

Family Friends of Scouting
Presenter Handbook

Table of Contents

Training Agenda Page i

Why Friends of Scouting? Page 1

Coronado Area Council Fact Sheet Page 3

Presenter’s Responsibilities Page 7

Unit Coordinator’s Responsibilities Page 8

Unit Warm Up Letter Page 9

Overcoming Objections to Making
a Unit Presentation Page 10

Frequently Asked Questions Before or
at the Presentation Page 15

Reasons for Not Giving (and possible responses) Page 17

The “Bowtie” Presentation Page 20

The Presentation Method
for Family Enrollment Page 23

Presentation Outline Page 24

Closing the Sale Page 26

Recognition Plan Page 27

**FAMILY FRIENDS OF SCOUTING PRESENTER TRAINING AGENDA**

1. Welcome and Introductions
2. What is Family Friends of Scouting?
3. Unit Coordinator Responsibilities
4. Before the Presentation
5. Making the Presentation
6. Recognition Program
7. Presentation Follow-up
8. Presentation Tips
9. Goals and 100% Participation
10. Unit Assignments
11. Team commitment
12. Adjourn

WHY FRIENDS OF SCOUTING?

How does your Unit benefit from the Council operating budget?

In the funding of the Coronado Area Council, Boy Scouts of America, the question frequently arises – how does the Friends of Scouting campaign support local Scouting and Scout Units.

A PARTIAL LIST OF THE SERVICES RECEIVED:

1. Processing of all membership records of the Unit which includes Boy's Life subscriptions and all requests directly related to the National Organization. Registration fees and magazine fees are sent directly to the National Organization, thus none of this money is used at a local level.

2. Maintaining a large supply of literature, forms, badges, certificates, etc.

3. Maintaining a permanent record of advancement of each boy and adult training records.

4. The preparation, production, and distribution of information bulletins, a website, and an electronic newsletter that assists Units and leaders in providing youth with a quality program.

5. Handling thousands of phone calls from Unit leaders, parents, donors, the general public and others desiring information related to Scouting.

6. Providing liability insurance which protects both Unit leaders as well as the chartered partner organization. The premium on this insurance costs several thousands of dollars annually.

7. Providing a reservation system where all Scouting units can use facilities for both weekend camping and long-term summer camp at Camp Hansen and Camp Brown.

8. Training opportunities for all volunteer leaders. Training is accomplished through scheduled training courses and monthly roundtable meetings. Training awards and other Scouter recognition’s are provided at no cost.

1. The year round operation and maintenance of Camp Brown and Camp Hansen where so much great Scouting occurs.
2. Providing the Unit with District and Council activities to improve its own program. Some of these events are: Camporees, Community Service Projects, and a variety of High Adventure events for older Scouts and Venturers.

11. A staff of both professional and volunteer personnel to assist Units that may be having problems such as: inadequate leadership, recruiting of youth members, ineffective Unit committee, etc.

Every year all Units receive many direct benefits from our Council. It is difficult to place an exact price tag, as the services vary greatly from Unit-to-Unit. Family Friends of Scouting, conducted directly by the Units, produces only a portion of the overall costs of the direct service provided to the Troops, Packs, Crews and Posts each year.

Friends of Scouting dollars also make Scouting a reality for Scouts and families with financial needs.

# CORONADO AREA COUNCILFACT SHEET

The Coronado Area Council is one of the best Councils in the nation serving 32 counties in north central and North West Kansas. The Council is staffed by 9 professional Scouters with almost 1,700 adult volunteers delivering the scouting program to 4,000 youth. We are joined by over 100 charter partner organizations sponsoring the 200+ Cub Scout, Boy Scout, Venturing, and Exploring Units in our Council. The Council's goal is to be the premiere leader in youth development. This is reflected in the Vision Statement of the Council:

*Boy Scouts of America Mission Statement:*

*Prepare young people to make ethical and moral choices over the course of their lifetimes by instilling in them the values of the Scout Oath and Law.*

The Council The Coronado Area Council is chartered by the Boy Scouts of

# Territory America to bring Scouting to youth in thirty two counties in North Central and North West Kansas.

The Council • Extending Scouting to youth through new chartered organizations

Budget • Serving existing Units to improve the quality of the program.

