

# Preparing for Your Family Friends of Scouting Presentation



LONGHORN COUNCIL  
BOY SCOUTS OF AMERICA

## STEP 1 – GETTING READY

1. Unit Coordinator Instructions
2. Presenter Instructions

### THE UNIT COORDINATOR'S INSTRUCTIONS

A few simple preparations will make your Friends of Scouting presentation go smoothly and successfully. Here are a few tips:

#### Three weeks in advance:

- A. Inform the parents of the upcoming FOS program through the unit newsletter or a “warm-up” letter (sample enclosed). Encourage parents to bring matching gift forms to the presentation. (Utilize the current roster to inform: Send an e-mail, mail a note or make a phone call.) Make certain your Friends of Scouting presentation gets placed in your unit's planning calendar.
- B. Confirm with the unit leader and unit committee that the presentation is the first item on the agenda for the evening, after the flag ceremony and before any other program items.
- C. Confirm with the Unit Leader how cards and brochures will be distributed. They should be distributed by Den Leaders (Pack) or Patrol Leaders (Troop) at your direction just before the presentation begins or as attendees arrive.
- D. Confirm with the unit leader in advance of the presentation date to ensure physical arrangements are adequate.
  - ☐ P.A. system
  - ☐ Electrical outlets/ Extension cord
  - ☐ Video equipment: Laptop/Projector **-OR-**
  - ☐ Presentation Poster
  - ☐ Time to set up the equipment
  - ☐ Verify that equipment works
  - ☐ Sound volume is appropriate
- E. Be positive about the benefits the unit can receive – free rank advancement. ***This is in recognition of your achievement and not a dollar-for-dollar payout.***
- F. Prepare the cards and brochures in your unit's packet for the Presentation, grouping by dens, patrols or as previously determined.

#### The Night of the presentation:

- A. Arrive early to set up and greet people as they come in the door.
- B. Confirm that the Unit Coordinator will give you a brief, positive, and enthusiastic introduction and close the presentation by saying: “This is a program I believe in wholeheartedly. Here is my pledge for 2014.”

## **FAMILY PRESENTER INSTRUCTIONS**

Packs, troops, and crews have been contacted and a date has been scheduled for you to make a presentation. However, **assume nothing!** You should call each unit for which you are scheduled about 10 days prior to the planned presentation.

With the Unit Coordinator, you should confirm the date, time, and place, as well as your spot on the program. You should try to get on the program as early as possible (best time is immediately after the opening ceremony). Verify that the Unit Coordinator attended the kickoff and is familiar with the Friends of Scouting procedure.

### **With the Coordinator, also affirm:**

1. Your introduction by volunteer position
2. Envelope/card distribution process
  - By leaders or patrol leaders
  - As parents arrive –OR–
  - During the beginning of unit coordinator's presentation
3. Coordinator's card will be handed to you at the close of the Coordinator's presentation
4. Coordinator has reviewed his/her script
5. Equipment and recognition needed for the presentation

### **Checklist for each presentation:**

- ☐ PowerPoint presentation –OR– Presentation Poster
- ☐ Blank Cards
- ☐ Pens and/or Pencils
- ☐ Script [2]
- ☐ Brochures[2]
- ☐ Goal Card Application

### **The day before the presentation:**

- ◆ Practice the presentation aloud. Even if you are used to talking in front of large groups and can make the presentation with composure, it will make the flow much smoother if you practice several times.
- ◆ Read aloud to yourself until you are used to the script; then have someone you trust critique your delivery.
- ◆ Practice the presentation until you can almost deliver it without the script.

### **The day of the presentation**

- ◆ Arrive 30 minutes early.
- ◆ Remind the unit coordinator of his/her part in the presentation.
- ◆ Recruit fourteen [14] Scouts from the audience to assist in the presentation and explain to them what they are to do.
- ◆ Stick to the script.
- ◆ Remain for the entire meeting.

### **Afterwards**

- ◆ Turn in money, envelopes, and equipment to the appropriate person as arranged. Pledge cards and checks need to be turned in within three days. Leave a copy of the results with the unit coordinator for follow-up. Don't forget the Goal Card application.

## STEP 2 – THE PRESENTATION

**Follow this simple script to give your Friends of Scouting presentation to the unit. Remember, you only have eight to 10 minutes at most to do all of this!**

- A. Introduction – Have the Unit Coordinator introduce you and thank them for the invitation. If not already done, ask youth to help distribute brochures and pledge cards.
  - i. Intro by Unit Coordinator [Script]
  - ii. Presentation [Script]
  - iii. Closing/Wrap-up by Unit Coordinator [Script]
- B. Closing – Thank everyone for their support and time.
- C. Try to use youth to collect and bring in pledge cards. Cub Scouts can bring cards in, Boy Scouts should have patrol leaders collect the cards. Distribute “Card Turn In” recognition pieces as cards are turned in.

