



Friends of Scouting
Family Campaign
Presenter Guidebook



BOY SCOUTS OF AMERICA®
MICHIGAN CROSSROADS COUNCIL

Welcome to the Friends of Scouting team!

The Friends of Scouting Campaign supports the greatest youth program in the world, and you help make a difference!

The Michigan Crossroads Council has more that 67,000 registered youth members supported by more than 23,000 volunteers. Financial support is needed to provide the facilities, materials, programs, training, activities and Scouting leadership for our area.

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

Fundraising presentations are easier than you think.

- People give because they are motivated.
- People like to be asked to help.
- People are influenced by who makes the ask.
- People like to be asked for a suggested amount.
- People are not offended by asking for too much.
- Recognition items encourage upgrading.
- Greater involvement creates greater interest in giving.



Campaign overview

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

The campaign begins in November and wraps up by May. A kick-off training will be held for all FOS presenters. Each presenter will receive council-prepared materials to make a successful 10 minute presentation.

Instant recognition for all gifts and pledges is done at a Pack or Troop meeting for any giving level. As the presenter, you will be responsible for following-up with the unit FOS Chair to contact the families that weren't at the presentation. Collect the pledge cards and the contributions and deliver them to your Unit Service Executive or local Council Service Center.



Imagine...

changing a youth's life through the Scouting program.

Being a Presenter—What does it mean?

By accepting the invitation to become a Family Friends of Scouting Presenter, you have joined your District's team in representing the Michigan Crossroads Council, Boy Scouts of America to spread the Scouting message.

Many people don't know anyone else involved in Scouting outside of their Pack or Troop. So, when they see you, they see someone representing your District and the Michigan Crossroads Council.

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Presenter Responsibilities

- Be a supporter of the campaign
- Attend the Friends of Scouting Presenter Training
- Make a presentation to at least 3 units, and help secure presentation dates
- Follow the process in this guidebook
- Make quality presentations (about 10 minutes each)
- Help Unit FOS Chair with their follow-up efforts for families who could not attend the presentation
- Secure and distribute presentation materials and recognition items to the Unit FOS Chair
- Report the results to the District FOS Chair
- Attend the campaign victory celebration

Matching gifts—What are they?

When a contributor makes a gift to a charity, that gift can be increased if their employer offers a matching program. For a gift to be matched there are a few steps that need to be followed:

- 1) At a unit presentation, announce that matching gifts are available.
- 2) Contributor makes a gift and indicates on the pledge card that a matching gift may be available.
- 3) The contributor must request the match from their employer.
- 4) A form or email is sent from the company to the Council Service Center.
- 5) Once the gift is confirmed and paid, the company makes a matching contribution directly to the non-profit organization.
- 6) Time is of the essence, a 90-day window is standard after a contribution is made. Please don't delay!
- 7) The matching gift counts towards their unit incentive.

Recognition— Do Contributors Get Something?

People like to give to organizations they believe in. And they don't mind receiving a nice thank-you item in return. The Friends of Scouting Campaign is no exception. Please see the "Recognition Plan" for a listing of this year's recognition items.

But What Do I Say?

A presentation script, slide show and video will be provided to you at the Friends of Scouting Presenter Training. The presentation script does not have to be followed to the letter— please avoid reading from the paper. But, the presentation should flow, so practice. Be comfort-able and relax, but let your enthusiasm and passion for Scouting be apparent to the audience.

Before the presentation—Early planning

Listed below is a checklist, start to finish, to guide you through a successful presentation. Let the experience of others work for success!

- 1) Phone the contact person, usually the Unit FOS Chair, at least two weeks in advance of the presentation.
- 2) Verify the location, date, and time of their meeting.
Request directions if needed.
- 3) Request that the presentation be scheduled at the beginning of the unit's meeting.
- 4) Encourage the leader to send out an e-mail 'warm up' letter (www.michiganscouting.org/donate/friends-of-scouting)
- 5) Ask who will be introducing you as the presenter at the meeting.
- 6) Inform the contact person that there is a scripted introduction, which they can use to open your presentation.
- 7) Ask the Unit FOS Chair to meet briefly after the unit's meeting to process the FOS paperwork.

Keys to success!

Prior to the FOS Presentation, know the unit's goal which is located on the front of the unit Friends of Scouting packet and their giving history.



During the presentation— The Big Day!

- Arrive at the meeting place 30 minutes early to make contact with the Unit FOS Chair or Unit Leader.
- Give the introduction script to the person who will do the introduction.
- Ask the contact person for the unit to recruit 2 Scouts to help pass out the pledge cards as soon as people arrive. Each family should get a brochure.
- Find a volunteer in the room. Tell them we promise to keep the presentation under 10 minutes. Ask them to signal at the 8-minute mark so the presentation can be wrapped up.