Provides • Training volunteer leaders in Scouting skills and leadership
 methods.

• Professional Staff advises and assists volunteer leaders in
 support the program.

• Distribute program materials and supplies.

• Provide year-round camping and high-adventure facilities.

* Important record keeping, including tenure and
advancement records
* Registration
* Boy’s Life subscriptions and other administrative processing

Sources United Way
of We are a member agency of 3 United Ways. Allocations from
Income these funds cover about 3% of our Council’s operating budget and continue to be more difficult to obtain.

Popcorn Sales
Popcorn sales is a tremendous vehicle for Coronado Area Council
to increase awareness of our program to the greater community
while providing income to the individual youth, his Unit and to
the Council.

Popcorn sales account for about 24% of our operating budget.

Camping Activities Fees and Sales
Camping activities fees and sales directly support the various
programs throughout the year, including summer camp, Cub
Scout day camp and individual Unit camping.

Camping activities fees are nominal, in order to allow broad
participation by our membership. These fees and sales account
for about 23% of our operating budget but also generate significant costs.

Special Events, Project Sale and Foundations
These activities are conducted in direct support of the Coronado Area Council’s operating budget. Such activities include the Triconda and Konza Golf Outings and Sportsmen for Scouting Sporting Clays event.

These events appeal primarily to our corporate and community partners. We have many generous foundations that provide significant support via grants to various programs. All together these sources generate roughly 25% of our operating budget.

Investment / Income
Gifts made to the Coronado Area Council’s endowment program, including the James E. West Endowment Award for a gift of $1,000 to Coronado Area Council, are earmarked for the future of our Council.

These gifts remain with the Council in perpetuity, and only the investment income generated from these gifts can be used for the operating budget. Revenues generated from investments account for about 5% of Coronado Area’s operating budget dependent on market returns.

Friends of Scouting

Friends of Scouting is direct support from our membership, volunteers, and community and provides 20% of the funds to support the Council’s service to youth.

 Who can be enrolled as Friends of Scouting?

* Parents of youth members
* Scouting leaders and Unit Scouters
* Members of the Council Executive and Advisory Boards
* Previously enrolled Friends of Scouting
* Council members at large
* Former Scouts
* Businesses and individuals who would like to support our important work

Youth 4,000 youth are now actively enrolled, 200+ Scouting Units.

Membership

Purpose Family Friends of Scouting enrollment provides a means for enlisting the support of adults who have a specific interest in and relationship to Scouting so that they can help provide a quality program of Scouting for youth.

Friends of Scouting is one part of a continuum of financial support to Coronado Area Council, but it is the most important. Why?

* Friends of Scouting contributions are a reflection of the pride and support of the program by its adult leadership and membership-at-large.
* Friends of Scouting contributions directly support the youth of parents and Scouting volunteers.
* Friends of Scouting contributions are made by the membership for the membership.
* Friends of Scouting contributions reflect the awareness that program activities are offered at very reasonable cost in order to encourage participation by those who otherwise couldn’t afford to contribute.
* Friends of Scouting contributions reflect an understanding that if each of us does not contribute, someone else has to make up the shortfall.
* Friends of Scouting is the best way to say thanks for the program your children are receiving and ensure Scouting is available to other children.
* A contribution to Friends of Scouting recognizes that for our program to be all that it can be, it takes a commitment of time, talent and treasure.

**Friends of Scouting Campaign**

**Family Friends of Scouting Presenter**

 The Boy Scouts of America has earned the reputation over the years of being one of the premier charitable organizations in the traditional annual giving campaign arena. The annual enrollment campaign called Friends of Scouting has evolved from the successful experience of local councils. Friends of Scouting has become the largest source of income for our council.

Reports to:

District family Friends of Scouting chairman

Objective:

To have a Friends of Scouting campaign presentation to each unit to tell our story and share our needs to these potential donors from the families in each unit within the district so that we raise the Friends of Scouting goal by May 16.

Responsibilities:

• Attends the presenter orientation meeting.

