

Imagine...



Family Friends of Scouting
2016
Unit FOS Chair Guidebook



BOY SCOUTS OF AMERICA®
MICHIGAN CROSSROADS COUNCIL

Welcome to the Friends of Scouting team!

By accepting the invitation to become a Family Friends of Scouting Unit Chair, you are representing your unit to the District's Friends of Scouting team during the FOS Campaign. The campaign begins in November and wraps up in May. Your unit should choose one well-attended unit meeting (Blue and Gold Banquet, Court of Honor) before the end of April to schedule your FOS Presentation.

Unit Chair Responsibilities

- Be a supporter of the campaign
- Attend the Friend of Scouting kickoff
- Follow the process in this guidebook
- Make professional presentations (5-8 minutes each)
- Report on your progress and attend report meetings.

Time Commitment:

October/November	Work with Unit Committee to schedule FOS Presentation Date.
2 weeks prior to Presentation	Work with assigned FOS Presenter for specific presentation details and e-mail the warm-up letter.
Day of Presentation	Host FOS Presenter to conduct FOS Presentation, meet with them after the unit meeting concludes to review paperwork and the follow-up plan.
2 weeks post the Presentation	Meet with FOS Presenter to turn in any follow-up pledges and collect your unit's donor recognition items.
Next Unit Meeting	Disperse donor recognition items.

Fundraising presentations are easier than you think.

- People give because of motivation.
- 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.

Unit FOS Chairman Commitment

- Be a supporter of the FOS campaign
- Follow the process outlined in this guidebook



Imagine...

changing a youth's life through the Scouting program.

Before the presentation...

- 1) Set your date with the approval of your unit's committee and notify your District FOS Chairman, District FOS Presenter, or Unit Service Executive.
- 2) Accept a phone call from your FOS Presenter (assigned by the District FOS Team) about 2 weeks out from the FOS Presentation to verify date/time/location and discuss 'what to expect' the night of the presentation.
- 3) Utilize the 'warm-up' letter (sample on Council website) and work with your Unit Committee to e-mail this out to your Unit's contact list with the meeting reminder. (Tip: Be sure to invite historical donors or Scouting alumni who may not typically attend all your unit's meetings)

During the presentation—The Big Day!

- 1) Arrive the night of the FOS Presentation about 30 minutes early to make contact with the FOS Presenter.
- 2) Introduce the FOS Presenter (script will be provided), be sure to verbally commit that you are supporting the FOS Campaign during the introduction. When other parents see that you are supporting, they will be more inclined to do so as well.
- 3) After the FOS Presentation concludes, thank them and turn the meeting back over to the Unit Leader.
- 4) After the unit meeting concludes that evening, meet with the FOS Presenter to complete the paperwork and discuss the follow-up plan.

Materials you will need at your presentation:

Brochures/pledge cards

Script

Pens

Recognition items

After the presentation—The initial paperwork

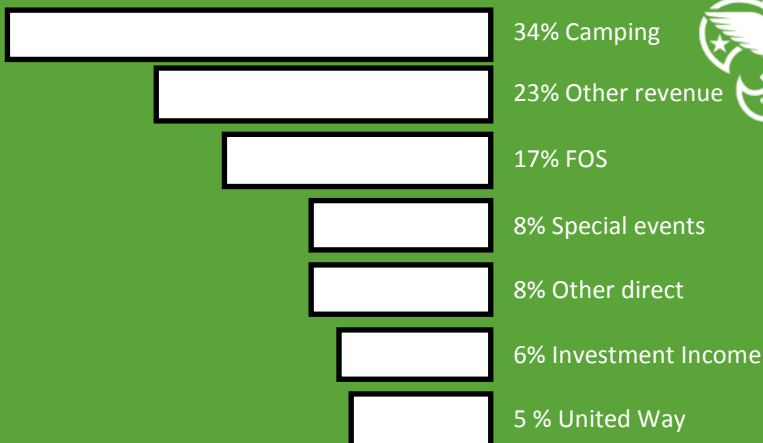
- 1) Review the remaining pledge cards (people who were not in attendance), stuff a return envelope in with those cards (provided by FOS Presenter), and write a personal note on the outside of the envelope. Example—

“We are sorry that we missed you at our Troop’s Friends of Scouting Presentation. I hope that you will consider supporting Scouting!”

Best, John Doe— Troop 123 FOS Chairman

- 2) Complete the Audit form to record pledges/payments that came in during the FOS Presentation.
- 3) In the provided envelope please place the remaining completed pledge cards AND the pledges collected during the presentation AND the copy of the completed Audit form. Give this to your FOS Presenter who will turn it into your Unit Service Executive or Council Service Center within 2 business days. The Council Service Center will process these pledges in a timely manner AND mail out the follow-up letters to those who missed your presentation.

How Scouting is Funded



After the presentation— The initial paperwork (cont.)

- 4) Review the provided unit roster to check which families turned in pledges. This is so you can contact each member on the roster (along with any new families) and personally follow up with them to ask for their support within the next 2 weeks.
- 5) If someone tells you that they donated online or mailed their donation directly to the Council Service Center please make note of this and share with your presenter.
- 6) Set up a time to meet with the FOS Presenter to meet in approximately 2 weeks to submit the FOS paperwork and collect your unit's donor recognition items.



Imagine...

every youth learning to lead.

Remember, our #1 goal is 100% participation which means all of your 2015 historical donors and current families have been asked to support Scouting and have turned in a pledge card.

After the presentation— The final paperwork

- 1) Meet with your FOS Presenter approximately 2 weeks after the FOS Presentation.
- 2) Review the unit roster with your FOS Presenter and turn in any additional pledges/payments that you have secured.
- 3) Keep the copy of the FOS Audit form for your unit's records.
- 4) Secure the recognition items from your FOS Presenter (they will have a supply to hand to you) and distribute those at your next unit meeting.
- 5) Pat yourself on the back for a job well done!

Recognition—Do contributors get something?

People like to give to organizations they believe in. And, they don't mind receiving a nice thank-you in return. The Friends of Scouting campaign is no exception. Below is a list of items that a person making a pledge or contribution will receive.

Individual: Anyone giving \$186 or more will receive this year's FOS council strip.



Unit: Any unit qualifying will receive all cloth badges of rank and recognition cards to the end of 2016 from the date their pledge goal is reached. Requirements include:

1. Average gift of \$95 per family based on 2016 recharter membership
2. Pledge goal must be reached by May 1, 2016.

Matching gifts—What are they?

When a contributor makes a gift to a non-profit organization, that gift can be increased if their place of employment offers a matching gifts program. Generally, for a person's 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 supporter must request the matching gift from his or her employer.
4. A form is sent from the company to the Council Office.
5. Once the gift is confirmed and paid, the company makes a matching contribution (ie. If the donor gave \$100, the company matches with \$100 for a total of \$200).
6. Time is of the essence. A 90-day window is standard after a contribution is made.

Resources Available to You Online

www.michiganscouting.org/donate/friends-of-scouting

- Presenter and FOS Unit Chairman Guidebooks
- Campaign Timeline
- FOS Donor Recognition Plan
- Sample Pledge Card
- Presenter Introduction
- Presenter Sample Script
- Unit "Warm Up" E-mail Template