling presentations.



BOY SCOUTS OF AMERICA®
DAN BEARD COUNCIL

2019 Family Friends of Scouting Campaign *Unit Presenter - Position Description*

Responsibilities:

- Enroll as a 2019 Friend of Scouting, in an amount that sets the example. Consider that your example has a powerful leveraging effect as many follow your lead.
- Attend District Family Friends of Scouting Presenter Training
- Review assigned Units with your District Family FOS Chair and Unit Champion (s)
- Schedule and conduct a Friends of Scouting presentation to all your assigned Units. All presentations should be scheduled (with back-up date) by January 1, 2019 and all completed by April 30, 2019.
- Determine what (if any) audio visual aids are appropriate for each presentation, and secure audio visual equipment if necessary.
- Make sure that you have enough materials (incentives, brochures, etc.) to complete each presentation.
- Coach the Unit Champion (if applicable) to create awareness and educate the Unit in the weeks leading up to the presentation.
- Work collaboratively with the Unit Champion to do a follow-up with parents not at the presentation; a good example of this is to send an email post-presentation email that includes the online giving link.
- Assure that unit leadership is aware of the presentation and provides a welcoming atmosphere
- Turn in results of presentation within 24 hours to your District Executive.

UNIT PRESENTER CHECKLIST

<p><u>Starting Today:</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> Identify Unit Champions <input type="checkbox"/> Work collaboratively with your District Scheduler and the Unit Champion or Unit Leader to set the presentation dates by December 31st. <input type="checkbox"/> Secure a welcoming intro and discuss unit roster <input type="checkbox"/> Discuss a Unit Friends of Scouting Goal <input type="checkbox"/> Send pre-communication to families about the upcoming presentation and the importance of Friends of Scouting 	<p><u>Notes:</u></p>
<p><u>One Week Prior to Presentation:</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> Secure packet of materials to take with you <input type="checkbox"/> Review meeting format and agenda with Unit Champion/Leader. Ask to be early on the agenda (you want to go first!) <input type="checkbox"/> Practice your presentation before meeting 	
<p><u>Things to Remember During Presentation:</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> Be enthusiastic and speak to the audience <input type="checkbox"/> Personalize your presentation <input type="checkbox"/> Explain that it costs on average, \$206 per year per boy & ask them to consider a gift at that level <input type="checkbox"/> Remind them that they can make a pledge, and don't have to pay tonight <input type="checkbox"/> Ask for all cards back that night (use the door prize incentive!) <input type="checkbox"/> Cover the items passed out and recognition items <ul style="list-style-type: none"> • Pens/Brochures for everyone • Door prize • Car Magnet for any investment • Patch for \$206 and above 	
<p><u>After the Presentation:</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> Fill out the presentation report <input type="checkbox"/> Turn-in packet of worked cards within 24 hours of Presentation to Family FOS Chair or DBC <input type="checkbox"/> Follow-up on unworked cards within 72 hours; work with the Unit champion if applicable. Use email and Word templates provided by DBC. <input type="checkbox"/> Call unit leadership to thank them for their support 	

OVERCOMING OBJECTIONS TO MAKING A FAMILY FRIENDS OF SCOUTING PRESENTATION

It is possible that you may encounter resistance by the unit leader to scheduling a presentation in the first place. You must do whatever you can to allow the Unit members the opportunity to make the decision for themselves how they can support Friends of Scouting. Here are some helpful hints to overcome that leader's objections.

- Be knowledgeable of Council highlights in 2017 and the purposes of Family FOS.
- Ask for no more than a 5-8 minute presentation and **keep your promise**.
- Have the proper person ask the unit leader for his or her unit presentation date.
- Explain the need to create awareness and educate Scout families about the bigger picture of what Scouting is all about and emphasize the local investment.

Frequently Asked Questions:

Objection: *Our families can't afford it or just aren't interested.*

Response: "EVERY MEMBER really deserves the opportunity to give. Our local Scouts all across the area need our support so that we can continue to offer the incredible program and services that exist here locally. A presentation helps to share that message and let each family decide for themselves if they would like to pitch in and help the greater movement."

Objection: *We had a lousy presenter last year.*

Response: Share with them the list of presenters and let them select a presenter if they have a choice. Ask them if they would prefer their Unit Champion be their presenter.

Objection: *We already sell popcorn.*

Response: "We are excited to hear that you sell popcorn, it is a fantastic fundraiser to support the unit and the programs of the DBC. The unit profits from this product sale is one of the best in the country. A portion of the proceeds does go to DBC to help offset the costs associated with the sale, however, much of the profits stay with the unit. Family Friends of Scouting is an opportunity for those parents who are willing and able to make a personal financial contribution directly in support of the DBC programs."

