

# 2018 FAMILY FRIENDS OF SCOUTING PRESENTER GUIDE

## WELCOME TO THE FRIENDS OF SCOUTING TEAM

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

The Friends of Scouting Campaign supports the greatest youth program in the United States, and you help us to continue providing scouts with opportunities for a lifetime.

The Northeast Illinois Council serves more than 12,000 registered youth members. Financial support from donors is crucial to provide the facilities, materials, programs, training, activities and Scouting leadership for our area.

The annual Friends of Scouting (FOS) Campaign raises a fourth of the Council's budget from the families of the youth who participate in Scouting. As a volunteer presenter, you help make all this possible.

## WHAT IS FAMILY FOS?

### Campaign Overview

The annual Friends of Scouting (FOS) campaign is planned, directed, and conducted by volunteers. Its success depends on you. Each volunteer team has a professional advisor (usually your District Executive) to assist with the information, training, and supplies.

The campaign begins in November and wraps up by June 1. In January, we will hold a kick-off and training for all FOS presenters. You will also get council-prepared materials to help make your 5-minute presentations as successful as they can be.

Instant recognition for all gifts and pledges is done at the Pack or Troop meeting for any giving level. As a presenter, you will collect the pledge cards and the contributions and deliver them to your District Executive as soon as possible after the 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.

### Presenter Responsibilities

1. Be a supporter of the campaign.
2. Attend the Council Family FOS Kickoff.
3. Follow the process in this guidebook.
4. Make professional presentations.
5. Report on your progress and return donations as soon as possible.
6. Attend the end of the campaign celebration.

### What the Council Provides

- Maintenance of Camp Ma-Ka-Ja-Wan, Camp Oakarro, and Camp Crown year round
- Activities like Boo Camp, Day Camp, Scout Jam, and Camporees
- Maintenance of advancement and registration records
- Training for all leaders
- Ongoing leader workshops including Roundtable and special training days
- A Scouting Service Center and a well-stocked Scout Store
- Providing scholarships to camp
- An outreach program to underserved areas of our council
- Professional and administrative support for unit leaders and parents
- Recruitment materials and plans
- Accident insurance to all youth and adults involved in the program
- Strategic and long-term planning to grow Scouting in the area

## Fundraising presentations are easier than you think.

- People give because of motivation.
- People like to be asked to help.
- People are influenced by who asks them.
- People like to be asked for a suggested amount.
- People are not offended by asking for more than they can give.
- Recognition items encourage upgrading.
- Greater involvement creates greater interest in giving.

## Recognition — Do Contributors 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
\$0	<ul style="list-style-type: none"> <li>• Set of FOS Knot Collector Cards</li> </ul>
\$1 - \$189	<ul style="list-style-type: none"> <li>• Set of FOS Knot Collector Cards</li> <li>• 2018 FOS Recognition Patch</li> </ul>
\$190 - \$379	<ul style="list-style-type: none"> <li>• Set of FOS Knot Collector Cards</li> <li>• Red Bordered 2018 FOS Council Shoulder Patch</li> </ul>
Scout Level \$380 - \$499	<ul style="list-style-type: none"> <li>• Set of FOS Knot Collector Cards</li> <li>• Red Bordered 2018 FOS Council Shoulder Patch</li> <li>• FOS Travel Mug</li> </ul>
First Class Level \$500 - \$749	<ul style="list-style-type: none"> <li>• Set of FOS Knot Collector Cards</li> <li>• White Bordered 2018 FOS Council Shoulder Patch</li> <li>• FOS Travel Mug</li> </ul>
Star Level \$750 - \$999	<ul style="list-style-type: none"> <li>• Set of FOS Knot Collector Cards</li> <li>• Blue Bordered 2018 FOS Council Shoulder Patch</li> <li>• FOS Travel Mug</li> </ul>
Life Level \$1000 - \$1499	<ul style="list-style-type: none"> <li>• Set of FOS Knot Collector Cards</li> <li>• Special ghost style 2018 FOS Council Shoulder Patch</li> <li>• FOS Travel Mug</li> </ul>
Eagle Level \$1500-\$2499	<ul style="list-style-type: none"> <li>• Set of FOS Knot Collector Cards</li> <li>• Complete Set of 2018 FOS Council Shoulder Patches</li> <li>• FOS Travel Mug</li> </ul>
Platinum Level \$2500+	<ul style="list-style-type: none"> <li>• Set of FOS Knot Collector Cards</li> <li>• Complete Set of 2018 FOS Council Shoulder Patches</li> <li>• FOS Travel Mug</li> <li>• Invitation to an exclusive Donor Recognition Event</li> </ul>

## UNIT GOAL RECOGNITION —

This year, there are three incentive levels for Friends of Scouting for units. To qualify for any of these incentives, you must submit your Friends of Scouting date by December 31, 2017. The money will be credited in the month of August. **Presentations need to be held by May 15 to achieve any level.**

1. **Bronze Level Honor Unit** - If your unit raises its goal by **May 15**, you get **free rank badges until May 15, 2019**.
2. **Silver Level Honor Unit** - If your unit raises its goal **within 45 days of the presentation and before May 15**, you will receive a **3% Scout store account credit** on the total money you raised by May 15, plus free rank advancements.

Example –Pack 1 has a goal of \$2000 and they make the goal within 30 days of the presentation the 3% bonus kicks in.

