



Family FOS Presenter Training

Thank you for volunteering
for the 2019 FOS Campaign



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Introductions and Structure



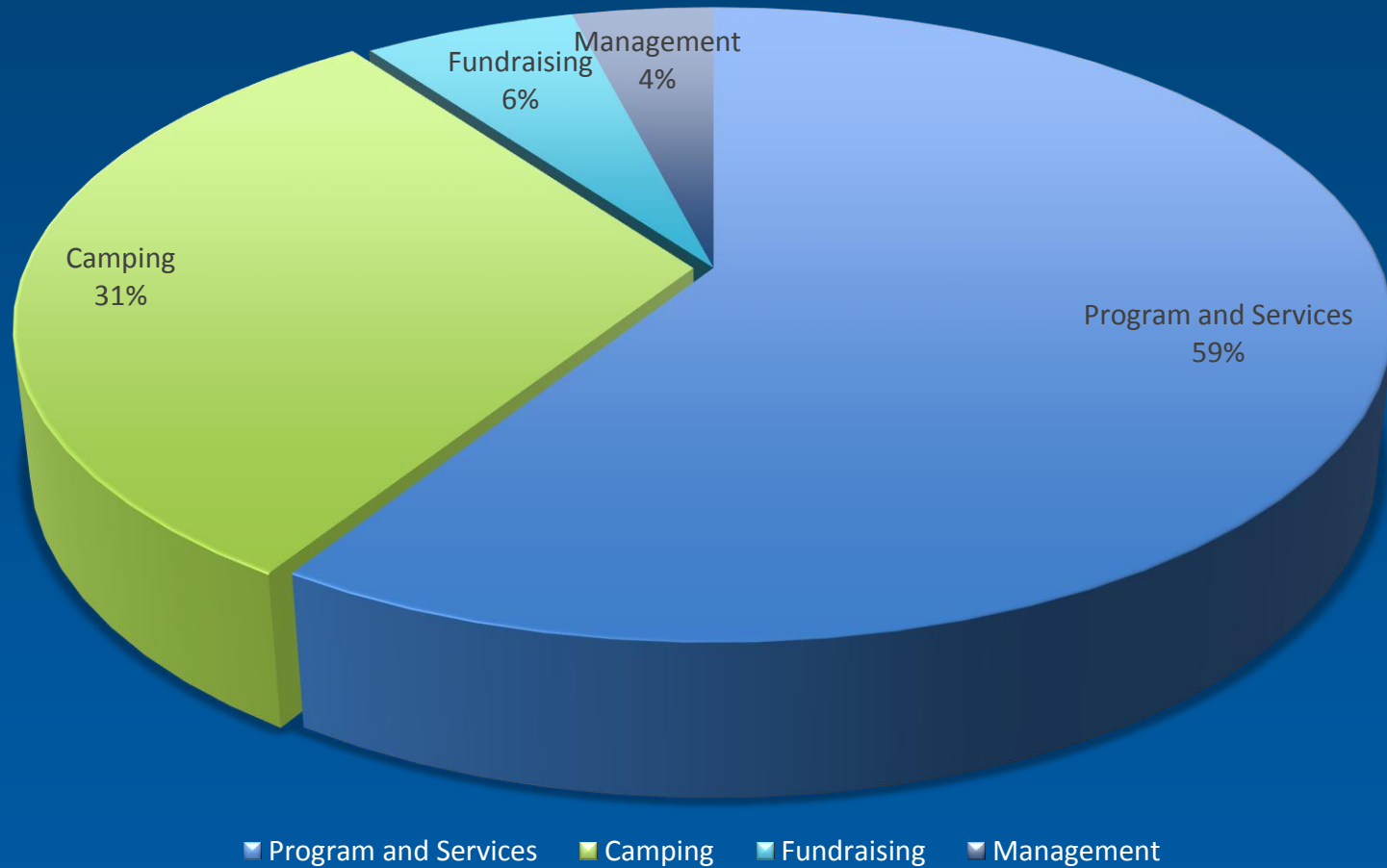


Professional Staff

	Staff	Phone/Text	E-mail
Potawatomi	Emily Prymula	847.527.9629	Emily.Prymula@scouting.org
Aptakisic	Zach Knoch	224.727.2202	Zachary.Knoch@scouting.org
North Star	Nicole Karlove	847.527.9635	Nicole.Karlove@scouting.org
NEIC	Cynthia Gentleman	224.727.2483	Cynthia.Gentleman@scouting.org