• Contacts the assigned units and confirms the date, time, and location of the presentation.

• Works with unit coordinator to set a goal of 100 percent family participation.

• Makes the unit presentation to each of the assigned units before April 30.

• Turns in prospect cards to campaign manager or district family chairman within 48 hours after the presentation.

• Contributes to the Friends of Scouting campaign.

**Friends of Scouting Campaign**

**Unit Coordinator Job Description**

 The Unit Coordinator will serve as the Friends of Scouting advocate within their respective unit. Educating and communicating with individual Scouting families is extremely important to the success of FOS.

Key Responsibilities:

* Works with the support of unit’s committee.

Assumes responsibility to support the unit campaign to goal attainment by managing the contacting of all families and leaders for contributions in two steps:

1. During a presentation at the unit Friends of Scouting Kickoff.

2. Personal calls made to absent families

* Works in association with the District Presentation Team and unit leaders to schedule, prepare, and conduct the unit Friends of Scouting presentation.
* Works with presenter and District Executive to ensure warm up letters are mailed to each family in the unit.
* Ensures that key unit leaders are prepared for their role in supporting the campaign, especially during the unit presentation.
* Ensures that all families and leaders are provided with the information and materials necessary to make a gift to the Friends of Scouting campaign.
* Enrolls in the Friends of Scouting campaign
* Keeps campaign enrollment on schedule by ensuring that all calls are made promptly.
* Ensures that appropriate recognition is given to campaign contributors and volunteers.

Insert Date

Dear Scout Parent:

At an upcoming Pack Meeting/Court of Honor, a Scouting representative will speak to us about the 2014 Friends of Scouting campaign. Friends of Scouting is our Boy Scout Council’s annual appeal for funds. Many businesses and individuals who do not have boys in Scouting have been or will be asked to contribute to our Friends of Scouting campaign. Much as your church or athletic association must do, we also ask our families to support the many wonderful programs they enjoy.

A Friends of Scouting support provides:

* local programs and activities that are among the lowest cost in the country,
* sickness and accident and liability insurance to protect both youth and adult members,
* camp facilities for year-round outdoor programs,
* a Scout Service Center that coordinates Scouting activities and provides customer service to members,
* a library of materials for organization, recruitment, training, and program development,
* a Professional Staff who counsel, guide, and motivate volunteer leadership,
* camp scholarships, uniforms, and registration fees for at-risk youth and financially challenged families.

It costs $200 to provide one year of quality program for each Scout. Your annual registration fee is submitted directly to the National Office, and your dues support Pack/Troop# operations. Whether you can support one or more Scouts, your contribution will be appreciated and make a difference in the lives of young people.

Scouting in the Coronado Area Council continues to make a positive impact on the lives of an increasing number of young people. I hope that you and your family have enjoyed what Scouting has offered you.

I look forward to seeing you at our Friends of Scouting presentation on date and time and hope that you will join me in financially supporting Scouting.

Thank you,

Unit Leader Name

Scouting Position

OVERCOMING OBJECTIONS
TO MAKING A UNIT PRESENTATION

It is possible that you may encounter resistance by the Unit leader to scheduling a presentation in the first place. You must do whatever you can to allow the Unit members the opportunity to make the decision for themselves how they can support Friends of Scouting. Here are some helpful hints to overcome that leader’s objections.

* Be knowledgeable of Council highlights and the purposes for "family level" Friends of Scouting.
* Ask for no more than a 10 minute presentation and keep your promise. Remember, getting the bigger, and more detailed message, should have been done in the last thirty days.
* Have the proper person ask Unit leader for his or her Unit date.
* Explain the need to tell the "Council services and support" message to Scout families.
* Explain the need to create awareness and educate Scout families about the bigger picture of what Scouting is all about.

Frequently Asked Questions:

* *Objection: Our families can't afford it or just aren't interested.*

 *Response: “*EVERY MEMBER deserves the opportunity to give. A presentation is needed to deliver the message and let each family decide for themselves.”

* *Objection*: *We had a lousy presenter last year*.

 *Response:* That is why we have trained our presenters this year. We can assign a presenter for you or do you have someone in mind to do your presentation for you?

