

# **Narragansett Council, Boy Scouts of America**

## **2019 Friends of Scouting**



## **Unit Leader Guide**



## **What is Friends of Scouting (FOS)**

- Friends of Scouting is an important annual fundraising campaign planned, directed, and conducted by volunteers.
- Friends of Scouting provides an opportunity for families, friends, alumni, business and community organizations to support the Scouting program they believe in.
- More than 3,000 people, businesses and civic organizations donate to Friends of Scouting.
- Friends of Scouting accounts for approximately \$500,000 in support to the programs held by the Narragansett Council, Boy Scouts of America.

## **Family Friends of Scouting**

- This is an appeal to Scout individuals and families to donate directly to the Narragansett Council, Boy Scouts of America.
- Typically, between 2,000 and 2,500 families donate approximately \$200-250,000 to Friends of Scouting.
- Even a small increase in the number of unit presentations can make a big impact! Over 55% of Americans choose to give to a cause important to them. They just need to know how they can support our cause, preparing kids for life.
- While some may choose not to support the Friends of Scouting program, most parents appreciate learning more about the program that their Scout(s) enjoys.
- This campaign is most effective when volunteers present to Packs, Troops, Crews and Posts in a four-month campaign running from January through April.
- Presenters share with Scout families the resources the Narragansett Council provides to help support their unit at Blue and Gold ceremonies, Court of Honors ceremonies, and other well attended events.
- Presenters share how participating in Friends of Scouting helps the Narragansett Council reach more youth and improves the program their child receives.
- During the presentation, the volunteer presenter will collect pledges from the unit's families as well as hand out donor recognition items using FOS cards.
- These cards are collected, and the Unit Coordinator is made aware of the results of the presentation.

## **Community Friends of Scouting**

- The Community Friends of Scouting Campaign is geared towards donors outside of Packs, Troops, Crews and Posts held throughout the year in towns and cities throughout the Southeastern New England.
- Friends of Scouting Champions events are intimate gatherings to appeal to a closer circle of people with affinity towards Scouting.
- Salute to Scouting events are larger functions usually in the form of a breakfast or evening reception at a prestigious location to broader groups of potential donors.

## **Why Friends of Scouting is Important to Your Scout's Experience:**

Friends of Scouting dollars help the Narragansett Council support a strong Scouting program by providing:

- Operation and maintenance of nine camping properties
- Activities and events with affordable fees such as Camporees, Cub World, Klondikes and Merit Badge Days
- Nationally recognized and accredited summer camp programs
- Paid training so that every youth in the Council can have a trained adult leader
- Paid accident and liability insurance for all youth and adult leaders
- Program support including: AV equipment, newsletters, website, Roundtable materials, advancements and Scout Shops
- Scoutbook for every unit
- Free tent camping at 9 locations in Massachusetts and Rhode Island

## **THE UNIT RECOGNITION PROGRAM AND HOW TO EARN IT:**

The unit incentive recognition for achieving the unit FOS goal is a free weekend cabin rental at one of our amazing camps.

Here's how it will work for 2019:

1. **Schedule your FOS presentation date with your Service Area prior to December 31**
2. **Hold your presentation by March 31**
3. **Hit your goal within 30 days of your presentation date**
4. **Qualifying units will be provided a code to reserve their cabin starting on roughly May 1**

## **SIX EASY STEPS TO ATTAIN YOUR FRIENDS OF SCOUTING GOAL**

1. **Appoint a Unit Friends of Scouting (FOS) Coordinator**
2. **Schedule a Unit FOS Presentation**
3. **Believe in the Goal**
4. **Inform the Parents**
5. **The Presentation**
6. **Follow-up**

## 1. **Appoint a Unit Friends of Scouting (FOS) Coordinator**

Your unit FOS coordinator will work with the unit committee to schedule an FOS presentation and coordinate that date with the Family Friends of Scouting Chair or Service Area Executive. This person will ensure that each family in the Pack or Troop has been asked to participate in the FOS campaign.

## 2. **Schedule a Unit FOS Presentation**

Units plan to conduct an FOS presentation prior to March 31<sup>st</sup>. The unit presentation will last around 10 minutes and be scheduled at the meeting with the most parents and families in attendance. For Packs this often means a Blue & Gold Banquet, for a Troops a Court of Honor works best for the presentation. Please submit the presentation date to your Service Area FOS Chair or on the Narragansett Council website by December 31<sup>st</sup>.

## 3. **Believe in the Goal**

- Each unit has an FOS Goal. Units that achieve their FOS Goal will earn the unit recognition.
- A unit's FOS Goal is calculated based on the following formula:  
$$12/31 \text{ membership} \times \$72 \times 0.75 = \text{Goal}$$
$$\text{Ex: } 25 \times \$72 \times 0.75 = \$1,350$$
- Some units may have a history of far surpassing this year's goal. Great! Thank you for believing in the power of Scouting. We truly appreciate the support we receive from all our supporters. Whether a first-time or a long-time supporter, your contribution helps ensure Scouting in Southeast New England thrives.

