

# 2019 FAMILY FRIENDS OF SCOUTING PRESENTER GUIDE

WELCOME TO THE FRIENDS OF SCOUTING TEAM!

Visit [neic.org/FOS](http://neic.org/FOS) for updates and resources.

The Friends of Scouting Campaign supports the greatest youth program in the United States and helps us to continue providing scouts with opportunities of a lifetime. The Northeast Illinois Council serves more than 12,000 youth members. Financial support from donors is crucial to provide the facilities, materials, programs, training, activities, and Scouting leadership for our area. FOS covers over 20% of our annual budget.

## WHAT IS FAMILY FOS?

### Campaign Overview

The annual Friends of Scouting (FOS) Campaign raises almost fourth of the Council's budget from the generosity of Scouting families. The annual FOS campaign is planned, directed, and conducted by volunteers. Its success depends on you. Each volunteer team has a professional advisor (your District Professional) to assist with the information, training, and supplies. As a volunteer presenter, you help make all this possible.

The campaign begins in November and wraps up by June 1. On January 17, we will hold a kick-off. You will also get council-prepared materials to help make your five-minute presentations as successful as they can be.

Contributors receive instant recognition for all gifts and pledges at any giving level. As a presenter, you will collect the contributions and deliver them to your District Professional within 48 hours of your presentation.

During the campaign, the Council will host FOS events to report milestones reached. We encourage your attendance at these events, especially those in your district. They are fun social events to connect with scouters in your area and to track our progress.

Please save the following dates:

Council Kickoff – January 17<sup>th</sup> at 6:30 pm

Mid-campaign Checkpoint - March 21<sup>st</sup> at 6:30 pm

Victory Celebration – May 16<sup>th</sup> at 6:30 pm

\*Locations to be determined

### What the Council Provides

- Strategic and long-term planning to grow Scouting in the area
- The year-round maintenance of Camp Ma-Ka-Ja-Wan, Camp Oakarro, and Camp Crown
- The new Miller Cabin at Camp Crown
- Activities like Boo Camp, Day Camp, Twilight Camp, Scout Jam, and Camporees
- Processing and maintenance of all membership and advancement records
- Ongoing leader workshops including Roundtable and special training days
- Recruitment materials, plans, and recognition items
- The new Kasperson Center for Scouting at Morrison Park
- New and expanded Scout Store
- Providing scholarships to camp
- An outreach program that provides Scouting in underserved areas of our council
- Professional and administrative support for unit leaders and parents
- Additional accident insurance to all youth and adults involved in the program

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## Presenter Responsibilities

- Be a supporter of the campaign financially
- Attend presenter training (12/1, 12/10, or 12/18)
- Attend the Council Family FOS Kickoff and report meetings (1/17 & 3/21)
- Follow the process in this guidebook
- Make a professional presentation
- Report on your progress and return donations within 48 hours
- Attend the end of the campaign celebration (5/16)

## Fundraising presentations are easier than you think.

- People give because of motivation.
- People like to be asked to help.
- People are influenced by the person who asks them.
- People like to be asked for a suggested amount, even if they cannot give at that level. Rather than suggesting a specific lower amount (for example, saying “give 10 dollars if you can”) it is more effective to say, **“any gift you can give to help support our mission is greatly appreciated.”**
- People are not offended by asking for more than they can give.
- Greater involvement creates greater interest in giving.

## Recognition — Do Donors Get Something?

People like to give to organizations they believe in. They also do not mind receiving a nice thank-you in return. The Friends of Scouting Campaign is no exception. Below is a list of items that a person making a pledge or contribution will receive.

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

**UNIT GOAL RECOGNITION** — Every unit will have target goals and will receive special prizes for making their goal:

### Gold Level Honor Unit

**REQUIREMENT:** Unit raises its goal the night of the presentation, OR **unit with a goal exceeding \$8,000 raises its goal by May 1<sup>st</sup>.**

Rewards:

- 5% of total dollars raised are deposited back into your unit account at the Scout Shop
- Free rank advancement patches through May 15, 2020

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## Silver Level Honor Unit

**REQUIREMENT:** Unit raises goal within 30 days of presentation.

Rewards:

- 3% of total dollars raised are deposited back into your unit account at the Scout Shop
- Free rank advancement patches through May 15, 2020

## Bronze Level Honor Unit

**REQUIREMENT:** Unit raises goal by April 30, 2019

Rewards:

- Free rank advancement patches through May 15, 2020

## PREPARING FOR YOUR PRESENTATION

### Before Your Event — Early Planning

Below is a checklist to guide you through a successful presentation from start to finish. We have curated many years of FOS wisdom to ensure a successful campaign for you.