* *Objection:* *The program is for kids, we don't have time in the meeting.*

 *Response*: “I understand that Unit program time is important, I'm involved or have been with a Unit myself and I am sensitive to that -- the meeting is designed for the youth and that's why we keep the presentation short. Our presentation involves the youth. Besides, Family Friends of Scouting is directly in support of their activities throughout the year.”

* *Objection: Council relies on Scout families for donations too much. We already do the popcorn.*

 *Response:* “Council popcorn sale supports the Unit as well as the many programs of the Council. The majority of the profits stay with the Unit. Family Friends of Scouting is an opportunity for those parents who are willing and able to make a personal financial contribution directly in support of our Council programs.”

* *Objection: We don't know when our next meeting will be. We don't
 know our meeting* date in March.

 *Response:* If Troop: Every Troop should have their program planned out in advance ­even Troop Court of Honors should be planned on a quarterly basis. “Perhaps this is a good reason/excuse to schedule a court of honor.”

 If Pack: “Doesn't your Pack meet on the third Friday of each month?”
Note: Planning to contact your Units early assures date possibilities in January, February and March.

* *Objection: Our Unit is too new*.

 *Response*: “All the more reason for a presentation, less for the money collected and more for the education and awareness of Council services to the new Scout families.”

* *Objection: The Boy Scouts are supported by the United Way--why do they want my money?*

 *Response:* “You are correct that the Council benefits from some local United Way campaigns. However, their allocation represents only 4% of the Council budget. Your support through the Scout Family Friends of Scouting campaign will help us provide the services not funded by the United Way, but more importantly, our youth benefit from the Scouting program, so we should be the ones who support it.

* *Objection: Scouting is too expensive already--look at how much a uniform costs, and then we have to* *buy the handbooks and pay to go to the training courses.*

 *Response: “*Uniforms are not inexpensive, but they are high quality. The training course fee basically covers the cost of the give away materials. It doesn't include the cost of the audiovisual aids and equipment, sometimes facility rental, and other materials used to conduct these important training programs.

While the costs are real, have you ever compared the cost of Scouting, with all the benefits to our youth, to the cost of other programs, such as being on a soccer team, or sending our son to a non-Scout summer camp? Scouting is not without cost, but not only is it a program that is values-based and character building, but it is a real value.”

* *Objection: Council doesn't do anything for us--we have to pay for the advancement awards and* *Cub Scout Day Camp.*

 *Response: “*Each boy helps pay for his advancement awards through his dues and the Unit budget plan. The Cub day camp fee basically covers the program materials, site fee, patch and tee shirt the Cub Scout receives. The Council provides the overall program development, support, and staff to carry out the program. The Council does provide a number of services to benefit the Unit, including: a trained professional staff, program guidance and support through round tables, Cub leader Pow Wows, training courses, the Council newsletter, Unit membership, and advancement record keeping. Additionally, Council pays for liability insurance for every registered adult volunteer.”

* *Objection: I give my time as a leader.*

 *Response: “*We appreciate your services as a leader; that is the strength of Scouting--a quality program made possible by many dedicated volunteers. It's natural that, just like church, those that are the closest and most active best understand the benefits of the program and support it financially as well.”

* *Objection: It’s expensive to send my son to summer camp, and the sleeping bag and pack and all* *the other equipment he needs isn't cheap. Give me a break!*

 *Response: “*The fee a Scout pays for summer camp only covers part of the cost--essentially the cost of his meals, expendable program materials, and the summer camp staff. The other costs, like building insurance, ongoing maintenance, utilities, and the ranger's salary are included in the Council's operating budget. Without Friends of Scouting, the cost of camp would have to be higher. That would be unfortunate for those who can’t afford.”

 “Have you ever priced the cost of sending your son to a non-Scout camp? While sending your son to summer camp does require a commitment of funds, it’s still the best deal around, when you consider what he’s learning.”