- I. If they raise the \$2000 by May 15, they will receive \$60 in their store account plus free rank advancements.
  - II. If they continue to raise more money and raise \$3500 by May 15 they will receive the \$105 in their store account plus free rank advancements.
3. **Gold Level Honor Unit** - If your unit raises its goal the **day of the presentation and before April 30<sup>th</sup>**, you get a **5% store account credit** on the total money you raised by May 15, plus free rank advancements.

Example - Pack 1 has a goal of \$2000 that they raise the day of the presentation the 5% bonus kicks in.

- I. If they raise the \$2000 by May 15, they will receive \$100 in their store account plus free rank advancements.
  - II. If they continue to raise more money and raise \$3500 by April 30th they will receive the \$140 in their store account plus free rank advancement.
3. **Platinum Level Unit** - Any unit that reaches its platinum level goal by May 15 will receive Gold Level recognition and incentives, plus free tent camping at any Northeast Illinois Council camp through 12/31/18. (Standard registration policy and restrictions apply.)

## 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 gathered many years of FOS wisdom to ensure a successful campaign for you.

- Phone the contact person, usually the Unit FOS Coordinator, at least one week in advance of the presentation, and
  - Verify the location, date, goal, and time of their meeting. Get directions if needed.
- Create an example – Solicit a donation from a large donor in the room in advance. Make an example of that person in your presentation by saying “So and so has already agreed to give a donation of \$\$\$ amount.”
- Request that your presentation be scheduled right after the meeting begins.
- Ask who will introduce you at the meeting. Ask that they be someone who supports FOS.
- Contact the Family FOS Chair, District Kit Coordinator or District Executive to get a presentation kit.

**There are more than 100 merit badges that a Boy Scout can earn these days. For every single one, there is a reason to give. Not to mention one of the best reasons of all - preparing leaders for the future.**

### But What Do I Say?

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.

### The Big Day

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

## GIVING YOUR PRESENTATION

### Your Presentation—Making the Ask

Remember that the reason you are making this presentation is to provide everyone with the opportunity to participate in the Scouting program. Make sure to reference the online donation site at [neic.org/Give/FOS/](https://neic.org/Give/FOS/).

### Materials You'll Need at Your Presentation

Brochures/Pledge Cards  
Recognition Items  
Script  
Pens

- Have a pledge card 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 card, and that if they want to pay later all they need to do is put the total gift and how they want to be billed.
- Mention Text to Give
- 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 cards. It's also a good time to present the Unit Ribbon as a thank you for listening.
- Ask the volunteers and/or Scouts you recruited to visit each table to collect the pledge cards. They can keep the pens!
- Mention that you will have the instant recognition items available at the back of the room.
- Remind the unit of their goal amount.
- Accept the pledge card from the contact person that comes back up and thanks you for being at the meeting.

## Giving on a Credit Card

Credit Card Security is important! This year, rather than collect credit card information on pledge cards, we are asking contributors to use a Text to Give program, donate online at their unique Unit page which will be provided prior to the presentation, or provide information for us to contact them for their payment.

To complete a credit card transaction using text to give text, a contributor will text a unique code to number provided on a label on the back of the FOS brochure.

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 not-for-profit organization, that gift can be increased if their place of employment offers a matching gifts program. Generally, for a person's gift to be matched, there are a few steps that need to be followed.

1. At the unit presentation, announce that matching gifts are available.
2. Remind the contributor making a gift to indicate on the pledge card that a matching gift may be available.
3. Give the contributor a matching gift reminder card.
4. The supporter must request the matching gift from his or her employer.
5. A form is sent from the company to the council office.
6. Once the gift is confirmed and paid, the company makes a matching contribution (i.e. if the donor gave \$190, the company matches with \$190 for a total of \$380).
7. Time is of the essence. A 90-day window is standard after a contribution is made.

## 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 honestly forgot you are there. Staying until the end gives them a chance to participate too.

## Card Collecting — Critical

- Pay attention to the meeting. Clap at appropriate times as if you were part of the unit.
- Each pledge is important. Give a sincere "thank you" for each card you receive and give them their gift.
- Paper Clip any Money/Check to the card.
- Track the Card on the FOS Tracking Form in the box.
- Make sure they include their signature.
- Offer a receipt using the receipt book.
- Be prepared throughout to tell the unit how much they raised that evening.

## After the meeting -- Very Important that We Follow-Up Right Away

- Mark any blank returned cards as \$0 so they are not contacted this year for a donation.
- Return the cards of members that were not present to the unit coordinator. If they have cards with names of families no longer in the unit, put them on the back of the FOS envelope to be returned. Alternatively, ask the unit coordinator to forward the card to the Boy Scout alumni family if you feel it is appropriate. We can provide them with a sample letter. This is unnecessary if a Cub Scout has moved on to Boy Scouts.
- Report results to the District FOS team within 24 hours.
- Return FOS Box and contents to District team within 48 hours of presentation.
- Connect with Unit coordinator within 48 hours on their follow up efforts.

## Contents of FOS Box

- Blank cards
- Pens – give everyone a pen with their card. These are for them to keep.
- Unit ribbon for their flag – This is a thank you to the unit for doing their presentation.
- “Why Knot Support Scouting” Cards
- 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 \$190 gifts or above.
- Receipt Book – If requested, you can fill out a receipt for all cash/checks returned with the pledge cards. Note that the preprinted card has a receipt on the top half for the donator to keep.
- Unit tracking report sheet
- Collection envelope
- FOS Script – Review script and make it your own. Intended as a guide so all points are covered.
- Matching Gift/Text-to-Give Cards