## 4. **Inform the Parents**

Prior communication is critical to a success unit presentation. The unit FOS coordinator should send a letter, email or both, to all the families. The letter explains the benefits of FOS and lets families know that at the upcoming meeting you will be having a presentation. (See sample).

## 5. **The Presentation**

A Scouting volunteer will be happy to come and tell the story of Scouting during your scheduled presentation. Your unit FOS coordinator should be there to assist. The Presenter will be in contact with your unit FOS coordinator prior to the date. The unit leader introduces the presenter to the families, a sample introduction is below. (See sample).

## 6. **Follow-up**

Some families will miss your presentation. Others may not have been ready to give during the presentation but may still want to support Scouting. After the presentation the unit FOS coordinator should call each family that was unable to attend and give them the opportunity to support FOS. Likewise, they should send a notice to all families thanking them for helping support Scouting. That notice should also let them know the unit's total level of giving and how it relates to the unit recognition. All cards, even for those that do not donate, need to be turned in to your Friends of Scouting Chairman or Service Area Executive. (See sample).

## The Unit Coordinator


The Unit Coordinator is the volunteer tasked with implementing the FOS Action Plan. The following are some of the traits of the person who should fill this critical role:

- **They are the best person for the job even if they don't currently volunteer**
  - **They should believe in the power of Scouting to shape lives**
  - **They are reliable**
  - **They are good communicators**
  - **They will work with the unit committee to direct the campaign.**
  - **They will commit to achieving the unit goal on time**
  - **They will maintain campaign controls and discipline**
- 
- They help secure pledges from past givers and should help share the desire to support Scouting to:
    - Recent Contributors
    - Grandparents/Extended Family
    - Returning Young Scouts
    - Eagle Scouts
    - Eagle Parents
    - Those who can't say no to them
  - They help the unit earn a Free Weekend Rental for a Cabin at one of our Camps by doing the following:
    - Schedule a date for a presentation to your Pack, Troop, Crew or Post
    - Submit that date to the Narragansett Council using the online portal
    - Communicate with your Scouts' families about the upcoming presentation, its importance, and your unit's support
    - Keep track of results in conjunction with Narragansett Council staff and volunteer leadership
    - Advocate for your unit to reach its pledge goal
    - Follow up with the families that were not able to attend the presentation to help their unit attain their goal and earn the unit recognition!

## Timeline to a Great Unit Presentation

- **1** month prior to presentation: Unit Coordinator sends announcement as part of monthly calendar/events notice.
- **2** weeks prior to presentation: Unit Coordinator emails Scout families reminding them of presentation and confirms details of presentation with the Council.
- **3** days prior to presentation: Unit Coordinator sends reminder email to bring checks, Presenter confirms details with unit.
- **4** days after presentation: Unit Coordinator sends thank you email and reminder to families announcing status of unit fos goal and electronic pledge card.
- **25** days after presentation: Unit Coordinator sends announcement of its current giving amount and how much more support will take the unit to goal and electronic pledge card.
- **30** days after presentation: Unit Coordinator makes an announcement of whether the unit achieved goal and thanking everyone for helping.

## 2019 Friends of Scouting Pledge Card

<b>ABOUT YOU</b> (PLEASE PRINT)	<b>SUPPORT A SCOUT FOR A YEAR!</b>	
Name _____	<input type="checkbox"/> \$72 (support 1 Scout for 4 months)	<input type="checkbox"/> \$648 (support 3 Scouts for 1 year)
Address _____	<input type="checkbox"/> \$144 (support 1 Scout for 8 months)	<input type="checkbox"/> \$1,512 (support a Den/Patrol for 1 year)
City _____ ST _____ Zip _____	<input type="checkbox"/> \$216 (support 1 Scout for 1 year)	<input type="checkbox"/> Other \$ _____
Phone _____ Email _____	<input type="checkbox"/> \$432 (support 2 Scouts for 1 year)	
Unit # & Community _____	<b>PAYMENT OPTIONS</b>	
Service Area: <input type="checkbox"/> SE <input type="checkbox"/> NE <input type="checkbox"/> SW <input type="checkbox"/> NW <input type="checkbox"/> 1910	<input type="checkbox"/> One Time <input type="checkbox"/> Two Times <input type="checkbox"/> Three Times	
<input type="checkbox"/> My company does matching gifts.	<input type="checkbox"/> Cash \$ _____ <input type="checkbox"/> Check <input type="checkbox"/> Credit Card	
Company _____	<input type="checkbox"/> Mastercard <input type="checkbox"/> Visa <input type="checkbox"/> Discover <input type="checkbox"/> AMEX	
<b>BECOME AN ANCHOR DONOR</b>	Card number _____	
By making a recurring monthly credit card donation, you will be helping Scouts for years to come. <b>JOIN TODAY!</b>	Exp Date _____ CW _____	
<input type="checkbox"/> \$12/month <input type="checkbox"/> \$18/month <input type="checkbox"/> \$24/month <input type="checkbox"/> Other \$ _____	Please make checks payable to Narragansett Council! Mail your gift to: Narragansett Council, PO Box 14777, East Providence, RI 02914	

## **Be an Anchor Donor**

Monthly giving is a convenient way to provide a steady stream of support that leads to a better program. To sign up to become an Anchor Donor, the giver must provide a credit card and approve up front to recurring monthly donations. These donations will continue until the Anchor Donor informs the Narragansett Council that they choose to no longer give through this program. All Anchor Donors will receive a commemorative keepsake.