* *Objection: If the Council didn't have all those high-priced executives, they wouldn't need so much* *money. We hardly ever see our D.E.*

 *Response: “*Scouting is just like church--we need to have paid professional leaders, too. Our district executive works closely with the members of the district committee and commissioner staff coordinating their efforts in serving your Unit. By working through these volunteers he or she is able to multiply his or her effectiveness. He or she spends a lot of time in the community contacting community leaders, explaining the Scouting program, and enlisting their support.

Your District Executive is on call anytime you need assistance or guidance, and is just a phone call away.

By the way, have you ever considered giving your employer a contribution because you believe in your company? Your District Executive did. He or she is a Friend of Scouting.”

* *Objection: The parents in my Unit don't want to give.*

 *Response:* “It has been our experience that, when the needs of the Council are explained, many parents are willing to make a financial contribution. We are just asking for the opportunity to tell the story and then let the parents make their own decision.”

* *Objection: Can we pick a date other than our Pack meeting night?*

 *Response: “*Our experience has shown that there is better attendance at the regular Pack meeting rather than at a special meeting. Parents have the Pack meeting on their schedule. The 10 minutes needed for the Friends of Scouting presentation won't prolong the Pack meeting that long, and many parents will appreciate learning about what the Coronado Area Council does in support of their youth.”

* *Objection: We don't want to bother the parents--we'll write you a check from the Unit treasury.*

 *Response: “*The objective of the Family Friends of Scouting is to educate and inform the parents about our Council's program and financial needs. This can only be accomplished when we have the opportunity to make our brief presentation. This is not a hard sell presentation. No one will be put on the spot and embarrassed. The money in the Unit treasury was raised by the boys and parents to help underwrite the Unit's program expenses.”

* *Objection: We pay $60 to the Pack (Troop) each year. Why should we give more?*

 *Response: “*The $60 you paid to the Unit is used within the Pack or Troop for programs, badges, and books. This money stays in the Unit. Part of the fee may go to your youth’s Boy’s Life subscription. Part of that fee was used for the $24.00 registration fee sent to the National Office.

None of your annual fee goes to Coronado Area Council. The Family Friends of Scouting campaign gives families the opportunity to support the Coronado Area Council, whose job is to support their youth.”

FREQUENTLY ASKED QUESTIONS
BEFORE OR AT THE PRESENTATION

*The more potential questions you prepare for in advance, the more comfortable you’ll be, and the more professional you’ll be perceived as:*

* *Question: What if our family cannot support at the $200 level?*

 *Response:* “Yes, we have suggested levels of giving, based on the fact that it actually costs Coronado Area Council $200 annually per registered youth, to support the quality programs that we offer him. It’s part of my role tonight to make you aware of these things. I certainly am not in a position to know what you can afford, or what level of giving will make you feel good. We appreciate whatever gift you can provide. Wouldn’t it be great if EVERYONE gave something? We’re all in this together, after all.”

* *Question: Where does my money go?*

 *Response:* Be prepared with an information sheet provided to you. Explain some of the points, and ask if the person has any questions. Don’t just give the information and hope that person reads it later. Now is the time!

* *Question: Does my money stay locally?*

 *Response:* “Friends of Scouting contributions are made to support Coronado Area Council’s operating expenses in support of your Unit. The money is used in support of every area within the Council’s region, including yours. So yes, it does stay here.”

* *Question: Why is Council always coming down and asking for money?*

 *Response:* “Maybe it’s just because time flies when you’re having fun. Actually, Friends of scouting only asks for support once a year. If you make your pledge tonight you will not be asked again until net year.”

* *Question: What do I get out of this gift?*

 *Response:* “Actually, your gift is to support the youth served by Coronado Area Council. What you get is the satisfaction that you’re a friend of the greatest youth organization in the world. What’s that worth?”

* *Question: How did you determine that it costs $200 per youth to run the program?*

 *Response:* “In order to balance the budget and support our 4,000 youth we need to continue to grow our direct support. If we are able to generate $200 per youth our council will be able to serve more youth through better funded facilities and programs.

* *Question: I already give up so much time to Scouting. Why shouldn’t you just ask the parents that never help?*

 *Response:* “That’s a good question. First, thank you for all the time that you give. I know how it feels. The program couldn’t be here without the tremendous support of you and the thousands of other adult volunteers. But, you know, it takes more than time to make the program a success. It takes both time AND money. My observation is that, ironically enough, it’s the volunteers that give up most in terms of time, also support the most financially. I guess they just “get it.” Besides, I just feel good doing everything I can to make our program the strongest it can be.”

