



2019 FAMILY FRIENDS OF SCOUTING CAMPAIGN

PRESENTER GUIDE

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Dear Friends of Scouting Presenter,

Welcome to the 2019 Friends of Scouting team! The Cradle of Liberty Council continues to strive to reach more youth with fun, high-quality Scouting programs that develop citizenship, character, physical fitness, and leadership and life skills. On behalf of the thousands of youth and families we serve in Philadelphia, Montgomery, and Delaware Counties, thank you for fulfilling this critical role as we work together to deliver the **Promise of Scouting**.

Fundraising presentations are often viewed as challenging and difficult, but they don't have to be. The most important characteristics of a successful presenter are **a dedication to the program and a willingness to help**, so you're well on your way to making this campaign a success. People give to people, especially people who are motivated and passionate. Please take advantage of the training and resources available, as well as ongoing support from your district leadership. Don't hesitate to reach out if you need assistance.

One of our campaign objectives for 2019 is to **increase family participation** through more engagement and communication. This requires more campaign volunteers, *so thank you for your commitment to help!* Another objective to help us reach our goal continues to be an **emphasis on monthly recurring giving through the Liberty Society**. Recurring giving is a convenient option for contributors who regularly give year after year and will help streamline our campaign. I encourage you to join me in becoming a Liberty Society member if you haven't already, and to encourage others to do so at the presentations you conduct.

Thank you for your commitment to helping us achieve our goal to serve more youth through Scouting's programs. As we work together to achieve the Friends of Scouting goals in each district, please remember that your service benefits thousands of young people and their families. I appreciate your support!

Sincerely,

David W. Cooper
Council Family Friends of Scouting Chair

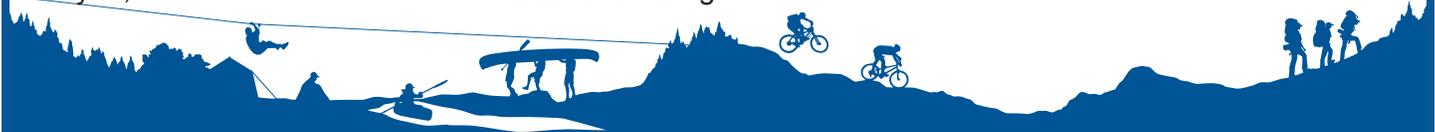
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THE FAMILY FRIENDS OF SCOUTING CAMPAIGN

The Family Friends of Scouting Campaign is organized to encourage all parents/guardians of Cub Scouts, Boy Scouts, Venturers, and unit volunteers to enroll as financial supporters of the programs and facilities of the Cradle of Liberty Council. This is a voluntary enrollment and is not a condition of membership in Scouting. Friends of Scouting gifts are above and beyond national registration fees and local dues, which do not directly support the local council. This campaign gives families the opportunity to contribute at a level of their own choosing according to their interest and ability to give.

WHAT DOES FRIENDS OF SCOUTING SUPPORT?

- Provide program resources used to plan and coordinate local unit programs.
- Keep camp and activity fees affordable for all families.
- Defray the cost of leader training courses for adult leaders.
- Purchase equipment and supplies to support training and program in local communities.
- Underwrite the cost of the council website and other electronic media.
- Support the Firestone Scouting Resource Center, including telephone, postage, office supplies, and support staff.
- Make Scouting possible for thousands of at-risk youth.
- Offset the cost of background checks for all leaders.
- Pay for the cost of district professionals, who work with local leaders and communities to support and grow the Scouting program. These professionals recruit, train and support local volunteers who, in turn, work directly with youth to provide the Scouting program.
- Help cover the cost of insurance for registered adult leaders, chartered partners, youth members, and the council.
- Support local weekend programs, activities and the overall camping programs of the council.
- Support the maintenance and upkeep of council camping facilities including Musser and Resica Falls Scout Reservations.