Objection: *Council relies on Scout families for donations too much.*

Yes, the Scouting program as a whole does count on support from families and other local supporters to help keep the cost of Scouting as affordable as possible. Every little bit helps. By all of us working together and doing our small part, we can accomplish great things. Friends of Scouting is about everyone helping to make a difference and helping to make our local Scouting program so great.

Objection: *We don't know when our next meeting will be / We don't know our meeting date in March.*

Response: **If Troop:** Every Troop should have their program planned out in advance even Troop Court of Honors should be planned on a quarterly basis. "Perhaps this is a good reason/excuse to go ahead and schedule a court of honor to get in on the calendar for your families."

If Pack: "I thought your Pack typically meet on the third Friday of each month?" or "Is your Blue and Gold banquet date set yet?"

General: Perhaps you can set the date at your next committee meeting. When is that scheduled for? I plan to follow up with you the day after.

Note: Contacting Units early assures date possibilities in January, February and March.

Objection: *Our unit is too new.*

Response: "All the more reason for a presentation, less for the money collected and more for the education and awareness of DBC services to the new Scout families."

Objection: *The Boy Scouts are supported by the United Way--why do they want my money?*

Response: "You are correct that the Council benefits from the local United Way campaign. However, their allocation represents only 9% of the Council budget, and that support is not always guaranteed. Your support through the Scout Family Friends of Scouting campaign will help us provide the services not funded by the United Way, but more importantly, our youth benefit from the Scouting program, so we should be the ones who support it. If not us, then who? Scouting is not without cost, but not only is it a program that is values-based and character building, but it is a real value."

Objection: *Council doesn't do anything for us--we have to pay for the advancement awards and Cub Scout Day Camp.*

Response: "Each boy helps pay for his advancement awards through his dues and the unit budget plan. The Cub day camp fee basically covers some the program materials, site fee, patch and tee shirt the Cub Scout receives. Dan Beard Council actually often helps to reduce the costs of many activities through support efforts like Friends of Scouting. DBC also provides the overall program development, support and staff to carry out the program. In addition, DBC provides services such as: program guidance and support through round tables, printouts and information about the program, regular communication and website updates to support units, training courses, Fireside Chat, unit membership, and advancement record keeping, and a fully trained staff at the Scout Achievement Center which all support the unit. Additionally, DBC pays for liability insurance for every registered adult volunteer."

Objection: *I give my time as a leader.*

Response: "We appreciate your services as a leader; that is the strength of Scouting--a quality program made possible by many dedicated volunteers. It's natural that, just like church, those that are the closest and most active best understand the benefits of the program and support it financially as well."

Objection: *It's expensive to send my son to summer camp, and the sleeping bag and pack and all the other equipment he needs isn't cheap. Give me a break!*

Response: "The fee a Scout pays for summer camp only covers part of the cost--essentially the cost of his meals, expendable program materials, and the summer camp staff. The other costs, like building insurance, ongoing maintenance, utilities, and the ranger's salary are included in the Council's operating budget. Without Friends of Scouting, the cost of camp would have to be much higher. That would be unfortunate for those who can't afford." While sending your son to summer camp does require a commitment of funds, it's still the best deal around, when you consider what he's learning.

"Objection: *If the Council didn't have all those high-priced executives, they wouldn't need so much money!*

Response: "Scouting is just like any other organization--we need to have paid professional leaders, too. Our district executive works closely with the members of the district committee and commissioner staff coordinating their efforts in serving your Unit. By working through these volunteers he or she is able to multiply his or her effectiveness. He or she spends a lot of time in the community contacting community leaders, explaining the Scouting program, and enlisting their support. Your District Executive is on call anytime you need assistance or guidance, and is just a phone call away.

Objection: *The parents in my unit don't want to give.*

Response: "It has been our experience that, when the needs of the DBC are explained, many parents are willing to make a financial contribution. We are just asking for the opportunity to tell the story and then let the parents make their own decision."

Objection: *Can we pick a date other than our Pack meeting night?*

Response: "Our experience has shown that there is better attendance at the regular Pack meeting rather than at a special meeting. Parents have the Pack meeting on their schedule. The 5-8 minutes needed for the Friends of Scouting presentation won't prolong the Pack meeting that long, and many parents will appreciate learning about what the DBC does in support of their youth."

FREQUENTLY ASKED QUESTIONS BEFORE / DURING PRESENTATION

The more potential questions you prepare for in advance, the more comfortable you'll be, and the more professional you'll be perceived as:

Question: *We pay \$60 to the unit each year. Why should we give more?*

Response: "The \$60 you paid to the unit is used within the Pack or Troop for programs, badges, and books. This money stays in the unit. Part of the fee may go to your youth's Boy's Life

subscription. Part of that fee was used for the \$33.00 registration fee sent to the National Office.

None of your annual fee goes to Dan Beard Council. The Family Friends of Scouting campaign gives families the opportunity to support.