REASONS GIVEN FOR NOT GIVING
(and possible responses)

*Be prepared! While you may hear many different reasons for not giving, some of the more common ones are given below (with possible responses your might make):*

* *Objection: I can’t afford to give anything right now.*

*Response: “*I understand. We all have bills to pay. Do you have any other questions regarding services and support provided by Coronado Area Council? The presentation isn’t just about raising money. It’s also educating everyone about the services and support provided by our Council.”

(Start a dialogue about what Council does for the Units. Note any objections or negative comments. We need this feedback! After the conversation finishes…)

“I appreciate that you may not be in a position to give right now, with the holidays just passing, but did you know you can delay your gift, or that your gift can be made in installments? Does that help at all?”

“When would be a good time to follow up to see if your circumstances changed so you might to in a position to help our Council?”

“We’re not asking anyone to give until it hurts…we’re just asking to give until it feels good. In any case, we ask that you turn your card back in, even if you don’t make a gift at this time. That way, we’ll be sure not to bug you again until next year.”

* *Objection: I’ll have to ask my husband (or wife).*
* *Response:* “Of course. I wouldn’t want you to make this decision on your own! Is your husband (or wife) going to be here tonight or can you call them?”
“Sure, I understand. When would be a good time to follow up?”
* *Objection: The Council doesn’t do anything for me.*

 *Response:* “We talked a little bit about what Coronado Area Council does for you tonight, but as you saw, we didn’t want to take up a lot of time from your program. Can I get you some more specific information regarding this subject? You know, we’re here tonight to build awareness, as well as to raise money in support of our Council.”

You might take some literature with you to give more detailed information for someone with just such a question.

* *Objection: I only give to my Troop (or Pack.)*

 *Response:* “That’s great that you support your Unit! The Council needs more people like you. But have you considered that your Unit wouldn’t even be here without the support of the Coronado Area Council? We briefly talked tonight about some of the things our Council does for your Unit. I have a fact sheet with me if you’d like to see all that your Council does for you.”

You can also make specific examples, such as running the camps, providing liability insurance for all registered volunteers, etc.

* *Objection: I don’t like everything going to Salina*

 *Response:* “I’m not sure what you mean by this. The Coronado Area Council office is located in Salina, sure, but the dollars given support every area of the Council. Your District Executive is paid by your support, but he is working in your District, not in Salina. Council supports two camps, but neither of them is in Salina. ?”

* *Objection: We sell popcorn. Why should we have to donate too?*

 *Response:* “Thanks for selling popcorn! We appreciate it. Popcorn sales are an important part of funding Scouting in our Council benefiting both the boy and your Unit? Friends of Scouting is your opportunity to directly support your Council. We only ask once a year and take no more than 10 minutes of your time in doing so. I hope you consider making a gift to support the Council that supports your Unit in so many ways.”

As you can see, many of the questions offer similar responses.

Above all, listen intently, and put yourself in the other person’s shoes. Doing so will likely allow you to naturally have a well reasoned response, from that person’s viewpoint.

The second most important thing is make sure that, given the opportunity, you ask for a follow up. If there’s the slightest chance that this person may contribute, don’t let that opportunity pass you by.

By all means, be yourself. These responses are intended to get your own creative juices flowing! Project your own passion for the program, and you’ll do great!

Finally, without question, be sure to offer sincere thanks for that person’s time in talking to you.

 THE “BOWTIE” PRESENTATION

The “Bowtie” presentation represents an easy way to remember a new way of thinking about the presentation.

Consider that you only have 10 minutes to give your Unit presentation, under circumstances that are sometimes distracting. Think about the fact that not all families are in attendance. Realize that some families are caught off guard, not expecting to be asked for a gift to Coronado Area Council.

In less than 10 minutes, we are expected to do the following:

* Create awareness of the many benefits and resources available from Coronado Area Council.
* Educate our membership regarding how much money is required to operate Coronado Area Council and where that money is spent.
* Create unity with a message that we’re all in this together, pulling for the same results.