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FUNDRAISING PRINCIPLES

- *People give to people, not organizations.*
- *Recruiting the people for the campaign structure is imperative; the money raised is directly proportional to the people recruited.*
- *The higher the level in the campaign structure that we fail to fill a position, the greater the loss of contributions.*
- *Few people make a gift without being asked and no one makes an increase without being encouraged.*
- ***No one has ever been asked for too much money—many have been asked for too little.***
- *Quite often, too much material and information about the organization clouds the decision to give... remember, people give to people, not to organizations. Therefore, the more complicated you make the campaign, the smaller the results.*
- *Recognizing a gift is best at the time the gift is made; without a thanks, the good feeling of giving decreases at an accelerated pace.*
- *Paper only informs, people inspire... only people raise money.*



PRESENTER'S ROLE

- Be enthusiastic about Scouting and its mission.
- Be knowledgeable about how Scouting is funded and the purpose of the Friends of Scouting campaign.
- Confirm assigned presentation dates, times and locations with unit coordinators.
- Conduct the unit presentations.
- Distribute Friends of Scouting brochures/pledge cards.
- Collect all pledge cards. Families not contributing should put "0" on the card and pass it in so the leadership knows the card was worked.
- Recognize contributors with the instant recognition items.
- If time permits, tabulate results with the unit leader or a member of the unit committee and report the results to the group.
- Place pledge cards and any payments in a collection envelope.
- Thank the unit leader for the unit's participation.
- Return envelope and unworked brochures/cards to the district Family Friends of Scouting chair or district professional within three (3) days of presentation.
- Work with unit leadership to follow-up with families who did not participate.
- Enroll as a Friend of Scouting at a meaningful level.

★ = Key Best Practice

PRESENTATION PREP

- Confirm date, time and location of presentation in advance.
- *Schedule the presentation early in the meeting program.*
- ★ Ensure warm-up letters or emails are sent.
- Get directions and plan to arrive early.
- Review your packet's contents and resources.
- Make arrangements with unit leadership on how to best distribute brochures/pledge

cards.

- ★ Ask unit leader or committee chair to return his or her pledge card first in front of the group.
- Make sure there's an announcement at the end of the meeting to let families know the results and encourage everyone to turn-in their pledge cards.

PRESENTATION MECHANICS

- ★ Make sure to be introduced properly.
- ★ *Keep the entire presentation to 10 minutes.*
- ★ Speak from the heart on the benefits of Scouting.
- ★ Make sure to follow the three key components of a successful presentation:
 1. **Tell the story.**
 2. **Explain the need.**
 3. **Make the ask.**
- Distribute and collect all cards.
- Ask everyone to contribute at a level they are comfortable with.
- Encourage enrollment in the Liberty Society.
- Recurring monthly gifts and pledges allow families to give at a higher level.
- Participation by everyone is critical to the campaign's success.
- Distribute instant recognition gifts to all contributors.

FOLLOW-UP

- Inform district Family Friends of Scouting chair or district professional of results as soon after the presentation as possible.
- Return the collection envelope and unworked cards to the district Family Friends of Scouting chair or district professional within three (3) days of presentation.
- Encourage unit champion to continue publicizing Friends of Scouting to families who weren't at the presentation or did not contribute.



- ★ Check giving history and ensure contributors from last year who haven't renewed receive a phone call.
- ★ Have unit champion contact families who missed the presentation (phone-a-thon).

GIVING LEVELS & OPTIONS

People will enroll in Friends of Scouting gift levels based on:

- a) Their ability to participate, and
- b) Their interest in Scouting. A \$50 gift is all that some donors can or want to give. Others will have the interest and ability to enroll at a higher level.

Families may join the **Liberty Society** by making a monthly recurring contribution of at least \$15 per month using their credit or debit card.

Families may also contribute a one time, yearly contribution and may choose to pay their gift outright with cash, check or credit card, or spread it out over the year as a pledge (invoiced once, monthly or quarterly by mail or paid incrementally by credit card).

CRITICAL CARD COLLECTION TIPS

- Pay attention to the meeting and clap at appropriate times as if you were part of the unit.
- Each pledge is important. Do not make any judgments based on the amount someone pledges. Give a sincere "thank you" for each card you receive.
- ★ Part of the presentation is to encourage all families to submit a pledge card, even if they cannot contribute.
- Look at the card and make sure the name, address and pledge amount is legible.
- Paper clip any money/check to the card.
- Place pledge cards and any payments in a

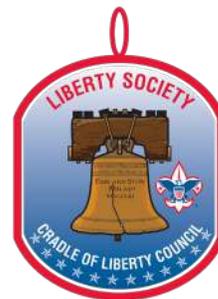
collection envelope.