Question: ***Why do I have to give money to the Council?***

Response: "You don't *have to* give. Friends of Scouting contributions are entirely voluntary. Your son and unit will continue to receive Council's services and support regardless. It just makes it tough to build the program without everyone pitching in."

Question: ***Why do you always ask for so much?***

Response: "Yes, we have suggested levels of giving, based on the fact that it actually costs Dan Beard Council \$206 annually per registered youth, to support the programs that we offer him. It's part of my role tonight to make you aware of these things. I certainly am not in a position to know what you can afford, or what level of giving will make you feel good. We appreciate whatever gift you can provide. Wouldn't it be great if everyone gave something? We're all in this together, after all."

Question: ***Where does my money go?***

Response: Be prepared with an information sheet provided to you. Explain some of the points, and ask if the person has any questions. Don't just give the information and hope that person reads it later.

Question: ***Does my money stay locally?***

Response: "Yes it does. Friends of Scouting contributions are made to support Dan Beard Council's operating expenses in support of your unit. The money is used in support of every area within the Council's region, including yours."

Question: ***Why is Council always coming down and asking for money?***

Response: "Maybe it's just because time flies when you're having fun. Actually, Council only asks for money once a year, in the Friends of Scouting campaign. If you make your generous pledge tonight, I promise that we'll only be back to offer support until next year."

Question: ***What do I get out of this gift?***

Response: "Actually, your gift is to support the youth served by Dan Beard Council. What you get is the satisfaction that you're a friend of the greatest youth organization in the world. What's that worth?"

Question: ***How did you determine that it costs \$206 per youth to run the program?***

Response: "It costs Dan Beard Council over \$6 million annually to support the program without "cutting corners." DBC supports about 30,000 youth, including member units and the Learning for Life Program. That averages out to \$206 per youth."

Question: ***I already give up so much time to Scouting. Why shouldn't you just ask the parents that never help?***

Response: "That's a good question. First, thank you for all the time that you give. As a volunteer I know just what you mean. The program couldn't be here without the tremendous support of you and the thousands of other adult volunteers. But, you know, it takes more than time to make the program a success. It takes both time AND treasure. My observation is that often it's the volunteers that give up most in terms of time who also support the most financially. I just feel good doing everything I can to make our program the strongest it can be."

REASONS GIVEN FOR NOT GIVING (and possible responses)

Be prepared! While you may hear many different reasons for not giving, some of the more common ones are given below (with possible responses your unit might make):

Objection: ***I can't afford to give anything right now.***

Response: 'I understand. We all have bills to pay. Do you have any other questions regarding services and support provided by Dan Beard Council? The presentation isn't just about raising money. It's also educating everyone about the services and support provided by our Council.'"(Start a dialogue about what Council does for the units. Note any objections or negative comments. We need this feedback! After the conversation finishes...)

"I appreciate that you may not be in a position to give right now with the holidays, but did you know you can delay your gift, or that your gift can be made in installments? Does that help at all?"

"When would be a good time to follow up to see if your circumstances changed so you might be in a position to help the Scouting program?"

In any case, we ask that you turn your card back in, even if you don't make a gift at this time. That way, we'll be sure not to follow up with you again until next year."

Objection: ***I'll have to ask my husband (or wife).***

Response: "Of course. I wouldn't want you to make this decision on your own! Is your husband (or wife) going to be here tonight?" Would you be willing to make a small gift tonight that you know wouldn't upset your spouse, and when the reminder is mailed to you can increase it. If over the phone..."Sure, I understand. When would be a good time to follow-up?"

Objection: ***The Council doesn't do anything for me.***

Response: "We talked a little bit about what Dan Beard Council does for you tonight, but as you saw, we didn't want to take up a lot of time from your program. Can I get you some more specific information regarding this subject? You know, we're here tonight to build awareness, as well as to raise money in support of our Council."

You might take some literature with you to give more detailed information for someone with just such a question.

Objection: *I only give to my Troop (or Pack)*

Response: "That's great that you support your unit" The Council needs more people like you. But have you considered that your unit may not have the resources it needs or may not even be here without the support of the Dan Beard Council? We briefly talked tonight about some of the things our Council does for your unit. I have a fact sheet with me if you'd like to see all that your Council does for you." You can also make specific examples, such as running the camps, providing liability insurance for all registered volunteers, etc.

Objection: *I don't like everything going to Cincinnati.*

Response: "I'm not sure what you mean by this. The Dan Beard Council office is located in Cincinnati, sure, but the dollars given support every area of the Council including your entire District, not specifically in Cincinnati. Council supports four camps none of which are in Cincinnati."