We shouldn’t be surprised, then, that the results often are less than satisfactory. There’s got to be a better way.

That’s the premise behind our concept that we call the “bowtie” presentation.

A DOT (OR, THE KNOT)

Think of a dot. A speck, really. This dot represents that point in time that is your actual presentation at the Unit. It really is just a point in time—only 10 minutes. Ten minutes out of the busy lives of our membership. You can’t be expected to make every important point that may result in a parent, or even adult volunteer, “getting it.”

Doesn’t it seem that if this “dot” was used only to summarize and emphasize the big picture points that have already been made elsewhere, we’d achieve more success?

Let’s think of that dot as the knot in a bowtie. Let’s look at the other parts of the bowtie: “the wings.”

THE “LEFT WING”

The “left wing” represents time leading to the actual presentation, and the “right wing” represents time after your presentation. So, what do we do with this time?

Let’s look at the “left wing”: the time before the presentation. In order to support the presentation, this time should be used to create awareness of not only what Council does for us, but to create awareness of what the Family Friends of Scouting campaign is.

The following information will be made available to you to transmit to your Unit Coordinator, for subsequent transmittal to his of her Unit members. This information should be sent to the Unit membership, directly from the Unit Coordinator, about 30 days prior to the presentation.

* Why Friends of Scouting?
* Sample Unit Leader E-mail and Letter

About three weeks prior to the presentation, contact the Unit Coordinator to make sure the information was electronically sent to all members. Ask about members who might not have email available to them, and ask if they were mailed a hard copy. Ask if he or she needs help with anything!

Two weeks before the presentation, make contact again, and ask if there are any unanswered questions, if all audio visual resources have been procured, and if there is anything you can do to help!

Make contact again a few days before the presentation, asking if everything is on track. Be sure to thank your host at this point for laying the groundwork for a successful campaign!

Establishing communication lines prior to your presentation, with prompt responses to member questions builds unity!

THE “RIGHT WING”

The “right wing” represents time after the presentation. This time is used for follow up:

* Contact families who weren’t at the presentation.
* Finding pledge card status for cards that weren’t turned in.
* Follow up to questions that couldn’t be answered satisfactorily at the presentation.
* Close out report and turn-in of gifts.
* 100% Participation Push

Finally, consider that actually everything we do every day is “the presentation.” What we do every day and the sincerity with which we conduct our business will influence the success of the Family Friends of Scouting campaign much more than the actual presentation itself.



 THE PRESENTATION METHOD

This plan is for a two person team: (Presenter) and (Unit Coordinator)

1. a. Use "Family Friends of Scouting" brochure provided by the Council.

b. Arrange (in advance) for some of the Unit youth to help distribute and collect the completed cards.

2. When introduced, make 10‑minute presentation. (Presenter)

a. Sell Scouting. Unit Coordinator introduces presenter with a positive statement regarding the presenter's support of the program.

b. Follow the prepared script

3. Explain how to fill out pledge card. (Presenter)

a. Ask parents to take out card.

b. Have parents fill out card as you explain how.

1. Pitch hard to have all cards turned in. Pass Around the Can!

 d. Present the unit leader or SPL with the recognition ribbon

 e. Present donors with the proper recognition items for their gift

 4. Arrange for the Unit Leader to say a word of thanks to his (her) Unit Host Family, and it underscores the importance of the Friends of Scouting campaign. It may be appropriate to mention personal level of giving and to be the first to hand in their pledge card, to set the example for the rest of the unit.

NOTE: DO NOT LET TOTAL TIME, INCLUDING PRESENTATION, RUN FOR MORE THAN 10 MINUTES.

PRESENTATION OUTLINE

PRIOR TO RECEIVING A DATE

* Establish contact with your Unit Coordinator.
* Explain your goals and objectives.
* Explain the “bowtie” concept of the presentation.