NEIC Expenses



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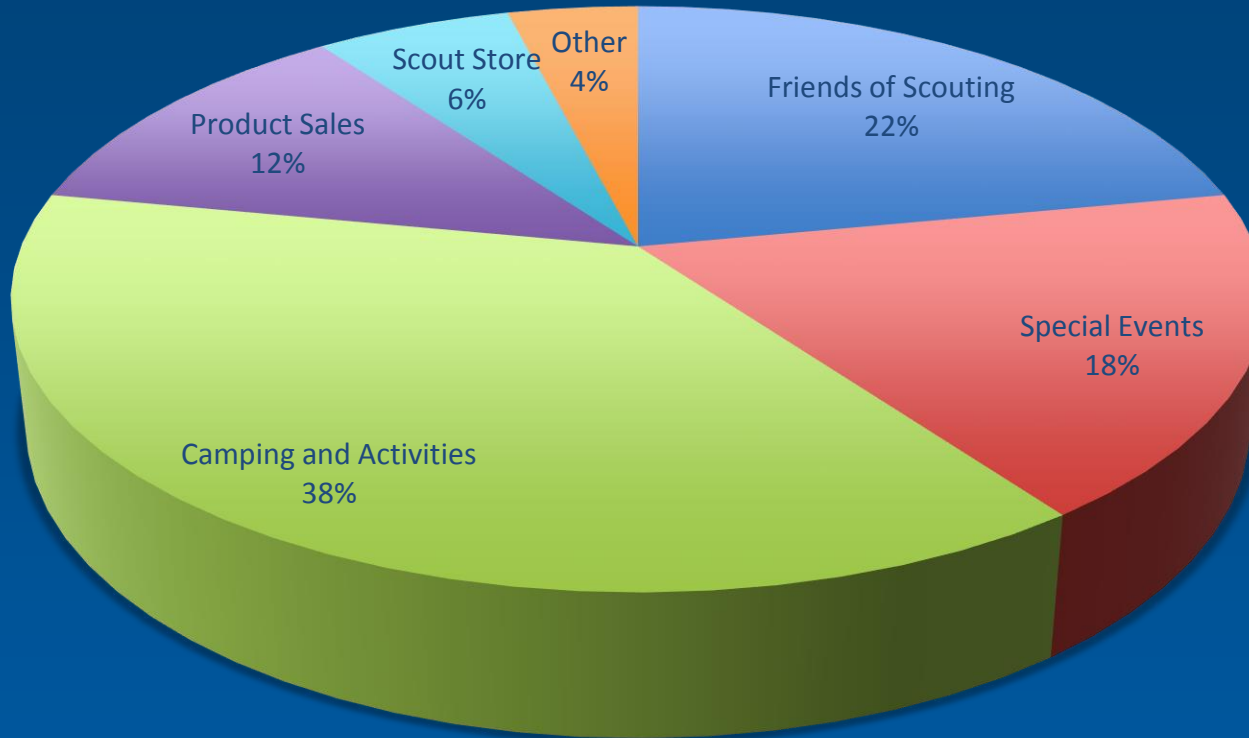
Program Support

- Recruitment
- Training
- New Scout Store
- Professional and support Staff
- Volunteer Coaching
- Strategic Planning
- Website
- Kasperson Center for Scouting at Morrison
- Three Camps
- Record Keeping
- Insurance Coverage
- Volunteer Recruitment Support
- Unit Program Planning
- Program Incentives





Funding the NEIC



■ Friends of Scouting ■ Special Events ■ Camping and Activities ■ Product Sales ■ Scout Store ■ Other



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2019 FOS Goals - \$713,000

District	Family	Matching	Community	Totals
PW	\$192,000	\$3,000	\$20,000	\$215,000
AP	\$143,000	\$10,000	\$18,000	\$171,000
NS	\$170,000	\$15,000	\$13,000	\$198,000
Board				\$129,000