Objection: *We sell popcorn. Why should we have to donate too?*

Response: "Thanks for selling popcorn! We appreciate it. Popcorn sales are an important part of funding Scouting in our Council, but did you realize that the lion's share of profits stay right in your unit, benefiting both the boy and your unit. Friends of Scouting is an opportunity to directly support your Council. We only ask once a year and take no more than 8 minutes of your time in doing so. I hope you consider making a gift to support the Council that supports your unit in so many ways."

As you can see, many of the questions offer similar responses. Above all, listen intently, and put yourself in the other person's shoes. Doing so will likely allow you to naturally have a well-reasoned response, from that person's viewpoint.

The second most important thing is make sure that, given the opportunity, you ask for a follow up. If there's the slightest chance that this person may contribute, don't let that opportunity pass you by. By all means, be yourself. These responses are intended to get your own creative juices flowing! Project your own passion for the program, and you'll do great!

Finally, without question, be sure to offer sincere thanks for that person's time in talking to you.

PARTS OF THE PRESENTATION: A Detailed Look at the various aspects



THE "BOWTIE" PRESENTATION



The "Bowtie" presentation represents an easy way to remember a new way of thinking about the presentation.

Consider that you only have 8 minutes to give your unit FOS presentation, under circumstances that are sometimes distracting. Think about the fact that not all families are in attendance. Realize that some families are caught off guard, not expecting to be asked for a gift to Dan Beard Council.

In less than 8 minutes, we are expected to do the following:

- **Create awareness** of the many benefits and resources available from Dan Beard Council.
- **Educate** our membership regarding how much money is required to operate Dan Beard Council and where that money is spent.
- **Create unity** with a message that we're all in this together, pulling for the same results.

Given all of that, we shouldn't be surprised, then, that the results often are less than satisfactory.

That's the premise behind the concept that you can think of as a "bowtie" presentation.

A DOT (OR, THE



KNOT)

Think of a dot. A speck, really. This dot represents that point in time that is your actual presentation at the unit. It really is just a point in time—only 8 minutes. Eight minutes out of the busy lives of our membership. You can't be expected to make every important point that may result in a parent, or even adult volunteer, 'getting it.'

Doesn't it seem that if this "dot" was used only to summarize and emphasize the big picture points that have already been made elsewhere, we'd achieve more success?

Let's think of that dot as the knot in a bowtie. Let's look at the other parts of the bowtie: "the wings."



THE "LEFT WING"

"The left wing" represents time leading to the actual presentation, and the "right wing" represents time after your presentation. So, what do we do with this time?

Let's look at the 'left wing': the time before the presentation. In order to support the presentation, this time should be used to create awareness of not only what DBC does, but to create awareness of what the Family Friends of Scouting campaign is.

About two weeks prior to the presentation, contact the Unit Family FOS Champion or Unit Leader to make sure information regarding the upcoming presentation was electronically sent to all members. Ask about members who might not have email available to them, and ask if they were mailed a hard copy. Ask if he or she needs help!

The Dan Beard Council has simple email/letter templates that you can send out for pre-presentation communication.

Coach your Unit Champion to write a follow up email, asking if there are any questions. Ask that any questions that are not easily answered be forwarded to you for follow up. For those questions that you can't answer, forward the question to your District Family FOS Chair, who will answer it, or forward it to your District Executive for follow up.

One week to a few days before the presentation, make contact again and ask if everything is on track. Be sure to thank the Unit Champion or Leader at this point for laying the groundwork for a successful campaign!

THE "RIGHT



WING"

The "right wing" represents time after the presentation. This time is used to follow up:

- Contact families who weren't at the presentation.
- Finding pledge card status for cards that weren't turned in.
- Follow up to questions that couldn't be answered at the presentation.
- Close out report and turn-in of gifts.

An email/letter should go out to families that didn't attend or didn't turn in a card within 48 hours of the presentation. DBC has templates and a 30-second video clip to utilize.

Finally, consider that actually everything we do every day is "the presentation." What we do every day and the sincerity with which we conduct our business will influence the success of the Family Friends of Scouting campaign much more than the actual presentation itself.

THE PRESENTATION METHOD

This plan is for a two person team: (Presenter) and (Unit Champion or Unit Leader) but you can customize it for just a Presenter if needed.

- Use "Family Friends of Scouting" envelope provided by the Council.
- Plan in advance – ask unit leadership and/or youth to help you pass out the FOS brochures
- Arrange (in advance) for some of the unit's youth to help collect cards after the presentation
- When introduced, make no more than an 8-minute presentation. (Presenter)
- Sell Scouting. Unit Friends of Scouting Champion or Unit Leader introduces Presenter with a positive statement regarding the presenter's support of the program
- Follow the prepared script (but personalize it!!) and use support tools as you would like (e.g. video).
- Explain how to fill out pledge card.
 - a. Ask parents to take out card.
 - b. Have parents fill out card as you explain how.
 - c. Make a plea to have all cards turned in – use the door prize and giveaway as an incentive
- Arrange for the unit leader to say a word of thanks for the presentation and to re-emphasize the importance of Family Friends of Scouting

**DO NOT LET TOTAL TIME, INCLUDING PRESENTATION,
RUN FOR MORE THAN 10 MINUTES.**

PRESENTATION OUTLINE

Prior to receiving the presentation date:

- Establish contact with your Unit Champion, if applicable. If you don't have one, contact the Unit Leader.
- Explain your goals and objectives.
 - a. Plan out what the presentation will look like that night
 - b. Discuss the most effective way to hand out the brochures will be
- Ask your Unit FOS Champion to compile an accurate roster, including names, address, telephone number and email *address*.