## **Matching Gifts and Corporate Compensatory Gifts**

Many companies match their employees' donation to organizations they choose to support; some do a dollar-to-dollar match, other use a formula. Some may have minimum and maximum giving levels to receive the match, and they all have unique reporting requirements. Other companies choose to provide a donation based on the time an individual volunteers to a cause.

Some but not all the companies that support this program in one form or another include:

***AAA Northeast***

***Citizens Bank***

***FM Global***

***Hasbro***

***National Grid***

***UBS Financial Services***

***Amica***

***CVS Health***

***General Electric***

***Johnson & Johnson***

***State Farm***

***Verizon***

***Bank of America***

***Fidelity Investments***

***Gilbane***

***Microsoft***

***State Street Bank***

***Walmart***

**The Family Friends of Scouting campaign provides the opportunity to tell the story of the Narragansett Council, its programs and services as well as why family financial support is needed. Thank you for doing your part to help make Scouting thrive!**

### **Sample Script for introduction of Presenter (Unit Volunteer)\***

Once a year, a special guest visits us to make a Friends of Scouting presentation. Like us, \_\_\_\_\_ is a volunteer Scouter representing the Narragansett Council.

Our (Pack, Troop or crew) receives important services from our council, and tonight is our opportunity to do our fair share to support the council and become a Friend of Scouting.

To demonstrate this, I want to make the "first gift" of our unit's campaign (give pledge card to Representative). Last year our families gave a combined \$\_\_\_\_\_, this year our goal is \$\_\_\_\_\_ and I am confident that we will be able to reach it.

Now please welcome \_\_\_\_\_.

\*presenter should bring their own introduction card

Sample letter to be emailed or mailed to all families by the Unit FOS Coordinator 1-2 weeks prior to the FOS presentation.



To the parents of (UNIT & NUMBER)

Our PACK/TROOP has been one of the strongest Packs/Troops in the \_\_\_\_\_ Service Area for a long time. Behind the leadership of exceptional parents, the PACK/TROOP has established a tradition of excellence.

That tradition will continue to grow as PACK/TROOP \_\_\_\_\_ continues to provide outstanding program to its Scouts. The Narragansett Council is committed to helping PACK/TROOP \_\_\_\_\_ continue to build on its success.

On (DATE or EVENT) we will be having our Friends of Scouting (FOS) presentation. Friends of Scouting is the one time each year when parents are asked to contribute financially to support the Narragansett Council. Join us at the presentation to learn more about Friends of Scouting. I believe that supporting Friends of Scouting is important and I challenge you to help us reach our goal.

At the presentation you will receive a Friends of Scouting Card. I ask that you be prepared at that time to make your donation or a pledge. You can write a check for the full amount or make a pledge and spread the tax-deductible payments out over the year (for example \$20 per month). If we raise a goal of \$\_\_\_\_\_ we will earn a free cabin for the weekend at one of our great camps!

Sincerely, and in Commitment to Scouting,

FOS Unit Coordinator  
Follow up note to parents

To be mailed or emailed to all families in the unit by the FOS Unit Coordinator within a week after the presentation





To the parents of (Unit & Number)

On (DATE) we held our annual Friends of Scouting presentation. I want to take this opportunity to thank all the parents that donated to the Narragansett Council. Your support allows the Narragansett Council to keep Scouting strong and affordable now and in the future.

Though your generosity we raised \$\_\_\_\_\_ on a goal of \$\_\_\_\_\_. As you can tell we are a little short of goal.

If we raise our goal by \_\_\_\_\_ we will receive a free cabin for the weekend at one of our great camps. Attached is a pledge card for you to fill out and mail to the Council at the address below.

Narragansett Council, BSA  
PO Box 14777  
East Providence, RI, 02914

Thank you in advance for your support.

FOS Unit Coordinator

OR

Congratulations! We raised \$\_\_\_\_\_ on a goal of \$\_\_\_\_\_. Thanks to all of you who helped reach the goal. Because of your generous support, we will be getting a free cabin for the weekend at one of our great camps.

I do want to encourage all the parents who have not contributed yet to please do so. Attached is a pledge card for you to fill out and mail to the Council at the address below.

Narragansett Council, BSA  
PO Box 14777  
East Providence, RI, 02914

Thank you for your support.

FOS Unit Coordinator