Materials you will need at your presentation:

Brochures/pledge cards

Script

Pens

Recognition items



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During the presentation—Making the ask

Remember that the reason for the presentation is to provide every-one with the opportunity to participate in the Scouting program.

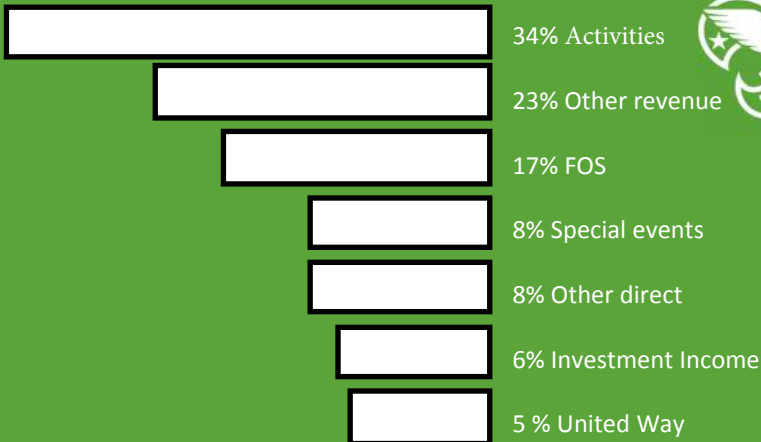
- Take the presentation script, a blank pledge card, and an example of the recognition gifts to the stage.
- Since you only have a few minutes to make your point, follow the **presentation script** , it covers the key points.
- The body of the presentation needs to be from the heart. Practice beforehand so you can maintain eye contact instead of “just reading.”
- 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 they will be billed.
- At the end of the presentation, pause for a few minutes to allow parents to fill out their pledge cards.
- Pay attention to the remainder of the Scout meeting and clap at appropriate times to give support to the unit.
- Remain at the meeting until the last few people are gone. Some people are so busy answering questions, running the meeting, or cleaning up that they honestly forgot the presentation happened. Staying until the end gives them a chance to participate too.
- Wait until after most people have left to meet with the Unit FOS Chair and complete the paperwork.



Keys to success—Reporting to the Unit

- Most people will not ask for a receipt. But if they do, tell them their check will act as a temporary receipt. If they pay with cash, fill out a duplicate pledge card and sign it at the bottom indicating that cash was accepted. Everyone will receive acknowledgement of their pledge in the mail.
NOTE: Under no circumstances should a credit card number be collected in written form. Credit Card payments can be made on the council website listed in the brochure or by using a council-provided credit card reader when available.
- Be prepared to tell the group what level of participation has occurred. Language like, “Last year, 20 families participated and gave around \$2800. So far this year, we’ve had 14 families pledge a total of \$1,900. You are well on your way.”
- It is important to be sensitive when discussing results with the families. Do not use language like, “only eight families.” Try using, “already eight families,” instead.

How Scouting is Funded



After the presentation—Processing the paperwork

- If possible, meet with the Unit FOS Chair directly after the unit's meeting concludes to process the paperwork. If there is no Unit FOS Chair, work with a pre-determined Unit Leader.
- Review the remaining pledge cards (people who were not in attendance), stuff a return envelope in with those cards, and ask the Unit FOS Chair to write a personal note on the outside on the envelope. Example-

"We are sorry that we missed you at our Troops Friends of Scouting Presentation. I hope that you will consider supporting Scouting"

Best, John Doe— Troop 123 FOS Chair

- In the envelope, turn in the remaining pledge cards that have been personalized AND the pledges collected during the presentation AND the audit form to your Unit Service Executive or one of the Council Service Centers within 2 BUSINESS DAYS.
- To prevent delays, please DO NOT HOLD the envelope until all the monies are collected. Donors expect their checks to be cashed or their credit cards billed in a timely manner. Also, we want the follow up letters to be mailed out from the Council Service Center as soon as possible.
- Unit FOS Chair should personally follow-up with everyone on their ledger form who has not made a gift within two weeks of their presentation.
- Set a meeting with the Unit FOS Chair two weeks out to meet with them for the final wrap-up meeting. At that time, the additional donations collected are to be turned into the Unit Service Executive or the Council Service Center.

Remember, our #1 goal is 100% participation which means all historical donors and current families have been asked to support Scouting and have turned in a pledge card.

Resources available to you online

[www.michiganscouting.org/donate/ friends-of-scouting](http://www.michiganscouting.org/donate/friends-of-scouting)

- Presenter Guidebook
- Unit FOS Chair Guidebook
- Campaign Timeline
- FOS Donor Recognition Plan
- Sample Pledge Card
- Presenter Introduction and Sample Script
- Unit “Warm Up” E-mail Template



Imagine...

every youth learning to lead.



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