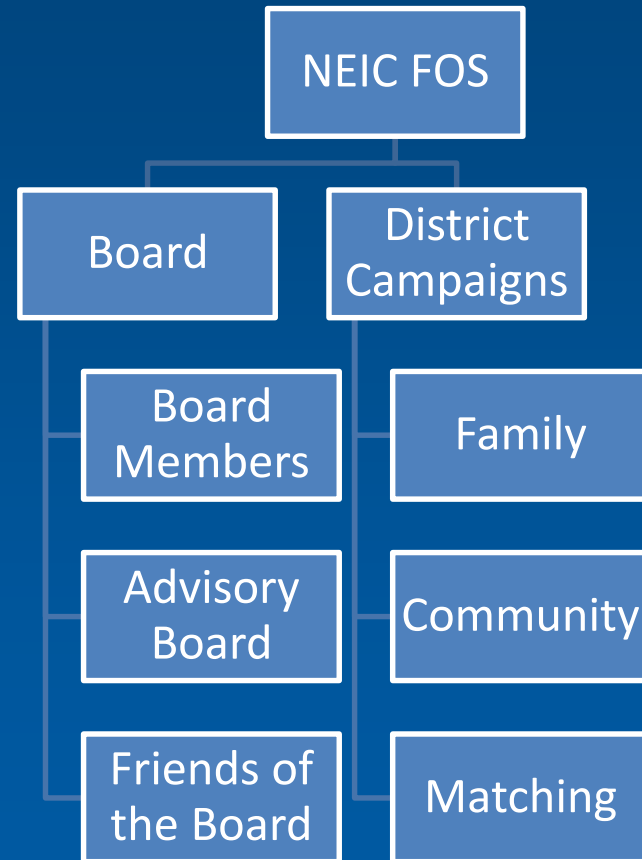


FOS Structure

2018



2019



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Unit Goals and Incentives

Pack Average Gift Per Scout

District	Previous years Average	2019 Goal
Aptakistic	\$19	\$20
North Star	\$57	\$57
Potawatomi	\$33	\$35



Troop Average Gift Per Scout

District	Previous years Average	2019 Goal
Aptakistic	\$117	\$120
North Star	\$111	\$115
Potawatomi	\$166	\$166

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Unit Goals - Recognition

Level	Deadline	Scout Bucks	Free Rank until May 15, 2020
Gold	Day of OR unit with a goal exceeding \$8,000 raises its goal by May 1 st	5%	Y
Silver	Unit raises goal within 30 days of presentation	3%	Y
Bronze	Unit raises goal by April 30, 2019		Y



The Process

Days Out	Action	Responsible
-14	Unit Coordinator & Presenter Intro/Goal Email	District
-7	Unit Coordinator sends out pre presentation email	Unit Coordinator
0	Presentation Day	Unit Coordinator/ Presenter
0-1	Report your presentation results to District Professional	Presenter
+1-2	Return kit to NEIC	Presenter
+2	Unit Coordinator sends out post presentation email	Unit Coordinator
+5	Thank you for participating in FOS email to whole unit	Council
+7	Status to goal update	District
+15	30 days to goal email	District
?	Congratulations email	Council





Day of Presentation

- Arrive 15 minutes early, full uniform
- Make Presentation early in program
- Collect Pledges
- Report back to the unit with leads to follow up on
- Report that night's results to district professional by text or email within 24 hours
- Please plan on staying for the whole event





Donor Recognition Levels

Gift Level	Thank You Items
\$1 - \$191	2019 Square Button Loop Patch
\$192 - \$383	Red Council Strip
\$384 - \$499	Ma-Ka-Ja-Wan 90th Anniversary Lantern & Red Council Strip
\$500 – Above	Ghost Council Strip Patch & Lantern



Presentation Logistics

- Remember that you are making this presentation to provide everyone with the opportunity to participate in the Scouting program.
- Have pledge envelopes and samples of recognition items with you as you speak for reference.
- The body of your presentation needs to be from the heart. Practice if necessary!





FOS Presentation Recipe

Step 1: The Introduction

- Ask the Unit Leader to give a public gift
- Introduce yourself as a volunteer or parent of x number of scouts
- Thank the parents and volunteers for participating in scouting

Step 2: What is Friends of Scouting

- Once a year opportunity to support the Northeast Illinois Council
- Friends of Scouting campaign raises a fourth of the council budget and allows us to keep scouting local and accessible

Step 3: What does the Scouting Provide

- Tell your story
- Memories at our council camps and events. Talk about what the unit participates in
- Introduce our New and improving facilities (Kasperson Center & Cabin)

Step 4: The Ask

"Your gift helps create better young people, better citizens and a better Nation. Please consider a gift of \$384 to help support scouting in the Northeast Illinois Council. Any gift you can give to help support our mission is greatly appreciated."

Please use this language



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Presentation Logistics Cont.

- If you can, use our Friends of Scouting Video as a tool in your presentation.
- Stress that this is a pledge envelope and that if they want to pay later, all they need to do is put the total gift and how they want to be invoiced.