As soon as you receive the date:

- Call Unit Champion or Unit Leader to confirm date, time and place of presentation.
 - a. Discuss the unit's goals and objectives.
 - b. Describe the recognition incentives; talk about new items for 2019
 - c. Recommend to the Champion or Leader to set the example by pledging now and have the amount announced at the presentation.
 - d. Make sure either the Champion or Unit Leader will introduce you.
 - e. Arrange for AV support if you would like to use the video (not mandatory)
- You will receive materials for distribution to the units well in advance of thirty days prior to the presentation. Please contact your District Family Friends of Scouting Chairman with questions.
- Ask your contact about the room you will be presenting in. Explain the various forms of presentation support, and ask which might be most appropriate for the setting.

Presentation Day:

- The most important point is that your audience will respond to a presentation that "wasn't pretty" but that was heartfelt; the slickest presentation in the world, with all the bells and whistles, won't make up for a message that you don't believe. Rehearse your presentation, preferably out loud, so that you are comfortable with the material, and you can deliver the message relaxed. Arrive 20 minutes before presentation.
- Check room for outlets, tables, etc.
- Confirm with whomever is going to introduce you
- Pass out brochures
- Have plenty of pens – DBC provides them to you, give one out per family
- Thank unit for allowing you to speak.
- Proceed with Presentation (use video if you would like)
 - ✓ How unit benefits from Council budget
 - ✓ Remind parents all registration fees go to the National Council but all Friends of Scouting money stays locally with the Council.
 - ✓ Ask for investment. Show Council shoulder patch for giving \$206+.

- ✓ Explain How to fill out pledge card:
 - ▣ Method of payment
 - ▣ Cash
 - ▣ Check
 - ▣ MasterCard/Visa/American
 - ▣ Pledge now, pay later – tell us when you want to be billed!
- ✓ Collect cards immediately – do not let any cards go home.
- ✓ Enlist Scouts to help you as needed.
- ✓ Announce total before leaving.
- ✓ Before leaving, talk with the Unit Champion or Unit Leader about your plans to follow-up to families not in attendance or who didn't give back cards.

After the Presentation:

- ✓ At home, complete your report.
- ✓ Arrange Packet Delivery to District Family FOS Chair or District Executive.
- ✓ Make sure follow up occurs in a timely manner

CLOSING THE ASK

Secrets of Closing the Ask:

There are many little things that can be done during a Family Friends of Scouting presentation to insure a high yield of contributions from our membership. These hints will help guarantee success:

- **Let gifts be “private”** – Some people may have concern about their friends knowing the size of their gift. This goes for small gifts and larger gifts. To help eliminate this block **in** people's minds, you might consider providing envelopes for them to return their pledge cards and checks, or ask them to fold their pledge card.
- **Get immediate response** Don't allow people to think too long, this will result in low gifts or no gift at all. Pass out the cards, walk them through filling it out and collect it right now! Use the Door Prize to incentivize!
- **Ask for an amount** - You need to place a figure in people's minds to guide their thinking. Suggest to them that they consider a \$206 gift... it costs \$206 to support a boy in Scouting for one year and they will receive a Council Shoulder Strip. Show the patch for those that give at the designated levels.
- **Get a card from everyone** - Even if people don't give, get their card back so we don't contact them further. If everyone turns in cards, there will be very few with no gift. Make sure you let your audience know that, even if they aren't able to support their Council at this time, turning in the card will ensure that they aren't contacted in a follow up.
- **Keep it Short** - Tell our story, secure the gifts, and then stay quiet. We have a great story to tell... tell it for too long and you will "turn-off" the group.
- **Praise them** - Always say "thanks" and announce the total raised. How does it compare to last year? Are they the largest in the district? It may be more effective if your Unit Champion or Unit Leader answers these questions, with a chance to allow the Unit to "step up to the plate." You should also think that there is someone in your audience who is prepared to pledge \$1,000.