- Make sure cards are signed, especially for pledges and credit card payments.
- Make sure expiration dates are included for credit cards.
- Use a field receipt if you're asked for a receipt.
- Be prepared throughout the night to tell the group what level of participation has occurred. Use language like, "So far, we've had 14 families pledge toward a goal of 18. You are well on your way."
- Let them know how they compare to last year's results and to their goal. It is important to be sensitive when you discuss the results with the families. Do not use language like, "only eight families." Try using, "already eight families," instead.



DONOR RECOGNITION

- All families who submit a pledge of any amount at the presentation will receive their choice of a car magnet or glow-in-the-dark wristband.
- **Pledges of up to \$99.99:** Receive a thank-you email and postcard.
- **Pledges \$100 and up:** Receive a thank-you email and letter.
- **New Liberty Society memberships (minimum \$15 per month recurring gift on a credit or debit card):** Receive the Liberty Society patch at the presentation (patches will be mailed with a thank-you letter for new Liberty Society members who do not give at a presentation).
- **Pledges of \$180 or more annually:** Receive the “Brave” commemorative council shoulder patch with a silver border (included with thank you letter).
- **Pledges of \$300 or more annually:** Receive the “Brave” commemorative council shoulder patch with a gold border mounted on a glossy page (included with thank you letter).
- **Pledges of \$600 or more annually:** Receive the “Brave” commemorative council shoulder patch with a gold border mounted on a glossy page, a “Brave” commemorative council shoulder patch with a silver border, and, **new for 2019, a Scout-branded Wireless Tracker (never worry about losing your keys again!).**



UNIT INCENTIVE

- Units that conduct a Friends of Scouting presentation by May 31, 2019 and have half of their registered families* make a pledge** will receive **one tent site for three days/two nights at no charge at Musser Scout Reservation or Resica Falls Scout Reservation between May 2019 and May 2020 (subject to availability and must be reserved in advance).**
 - *Based on number of youth registered as of June 30, 2018. Participation goals for new units will be based on 50% of the youth on the original charter.*
 - **Average pledge must equal or exceed \$25. If pledges are not paid in full by December 31, 2019, the unit will not be able to qualify for 2020 Friends of Scouting unit incentives.*
- Friends of Scouting participation ribbons for unit flags are available upon requests for participating units.

NOTES



PRESENTATION TALKING POINTS

Tell the Story:

- Who: Introduce yourself and briefly share your Scouting background.
- What: Briefly explain the purpose of the Family Friends of Scouting Campaign (see the introductory paragraph on page 2).
- Stress the high-level values and benefits of Scouting: character development, leadership training, service, participating citizenship, and personal fitness.
- **Why: Establish impact with your personal Scouting story (*this is one of the most important parts of the presentation*).**
- When & How: Explain that we need their families' support to keep Scouting strong and that you'll give them that opportunity tonight.

Explain the Need:

- Make sure families understand that Friends of Scouting contributions help keep costs down for training sessions, activity and camp registrations, and program resources.
- Refer to the list on page 2 and the family brochure to highlight some services the Cradle of Liberty Council provides to units, youth and families.
- Inform the families of the unit's Friends of Scouting goal.

Make the Ask:

- Ask families to make a gift that is **meaningful to them**.
- Encourage families to join the Liberty Society by making a monthly recurring gift on their credit or debit card starting at \$15 per month. Show the patch that they will receive if they become Liberty Society members.
- Explain the recognition items for gifts (both recurring and one-time) that correspond to the \$180, \$300, and \$600 levels.
- Make sure families understand that we realize not everyone's budget can afford \$180 or above; every gift makes a difference. We also realize that some families may want to give more.
- Everyone who makes a pledge of any amount will receive an instant recognition item to help spread the word about Scouting.
- Reinforce that payment is not required right away; becoming a Liberty Society member spreads their gift over the year and one time yearly gifts can also be spread throughout the year (quarterly or monthly).
- Walk everyone through the pledge card.
- Make sure they check the matching gifts box if applicable and to initiate the process with their employer.
- Explain that if a family does not want to make a contribution, please still turn in a card but mark "0."
- Encourage participation and for everyone to turn-in their pledge cards tonight.
- If appropriate, let families know that some Scouts will be around to pick-up their pledge cards.
- Thank everyone for their participation.