AS SOON AS YOU RECEIVE A DATE

* Call committee chairman to confirm date, time and place of presentation.
* If time permits, meet with the committee.
	+ Discuss the Unit's goals and objectives.
	+ Suggest one of the recognition levels, and describe the recognition incentives.
	+ Recommend the committee to set the example by pledging now and have the amount announced at the presentation.
	+ Ask that either the Unit Coordinator or committee chairman introduce you.
	+ Announce the total amount pledged by the committee and the recognition level they want to achieve and what they will receive.
* You will receive materials for distribution to the Units by you or by the Unit Coordinator. Transmit these materials to your Unit Coordinator for distribution to the Unit.
* Ask your Unit Coordinator about the room you will be presenting in. Explain the various forms of presentation support, and ask which might be most appropriate for the setting.

PRESENTATION DAY

* The most important point is that your audience will respond to a presentation that “wasn’t pretty” but that was heartfelt; the slickest presentation in the world, with all the bells and whistles, won’t make up for a message that you don’t believe. Rehearse your presentation, preferably out loud, so that you are comfortable with the material, and you can deliver the message relaxed.
* Arrive 15-20 minutes before presentation.
* Check room for outlets, tables, etc.
* Give introduction card to Unit leader or Unit Coordinator
* Recruit your Scout helpers
* Have plenty of pens!
* Thank Unit for allowing you to speak.
* Use Script!!
* Collect cards immediately
	+ Do not let any cards go home
	+ Those who are not sure should return cards and Unit Coordinator will contact them later.
	+ Give decal to everyone who turns in a completed pledge card.
* Announce total before leaving when possible

AFTER PRESENTATION

* At home, complete your report.
* Arrange to deliver Packet to District Family Friends of Scouting Chair or District Executive within 48 hours.
* District Executive will deliver any additional recognition items to the Unit.

CLOSING THE SALE

SECRETS OF CLOSING THE SALE

There are many little things that can be done during a Family Friends of Scouting presentation to insure a high yield of contributions from our membership. These hints will help guarantee success:

* LET GIFTS BE "PRIVATE" - Many people are "funny" about their friends knowing the size of their gift. This goes for small gifts and larger gifts. To help eliminate this block in people's minds, you might consider providing envelopes for them to return their pledge cards and checks, or ask them to fold their pledge card.
* GET IMMEDIATE RESPONSE - Don't allow people to think too long, this will result in low gifts or no gift at all. Pass out the cards, walk them through filling it out and collect it right now!
* ASK FOR AN AMOUNT - You need to place a figure in people's minds to guide their thinking. Suggest to them that they consider a $200.00 gift... it costs $200.00 to support a boy in Scouting for one year and they will receive a Limited Edition Council Strip. Mention that everyone who makes a commitment of support will receive the window decal and the Unit will receive a participation ribbon and show the ribbon.
* GET A CARD FROM EVERYONE - Even if people don't give, get a card with that information on it. If everyone turns in cards, there will be very few with no gift. Make sure you let your audience know that, even if they aren’t able to support their Council at this time, turning in the card will ensure that they aren’t contacted in a follow up.
* KEEP IT SHORT - Tell our story, secure the gifts, and be quiet. We have a great story to tell... tell it for too long and you will "turn-off" the group. Educating the Unit and raising awareness should have already been done in the thirty days leading to the presentation, after all.
* PRAISE THEM - Always say "thanks" and announce the total raised. How does it compare to last year? Are they the largest in the district? It may be more effective if your Unit Coordinator or the Unit leader answers these questions, with a chance to allow the Unit to “step up to the plate.” Remember, it only takes a few $200.00 gifts to get the group to the $500.00 or $1,000.00 mark. You should also think that there is someone in your audience who’s prepared to pledge $1,000.

RECOGNITION PLAN

Friends of Scouting Recognition and Thank You Plan for all donors

All cards returned at the time of the presentation will receive a Friends of Scouting Window Decal.

$125 Friend of Scouting Commemorative Shoulder Patch

$250 FOS Shoulder Patch & Patch Pin

$500 Commemorative Hat, Shoulder Patch & FOS Patch Pin

$1000 Commemorative Lapel Pin & All Other Recognitions

Every unit that participates in the Family Friends of Scouting campaign will receive a unit flag ribbon.