The packets you take to a presentation will include:

- Script (for you to use during the presentation – put a personal touch on it!)
- Brochures
- Pens
- Unit Participation Ribbons
 - Every unit with a presentation gets a participation ribbon
- Door Prize (Bluetooth Speaker)
- Recognition Items
- Presentation Report – for you to fill out afterwards
- List of companies with matching gift policies
- Literature
 - “Why Family FOS” and “Key Points for a Presentation”



2019 FRIENDS OF SCOUTING UNIT GOAL WORKSHEET

Unit Type: _____ Unit # _____ District: _____

Chartered Organization: _____

FOS Unit Champion: _____

Email: _____ Phone: _____

Unit FOS Presentation Date: _____

2018 RESULTS			
Unit		District	
# Youth 06/30/18		% Participation	
Amount Raised	\$	Average Gift	\$
# Gifts			
% Participation			
Average Gift	\$		

2019 UNIT GOAL ESTIMATOR		
Current Enrollment	A	
% Participation	B	
# Gifts	(A x B) = C	
Average Gift	D	\$
Unit FOS Goal (C x D) = E		\$
Unit Fair Share: A x \$206		\$

2019 UNIT GOAL COMMITMENT \$ _____

☒ **Unit FOS Campaign Steps:**

Fill-in Dates

- | | |
|---|-------|
| <input type="checkbox"/> 1. Complete FOS Unit Plan, Turn in to District | _____ |
| <input type="checkbox"/> 2. Confirm Unit Presenter | _____ |
| <input type="checkbox"/> 3. Send FOS announcement to Parents | _____ |
| <input type="checkbox"/> 4. Host Unit Presentation | _____ |
| <input type="checkbox"/> 5. Turn in donations to District (within 2 days) | _____ |
| <input type="checkbox"/> 6. Follow up with families who have not given | _____ |
| <input type="checkbox"/> 7. Complete Campaign (deadline April 30th) | _____ |

Goal Setting Instructions:

- Review last year's unit results; compare to the District average.
 - Help set a goal that will increase unit participation and average gift.
1. Choose a percentage of families that the unit feels will make a contribution. (B)
 2. Calculate the number of family gifts (A x B)
 3. Select the average contribution the unit believes is possible. (D)
 4. Set the Unit FOS goal by multiplying the number of gifts by the average gift. (C x D)
 5. Review total cost of Scouting services for unit. (A x \$206)

2019 Family Friends of Scouting Presentation Packet

District: _____ Executive: _____
Circle: Pack Troop Crew Post Unit #: _____
Date of Presentation: ____/____/____ Time: _____
Location of Presentation: _____
Name of Presenter: _____
Home #: (____) ____-____ Cell #: (____) ____-____

Contents in Presentation Packet

- ✓ Family FOS Brochures
- ✓ FOS Ink Pens
- ✓ Presentation Summary NCR Form
- ✓ FOS Recognition Summary
- ✓ Unit Ribbon for participating in FOS

***Return all extra presentation items along with packet to your
District Executive within 24 hours of the presentation date.***

Directions for Presentation Packet Processing

1. Collect all cards immediately following the presentation and ensure all cards are signed. Pledges with credit cards must have card number, expiration date, and signature.
2. Distribute FOS Participation recognition items to anyone making an investment.
3. Complete the left-hand side of the "Presentation Report" NCR duplicate form.
4. Place all cards, checks and Presentation Report in this envelope; match the payment with the pledge card.
5. Collect all extra brochures, pens and other materials.
6. Return completed packet to the SAC or your District Executive **within 24 hours of presentation.**

Return Completed Packet to Scout Achievement Center

(10078 Reading Road, Cincinnati, OH 45241)

District Executive: _____
Office #: (513) 577-____ Cell #: (513) ____-____



District _____, BSA
Family Friends of Scouting

Goal \$ _____

Presentation Day/Date _____

Location: _____

Presenter _____

Champion _____

Pack Troop Crew Post

Unit # _____

Time: _____

Phone _____

(Please include all completed cards even if there is \$0.00 pledge indicated)

Contributor	\$ Pledged	\$ Amount Paid			Match. Gift	District Executive to Complete
		*Credit Card	*Check	*Cash		
1)					<input type="checkbox"/>	Number of Cards Enclosed: _____
2)					<input type="checkbox"/>	
3)					<input type="checkbox"/>	Total Amount Pledged: \$ _____
4)					<input type="checkbox"/>	
5)					<input type="checkbox"/>	*Check/Cash Total Received: \$ _____
6)					<input type="checkbox"/>	
7)					<input type="checkbox"/>	Pledge Amount with Credit Card: \$ _____
8)					<input type="checkbox"/>	
9)					<input type="checkbox"/>	Amount Remaining to be Billed: \$ _____
10)					<input type="checkbox"/>	
11)					<input type="checkbox"/>	Please Check Each As Completed
12)					<input type="checkbox"/>	<input type="checkbox"/> Cards Checked For Matching Gifts
13)					<input type="checkbox"/>	How many? _____
14)					<input type="checkbox"/>	
15)					<input type="checkbox"/>	<input type="checkbox"/> Participation Ribbon Presented
16)					<input type="checkbox"/>	Number of Registered Scouts: _____
17)					<input type="checkbox"/>	
18)					<input type="checkbox"/>	Unit Presentation Last Year: Yes! No:
19)					<input type="checkbox"/>	
20)					<input type="checkbox"/>	If Yes, Amount Pledged
Totals: (This Page Only)		\$ _____	\$ _____	\$ _____		

*All checks should be made out to the Dan Beard Council or Boy Scouts of America

For Office Use Only

Each area must be dated and initialed before passing on to the next person.

