

2019 FAMILY FRIENDS OF SCOUTING UNIT COORDINATOR

GUIDE

WELCOME TO THE FRIENDS OF SCOUTING TEAM!

Visit 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 to last 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 to these youth. Over 40% of the Council's budget comes from direct giving.

WHAT IS FAMILY FOS?

Campaign Overview

The annual Friends of Scouting (FOS) Campaign raises almost one 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 information, training, and supplies. You will get council-prepared materials to help make your unit campaign successful.

The campaign begins in November and wraps up by June 1. On January 17, we will hold a kick-off meeting. The Council will host a mid-campaign checkpoint as well as a celebration at the end of the campaign 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 17th at 6:30 pm

Mid-campaign Checkpoint - March 21st at 6:30 pm

Victory Celebration – May 16th 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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Unit Coordinator Responsibilities

- Participate in the 2019 Friends of Scouting campaign in an amount that sets an example if you are able. We understand that individual financial situations vary. Consider that your example has a powerful leveraging effect as many will follow your lead.
- Attend your district’s Unit Coordinator training to take place by December 18, 2018.
- Set a date for a Friends of Scouting presentation. The best time for a presentation would be at an event where most families are present – Pack Meeting, Blue and Gold Banquet, Court of Honor, etc. The presentation date should be set by December 14, 2018 and ideally conducted before March 30, 2019.
- Review your unit roster with District Professional and Presenter to ensure accuracy and to identify opportunities. This list will be emailed to you two weeks before your presentation by your District Professional.
- 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 Eagle Scouts. Please include these individuals in your pre and post presentation communication.
- Distribute various educational and awareness support literature (which can be found on neic.org/fos) starting about 30 days prior to the presentation – primarily via email.
- Handle physical arrangements for the meeting and introduce the Presenter.
- Follow-up with families not at the presentation to give them the opportunity to give. A video clip, link for online giving, and any other necessary materials will be provided to you beforehand.

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 th 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 1st.**

Rewards:

- 5% of total dollars raised are deposited back into your unit account at the Scout Shop

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- Free rank advancement patches through May 15, 2020

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 THE 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 presenter at least one week in advance and verify the location, date, goal, and time of the meeting. Give directions if needed.
- Send out the “Pre-presentation Email” to your unit. This resource can be found at neic.org/fos under the unit coordinator resource section.
- Introduce your presenter and coordinate a lead gift presentation from a unit leader.
- Schedule the presentation right after the meeting begins. The earlier they give the presentation, the better the response will be.

The Big Day

- Arrive at the meeting place early to meet your presenter.
- 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 you give the introduction. Make sure to ask them to collect the envelopes as well.
- Signal your presenter when they have reached the five-minute mark, so they can wrap up the presentation.
- Take a photo of your unit tracking report sheet, you will also receive an electronic copy from your district Friends of Scouting team.

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.

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1. Remind the contributors to indicate on the pledge envelopes that a matching gift may be available.
2. Give the contributor a matching gift reminder card (on the back of the Text to Give cards).
3. The supporter must request the matching gift from his or her employer. Every employer has a different system for completing this request.
4. A form is sent from the company to the council office.
5. 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).
6. 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 the presenter initially. Staying until the end gives everyone a chance to participate in FOS.

After the meeting – Timely Follow Up is Key!

- Send out the “Post Presentation Email” to your unit. This resource can be found at neic.org/fos under the unit coordinator resource section.
- Follow up with any families that have not renewed their gifts.
- Post unit giving site on your unit website and/or Facebook page.

Thank you for being a unit coordinator! Your time and dedication truly help us affect the lives of our Scouts who need the most assistance, and helps us keep our programs strong, relevant, and well-run.