\* Note – Unit Coordinator, if possible, should position himself/herself to one side to address any additional questions and to receive completed pledges.

## STEP 3 – FOLLOW-UP

The Presenter and Unit Coordinator together should:

- Check off the names of the parents who have contributed on the enclosed rosters.
- Check off names of previous donors who contributed on the enclosed prospect (previous donor) list.
- List the names of all donors who contributed on the enclosed audit sheets(s).

The Presenter will leave one copy of roster, prospect list and audit with the Unit Coordinator.

**Follow - up with families that did not return a card is a key function of the Unit Family Coordinator.** This person should personally follow-up with everyone who has not given by:

- A. Utilize the list of last year's donors (this list is confidential and should be used with guided discretion – contact them to renew their pledge).
- B. Visiting with them (best), phone contact (second best). **Letters rarely produce results.**
- C. Have den leaders, assistant Scoutmasters, or committee members help in the follow-up.
- D. Be sure to send thank-you letters to unit leadership.

**Please ensure that donations from the initial presentation are turned into the District Family FOS Chair or the Scout office within three days...donors expect their checks to be cashed or their credit cards billed in a timely manner.**

Emphasize that the unit FOS coordinator should **be sure to follow up with everyone within two weeks of the presentation.** Subsequent donations can be turned in using an extra "FOS Follow-up Report Envelope" obtained from the Finance Department.

**THE FASTER YOU DO IT,  
THE MORE QUICKLY YOUR UNIT REACHES ITS GOAL!**

## Turn-In Envelope



**District** \_\_\_\_\_ **Pack/Troop/Crew #** \_\_\_\_\_

- ☐ Cross out the names of those who donated on both copies of the unit roster.
- ☐ Cross out the names of those who donated on both copies of the Prospect List (previous donors).
- ☐ List all donors on the enclosed audit sheet(s).
- ☐ Place one copy each of the unit roster, Prospect List and audit sheet(s) in the Turn-In Envelope.
- ☐ Place all completed cards, checks, and cash in the Turn-In Envelope. Clip together if possible, **do not staple**.
- ☐ Complete the Outside of the Turn-In Envelope.
- ☐ Turn in Pledge cards and checks within three days of your presentation. Keep a copy of the results for your follow-up.
- ☐ Use remaining Membership and Prospect List to send a follow-up Letter.

### **Please check to indicate how follow-up will take place:**

- ☐ **Our Unit is following up with the donors on the enclosed list.**

**Signature** \_\_\_\_\_

- ☐ **Date the Follow-Up will be completed**

**Presenter** \_\_\_\_\_ **Phone** \_\_\_\_\_

**Unit Coordinator** \_\_\_\_\_ **Phone** \_\_\_\_\_

# **FAMILY FOS CAMPAIGN**

## ***SAMPLE UNIT NEWSLETTER ARTICLE***

Ever since our children were born, we've measured their personal growth. It may have been their physical growth, by recording their weight or placing them against the door jam and measuring their height with little lines over time. Have you kept their school report cards to possibly measure their mental growth?

But what do you have to measure their character development?

One way to observe your son's progress is through Scouting. By his living the Cub Scout Law and Promise or the Boy Scout Oath and Law. Another is his advancement through the ranks of Scouting. How he learns leadership, service to others, and how to become a team contributor.

A quality program like this just doesn't happen. It comes through the dedication of Scout leaders and the support of parents like you. It comes as well from support from others within our local Scout community.

Our Scout unit benefits in many ways from the Longhorn Council. It helps make our unit a success. The Council provides a dedicated professional staff, a Scout Service Center, offices, outstanding camps, program helps, activities, and training opportunities.

On date, name of unit FOS Coordinator a parent from our unit and a council representative, will make a brief presentation at our (pack meeting/Blue and Gold Banquet/Troop meeting/Court of Honor) on becoming a Friend of Scouting. Following that presentation, we will ask everyone to make an investment in their son's Scouting experience by making a contribution.

Our Scout leaders urge you to join us in this effort to keep the Scout program the dynamic, character-building experience it has been for your son and other youth.