_____	District Professional
_____	Gift Administration Office
Date Received _____	Date Entered _____

FOS reports are considered defective and will not be returned to the district if information on this sheet is not completed



2019 Friends of Scouting Recognition Program

The Friends of Scouting recognition program is designed to provide instant recognition to donor and units the night of the Friends of Scouting presentation.

CONTRIBUTION RECOGNITION

Each donor that turns in a pledge card during or after a unit Friends of Scouting should be recognized immediately with the round FOS participation recognition item.



SUPPORT ONE SCOUT

COUNCIL SHOULDER STRIP LEVEL

Each Donor that contributes/pledges \$206 or more in the Family Campaign is eligible to receive the 2019 Friends of Scouting council shoulder patch.



SILVER LEVEL

Those who contribute/pledges \$350 to \$499 in the Family Campaign will receive in the mail the 2019 Friends of Scouting council shoulder patch with the Silver border.



GOLD LEVEL

Those who contribute \$500 or more in the Family Campaign will receive in the mail the 2019 Friends of Scouting council shoulder patch with the Gold border.



UNIT RIBBONS

Each unit that holds a Friends of Scouting presentation will receive a ribbon for their unit flag.



Scouting runs over 58 outreach programs at local schools to provide Scouting experiences to all.

SCOUT ME IN™
To Build Stronger Families

Funded by your local support through Friends of Scouting



Last year, 4,837 Scouts explored the outdoors and attended summer camps.

SCOUT ME IN™
To Create Tomorrow's Leaders

Funded by your local support through Friends of Scouting

Pre- Communication Letter

To the parents of (UNIT AND NUMBER):

On (DATE or EVENT) we will be having our Family Friends of Scouting (FOS) presentation. Friends of Scouting is the one time each year when families are asked to make a financial investment to support the Dan Beard Council and local Scouting programs.

As a member of (PACK/TROOP #), you are asked you to pay an annual registration fee, which goes directly to national registration dues and insurance costs. You may also be asked to provide dues to the pack or troop each year. However, Family Friends of Scouting dollars go toward directly impacting local youth and Scouting programs. Friends of Scouting helps to support local "behind the scenes" expenses that our Dan Beard Council incurs: operating costs for Camps Friedlander, Cub World, Craig and Michaels, programs and activities like Pinewood Derby, Cub-o-ree, Merit Badge Days, Spook-O-Ree, Peterloon, Camp Staff, Adult Leader Training and much more. Family FOS donations also provide Camperships for Scouts who are unable to afford the experience.

It takes about \$206 to provide your Scout with the services and programs offered each year. Please consider how much your son and other Scouts benefit from Scouting when making your decision. In 2019, we hope to have 100% participation; and we need your help!

At the presentation you will receive a Friends of Scouting pledge card and will learn more. If you cannot make the presentation, would like to learn more in advance, or want to give online, please visit www.danbeard.org/FOS.

I believe in Scouting and that supporting our local program is important. Please join me and thousands of other families by giving a gift to the Friends of Scouting campaign. Every little bit helps and together we can help to cover the costs of these important resources that are provided to our kids each year. Show that you too Believe in Scouting's impact.

FOS Unit Champion (or presenter)



SCOUT ME IN™



Last year, local Scouts logged 202,872 hours of community service.

SCOUT ME IN™

To Build Stronger Communities

Funded by your local support through Friends of Scouting

Scouts learn to set goals. Last year, 11,009 Scouts earned a rank advancement.

SCOUT ME IN™

To Create Tomorrow's Leaders

Funded by your local support through Friends of Scouting

Post Communication Letter

To the parents of (UNIT AND NUMBER):

On DATE we held a Friends of Scouting presentation. I want to thank all of those in attendance who made a financial investment to support the Dan Beard Council. Your contribution ensures that we can keep Scouting strong for more than 29,000 local participants.

Some of you were unable to make the presentation or did not turn in your card that night. We need your help! Friends of Scouting dollars go toward "behind the scenes" expenses that Dan Beard Council incurs during the year, initiatives that our (PACK/TROOP) take advantage of. This includes costs for Camps Friedlander, Cub World, Craig, and Michaels, District and Council programs and other major activities like Peterloot and Merit Badge Challenge. Friends of Scouting investments also provide the program to kids that would otherwise be unable to afford participation. Dan Beard Council serves more than 29,000 youth in a 12-county region and delivers one of the strongest Scouting programs in the entire country.