- Call the unit coordinator at least one week in advance and verify the location, date, goal, and time of their meeting. Get directions if needed.
- Contact the Family FOS Chair, District Kit Coordinator, or District Executive to get a presentation kit. Your district professional will make sure you know where to get your kit.
- Solicit a lead gift from the unit leader in the room in advance and ask this person to introduce you. Make an example of that person in your presentation by saying, “[unit leader] has already agreed to give a donation of \$\$\$ amount, and I thank [him/her] for their support”
- Request that your presentation be scheduled right after the meeting begins. The earlier you give the presentation, the better the response tends to be.

### But What Do I Say?

A presentation script is included in the FOS presentation kit. The presentation script does not have to be followed to the letter—you do not want to read from the paper. The presentation should flow, so practice if you need to. **Use a personal story about your involvement in Scouting to help you relate to the crowd.** Let your enthusiasm and passion for Scouting be apparent to your audience. Before the presentation, talk with the unit about the activities and causes they enjoy. Use this information to relate FOS to the unit.

### The Big Day

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

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## GIVING YOUR PRESENTATION

### Your Presentation—Making the Ask

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, and your presenter guide if needed.
- The body of your presentation needs to be from the heart. Make sure you practice beforehand so you can get your audience excited. Your enthusiasm and belief in Scouting will be contagious.
- Stress that this is a pledge 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.
- Mention Text to Give and explain how it works. If they prefer, they can also visit [neic.org/donate](http://neic.org/donate)
- At the end of the presentation pause for at least 30 seconds (or until you see parents reaching for their pens). This is their signal to fill out their envelopes.
- Ask the volunteers and/or Scouts you recruited to visit each table to help collect the pledge envelopes.
- Mention that you will have the recognition items available at the back of the room.
- Remind the unit of their goal amount.

### Giving on a Credit Card

Credit Card Security is important! We are asking donors to either 1.) use the Text to Give program, which allows individuals to donate online at their unique unit page which will be provided prior to the presentation or 2.) provide information for us to contact them for their payment.

To complete a credit card transaction using Text to Give, a contributor will text a unique code to number provided on the Text to Give cards.

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

### Matching Gifts — What are they?

When a contributor makes a gift to a nonprofit organization, that gift can be increased if their employer offers a matching gifts program. For a person's gift to be matched, there are a few steps that need to be followed.

1. During the presentation, mention that matching gifts are available.
2. Remind the contributors to indicate on the pledge envelopes that a matching gift may be available.
3. Give the contributor a matching gift reminder card (on the back of the Text to Give cards & the envelope).
4. The supporter must request the matching gift from his or her employer. Every employer has a different system for completing this request.
5. A form is sent from the company to the council office.

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6. Once the gift is confirmed and paid, the company makes a matching contribution (i.e. if the donor gave \$192, the company matches with \$192 for a total of \$384).
7. Time is of the essence. A 90-day window is standard after a contribution is made to follow up with supporting documents to receive the match.

### Wrap Up

- Remain at the meeting until the last few people are gone. Some people are so busy answering questions or cleaning up that they may miss you initially. Staying until the end gives everyone a chance to participate in FOS.

### Envelope Collecting — Critical

- Each pledge is important. Give a sincere thank you for each envelope you receive and give them their gift.
- Stand at the back of the room as people are exiting. This gives you a chance to contact each individual family.
- Please secure any money or checks to their respective donor envelope.
- Track all gifts on the FOS tracking form in the kit.
- Make sure they include their signature.
- Offer a receipt using the receipt book.

### After the meeting — Timely Follow Up is Key!

- Report results to the District FOS team within 24 hours.
- Return FOS kit and contents to District team within 48 hours of presentation.

### Contents of FOS Kit

- Blank FOS pledge envelopes.
- Pens – give everyone a pen with their envelope. These are for them to keep.
- Button loop patches – thank you patch given to anyone who gives a gift (any amount) the night of the presentation
- Council shoulder patches – please make sure these patches are only given out for \$194 gifts or above.
- Lanterns – Recognition item for gifts over \$384
- Receipt Book – if requested, you can fill out a receipt for all cash/checks returned with the pledge cards.
- Envelope for gifts.
- Unit tracking report sheet
- FOS Script – Review script and make it your own. Intended as a guide so all points are covered.
- FOS Presentation Recipe & postcard