Month/Day/Year

**Sample Family Friends of Scouting 2014  
"Warm Up Letter"**

**To be sent out by a unit via USPS, E-mail,  
unit newsletter, hand deliver, etc.**

Dear Cub/Boy/Venture Scout Parent,

We hope that you and your family will be able to join us at our (Blue and Gold Banquet, Troop Court of Honor, etc.) scheduled for (Date, Time and Location). We are very proud of all of the boys' achievements and extremely appreciative of all the parental involvement.

During the (banquet, Court of Honor) a volunteer from (special guest) will briefly discuss the annual Friends of Scouting (FOS) campaign which helps underwrite the cost of Scouting for all involved. Therefore, we thought it might be beneficial to send out this letter in advance for your information.

Each year, our Scout parents are asked to support some of the hidden costs of Scouting. The Longhorn Council, which serves almost 30,000 youth, provides numerous benefits to all of our boys and adult volunteers. A few of these benefits include:

Friends of Scouting provides these benefits to our Scouts as well as numerous at-risk youth throughout Longhorn. Our Pack/Troop goal for FOS this year is \$\_\_\_\_\_. If we achieve that goal through donations from parents like you, our Cub Scouts will continue to receive free rank advancement through Sept. 30, 2014. In past years, parents have contributed gifts ranging from \$100 to \$1,000. The Scouting organization annually spends in excess of \$200 per boy, while the registration fee is only \$15.

I agreed to serve as our Unit Family FOS Chair and solicit contributions because I believe in the Scouting program and its positive impact on my family. I urge you to join me in this effort to keep the Scout program the dynamic experience for youth that it has been in recent years. Thank you for your support.

Sincerely,

(Unit Coordinator's Name)

(Unit Leader's Name)



(date)

**Sample Family Friends of Scouting 2014  
Parent "Follow-up" Letter**

Dear Scout Parent:

At our **(day, date)** meeting, a volunteer Scout leader asked parents to financially support the Longhorn Council, Boy Scouts of America.

Our **(unit and number)**, through the local council, receives many services that help insure the quality Scouting program that our Scouts enjoy. Through the Scouting program, our sons learn lifetime values while having fun with family and friends. Among services provided are:

- ❖ Training for all adult leaders.
- ❖ Liability and accident insurance coverage for all Scouts and adult leaders.
- ❖ Camping programs and facilities at more than a half-dozen locations around the council.
- ❖ A trained professional staff to provide support to unit leaders and Council Service Centers to provide a "behind the scenes" support for advancement and record-keeping.
- ❖ And dozens of activities ranging from Day Camp, Summer Camp, Merit Badge Clinics, [\_\_\_\_], [\_\_\_\_], and much more.

Enclosed is a Family Friends of Scouting brochure and pledge card that highlights the values and outcome areas for youth to grow into healthy adults. The Scouting program helps our Scouts in all of these important areas of youth development.

The cost of delivering the Scouting program to almost 30,000 youths in the Longhorn Council is \$200 per Scout. I ask that you make a contribution of \$300, \$200, \$75, or what you feel is right to support your Scout's program. The families at the meeting contributed \$\_\_\_\_\_ towards our unit goal of \$\_\_\_\_\_.

Please complete your pledge and return it in the enclosed envelope by \_\_\_\_\_ date) \_\_\_\_\_. Your support will directly impact the lives of boys in our **(Pack/Troop)** and thousands of youth in our communities.

Should you wish to contribute online, please go to [site address] to make your gift. I'll contact you in a week or so if I haven't heard from you.

Sincerely,

(Unit Coordinator's Name)

(Unit Leader's Name)

**Sample Family Friends of Scouting 2014  
"Alumni Letter" to parents of Scouts  
previously registered.**

(date)

Dear Scout Parent (or personalized):

Several years ago, your son was involved in the Scouting Program. We trust that he can look back with pleasure and you with pride on the experiences and values Scouting provided during that formative time in your son's life.

I am writing to you, as a volunteer Scout leader and on behalf of the Friends of Scouting Campaign. The Longhorn Council depends on the Friends of Scouting Campaign for over a third of the funding needed to provide the values Scouting brings to young people throughout our county area. In fact, Friends of Scouting is the largest source of funding for the Scouting Program.

We need your help. In addition to the dues a Scout pays, it costs \$200 to support each child in Scouting for a year. You can make a contribution that will play an important part in helping us to continue Scouting for other young people. While your son and mine may no longer directly benefit from Scouting, I hope that you can help us in this important work. I've enclosed a Friends of Scouting card, and ask you to complete and return it for whatever amount you are able to pledge.

On behalf of the young citizens in the Longhorn Council, for whom the Scouting Program is so valuable in their formative years, I'd like to say - THANK YOU!