I want to ask all of you who have not made an investment to do so today. Please take a moment to return your pledge card, or you if you would like to learn more or make a contribution online, please visit www.danbeard.org/FOS. Thank you in advance for your generous contribution. Every contribution helps the cause. Please join me in making sure all of our youth have the opportunity to be a ***Prepared. For Life.*** Thanks for your support!

FOS Unit Coordinator (or presenter)



SCOUT ME IN™



Additional Follow-up Request Letters

FAMILY FOLLOW-UP LETTER

This letter can be mailed from the Council to each family within a unit that did not give immediately following each unit presentation. District Executive's must initiate this letter with Field Service Assistant. Date

Name

Address

City, State Zip

Dear name:

As a fellow Scout parent, I think you'd agree that Scouting is not only one of the finest youth development programs in the world, but it's also FUN! The Dan Beard Council, Boy Scouts of America is able to provide a quality program to our youth because of the support received from Scout parents like you.

The annual Friends of Scouting campaign provides training for our leaders, insurance, program support, and maintenance of our four camping facilities, among many other things. The Dan Beard Council depends on the Friends of Scouting campaign for over one third of its operating budget. It is essential to the well being of the Scouting program for your son.

This past week **Pack/Troop #** had a Friends of Scouting presentation, but we did not receive a pledge from you. As a Scouting parent, I wanted to send you a personal letter asking you to join me in supporting a quality Scouting program for our boys.

Please consider an investment in Scouting. We ask that each family consider donating \$206, as this is the minimum cost to the Council for each Scout. There is a special edition Council Shoulder Patch for those who contribute \$206 or more and it will be mailed to you upon receipt of your pledge. Of course every gift is important and any amount that you can give is gratefully appreciated. Our hope is that 100% of our parents will contribute at some level.

In an effort to wrap-up our campaign, please return the enclosed pledge card at your earliest convenience, or you can make a contribution online at www.danbeard.org/FOS. Thank you in advance for your generous contribution.

Yours in Scouting, Dan Beard Council
Family Friends of Scouting Chair

P.S. If you have already made a gift to Scouting or our correspondence has crossed in the mail, please accept our thanks for your support!



FAMILY 2nd CHANCE LETTER

A sample letter such as the following will be mailed in the spring from the Council Development Department to each family donor that has not yet given to renew their gift.

Date

Name

Address

City, State Zip

Dear name:

The Boy Scouts of America teaches young people to make positive choices by following the values of the Scout Oath and Law. Last year, the Dan Beard Council proudly awarded 359 young men the rank of Eagle Scout. Annually, our Scouts donated over 132,000 of community service for those in need.

The Dan Beard Council truly appreciates your past support. Your generosity helps to provide Scouting with four year-round camping facilities, leader training, Scout recruiting, and program development. ***Last year, you made a gift of \$.*** ***Please consider renewing your investment through this year's Friends of Scouting Campaign.***

As we prepare for a busy fall of campouts and activities, our goal is to **conclude the campaign by the end of the month.** Please use the enclosed pledge card and return envelope to make your tax-deductible investment in Scouting today. You can also make a contribution online at www.danbeard.org/FOS. Thank you for your consideration and support of the Boy Scouts of America.

Best Regards,

Friends of Scouting Chair

P.S. If you have already made a gift to Scouting or our correspondence has crossed in the mail, please accept our thanks for your support!

ALUMNI FOLLOW-UP LETTER

This letter must be organized by District Executive and the Unit:

Dear <UNIT> Alumni:

Several years ago, your son was involved in the Scouting Program. We trust that he can look back with pleasure and you with pride on the experiences and values Scouting provided during that formative time in your son's life.

I am writing to you, as a volunteer Scout leader and on behalf of the Friends of Scouting Campaign. The Dan Beard Council depends on the Friends of Scouting Campaign for over a third of the funding needed to provide the values Scouting brings to young people throughout our 13-county area. In fact, Friends of Scouting is the largest source of funding for the Scouting Program.

We need your help. In addition to the dues a Scout pays, it costs \$200 to support each child in Scouting for a year. You can make a contribution that will play an important part in helping us to continue Scouting for other young people. While your son and mine may no longer directly benefit from Scouting, I hope that you can help us in this important work. I've enclosed a Friends of Scouting card, and ask you to complete and return it for whatever amount you are able to pledge. You can also make a contribution online at www.danbeard.org/FOS.

On behalf of the young leaders in the Dan Beard Council, for whom the Scouting program is so valuable in their formative years, I'd like to say - THANK YOU!

Sincerely,

Unit Campaign Champion