Credit Card Donations

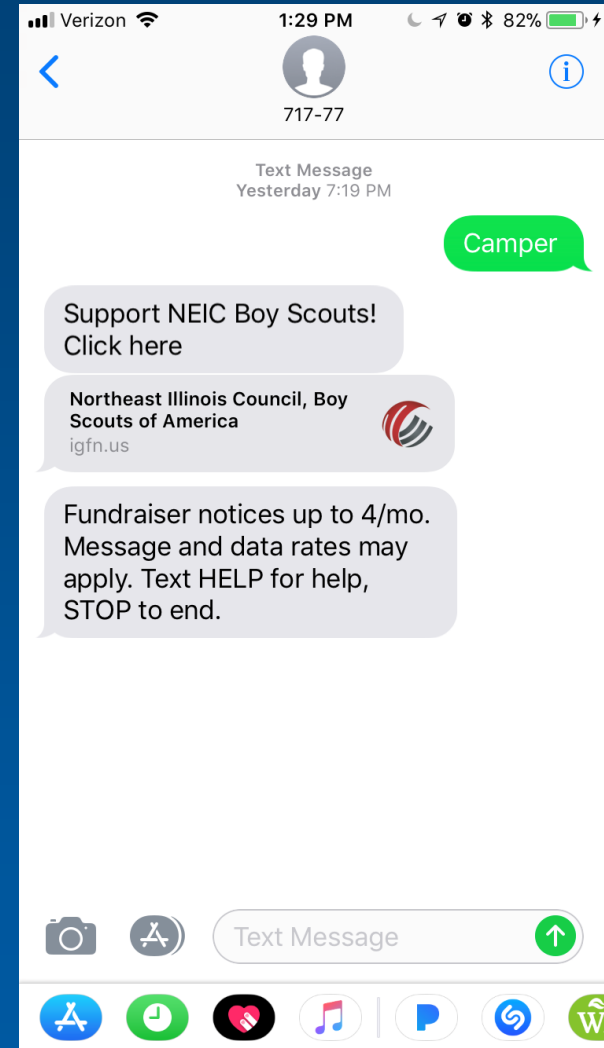
One time Credit Card donations can be made using Text to Give. Supporters wanting to make installments on a credit card will need to mark it on the form and they will be contacted for their credit card information.





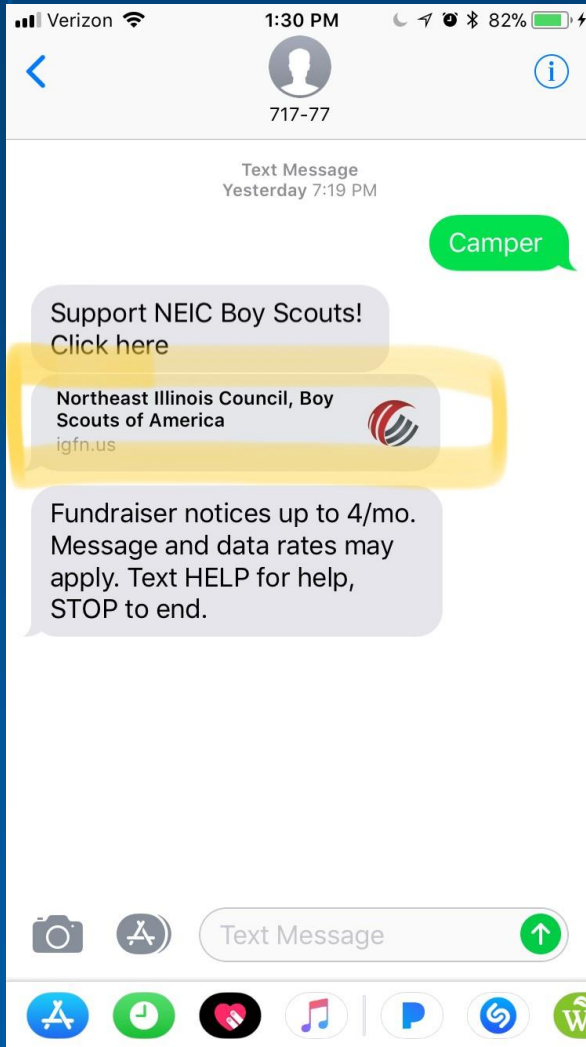
Text to Give – for one time online donations

- The unit will receive a unique code for their giving site
- The individual will receive four reminder texts if they don't complete the process





Text to Give – for one time online



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Text to Give What has changed

- MobileCause will only serve as a credit card transaction site. Units will NOT be able to track their goal progress this way.
- Units will now receive their FOS reports from the district teams.





Matching Gifts – neic.org/match

- Every supporter needs to receive a matching gift reminder card, located on the back of the Text to Give cards.
- This card drives them to neic.org/match, which provides a search engine to find the matching process.





Step for Success

- Sign up early and hold presentation before April 15
- Give presentation early in the evening
- Have a dedicated unit coordinator that will introduce the presenter, give a lead gift, and follow up after the presentation
- Update the goal throughout the presentation





What is in the Kit

- Pens
- Audit Report
- Empty Return Envelopes
- Patches
 - Participation Patches
 - Orange Council Strip
 - Ghost Council Strip
- Presenter Guide and Recipe
- Blank FOS Pledge Envelopes
- Text to Give/Matching Gift Cards





FOS Recognition Events

- January 17th @ 6:30 pm
- March 21st @ 6:30 pm
- May 16th @ 6:30 pm

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