Sincerely,

(Unit Coordinator's Name)

(Unit Leader's Name)

# Tools to the Finish Line

- ☐ **Determine gap to goal**
- ☐ **Review historical un-renewed**
- ☐ **Schedule Call-Downs regularly**
- ☐ **Back-Dating Call-Down**

- ✓ - 21 *Set date, Time, Location; recruit callers*
- ✓ - 14 *Determine units/donors to be called*
- ✓ -10 *Request unworked prospect lists*
- ✓ - 7 *Remind all callers of date, time, location;*
- ✓ - 1 *Gather Phone Pledge forms, scripts, “Overcoming Objections,” and any needed campaign materials*
- ✓ - 0 *Make calls and secure pledges*
- ✓ + 1 *Reconcile call sheets and pledge forms*
- ✓ + 1 *Turn in all pledge forms*
- ✓ + 1 *Send donors any information they requested*
- ✓ + 1 *Write thank-you notes to all callers*
- ✓ + 2 *Determine need for additional call nights*

## FOS FAMILY CALL-DOWN

Hi! May I speak with \_\_\_\_\_ please?

Hi, [Mr. /Mrs. /Ms.] \_\_\_\_\_, this is \_\_\_\_\_. I'm a volunteer for the \_\_\_\_\_ Council, Boy Scouts of America, which serves \_\_\_\_\_ youth in \_\_\_\_\_. I'm calling on behalf of our Friends of Scouting Campaign.

**[At any time during the call]:**

**THEY'VE ALREADY GIVEN:** I'm sorry to have bothered you. We'll remove your name from our records. (Mark card zero and "Delete".)

Thank you very much for your support. Have a good evening.

**SON OUT OF SCOUTING:** *Recent studies show that a young person can benefit from as little as one year in Scouting. Would you consider a gift to enable another young person to benefit from Scouting as your son did?*

**No:** *Thank you for your time [Mr./Mrs./Ms.] \_\_\_\_\_. Have a good evening.*

**YES:** *[Go to No. 1]*

I'm sorry we missed you at your son's unit meeting earlier this year. We had a presentation on Scouting's values. We asked every family to become a Friend Of Scouting by making a gift of \$200.

Tonight we are calling to thank you for enrolling as a Friend of Scouting in (last year gave), and asking you to re-enroll in 2014. Would you consider supported our quality Scouting program by:

- (If gift more than \$200) Increasing your gift to (20% increase)
- (If gift less than \$200) Supporting one Scout for \$200.

**No:** *Well Mr. /Mrs. \_\_\_\_\_ we have a number of parents making a gift of \$100. Would you consider this amount?*

**No:** *Thank you for your time [Mr./Mrs./Ms.] \_\_\_\_\_. Have a good evening.*

**YES:** *[Go to No. 1]*

FOS **FAMILY** CALL-DOWN – Continued

**NEED TO THINK ABOUT OR TALK WITH SPOUSE**

Well, [Mr./Mrs./Ms.]\_\_\_\_\_, I realize you need to think about this or talk it over but I would like to put you down for some amount. Can I put you down for \$\_\_\_\_\_, the same amount you gave in \_\_\_\_\_? After you think about it, you can make an adjustment when you send in your gift. Is this OK?

**NO:**    *Thank you for your time [Mr./Mrs./Ms] \_\_\_\_\_. Have a good evening.*

**YES:**   *[Go to No. 1]*

**GIVE TO THE UNITED WAY**

Well, [Mr./Mrs./Ms.]\_\_\_\_\_, support from the United Way has been remaining flat for the last few years, while the cost to provide Scouting to a young person keeps increasing. In fact, in 2014, it will cost our council \$200 for each member over and above the support we receive from the United Way which has been decreasing steadily year by year. Would you like to make a gift directly to the Friends of Scouting?

**NO:**    *Thank you for your time [Mr./Mrs./Ms.] \_\_\_\_\_. Have a good evening.*

**YES:**   *[Go to number 1]*

FOS **FAMILY** CALL DOWN – No. 1

1. I would like to confirm this with you. I have you down for a pledge of \$\_\_\_\_\_, correct?
  2. Will you be paying by check, VISA, or MASTERCARD?
  3. I will record on your pledge card that you are paying by:  
  
**(CHECK)** When we mail you your pledge reminder, please submit your check in the provided return envelope along with the white copy of the statement.  
  
**(CREDIT CARD)** May I have your credit card number and expiration date?
  4. I'd like to confirm your mailing address, we have..... (read address). Is this correct?
  5. You may be able to double your pledge this evening! A number of companies
- 
6. Thank you for your pledge and investment to Scouting! We will mail you confirmation of this pledge tonight. Have a good evening.