

Catalina Council Boy Scouts of America



2012

Family Friends of Scouting Campaign Guidebook



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Friends of Scouting Campaign Timetable

December 31, 2011

District FOS Recruitments/Trainings

District FOS Chairmen: Scouter Chairman, Family Chairman, Family FOS Presenters, Dinner Chairman, and LDS Chairmen, Table hosts recruited and trained.

Scouter Campaign Kickoff

FOS Family Orientation Kickoff

All unit family presentation dates set.

**January 3, 2012 to
April 20, 2012**

Districts hold checkpoint meetings on regular basis
(scheduled every week until campaign is concluded)

January 18, 2012

LDS Campaign Kickoff

January 25, 2012

Council Coordinated Mtg. & FOS Checkpoint Meeting
(20% of Goal) Tucson LDS Stake, 150 N. Norton Rd.

February 22, 2012

Council Coordinated Mtg. & FOS Checkpoint Meeting
(40% of Goal) Tucson LDS Stake, 150 N. Norton Rd.

March 9th, 2012

FOS Dinner

March 28, 2012

Council Coordinated Mtg. & FOS Checkpoint Meeting
(60% of Goal) Tucson LDS Stake, 150 N. Norton Rd.

April 20, 2012

Phone-a-thons end

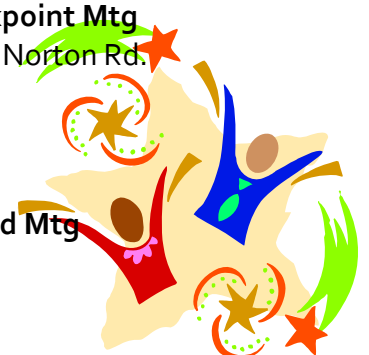
April 25, 2012

Council Coordinated Mtg. & FOS Checkpoint Mtg
(80% of Goal) Tucson LDS Stake, 150 N. Norton Rd.

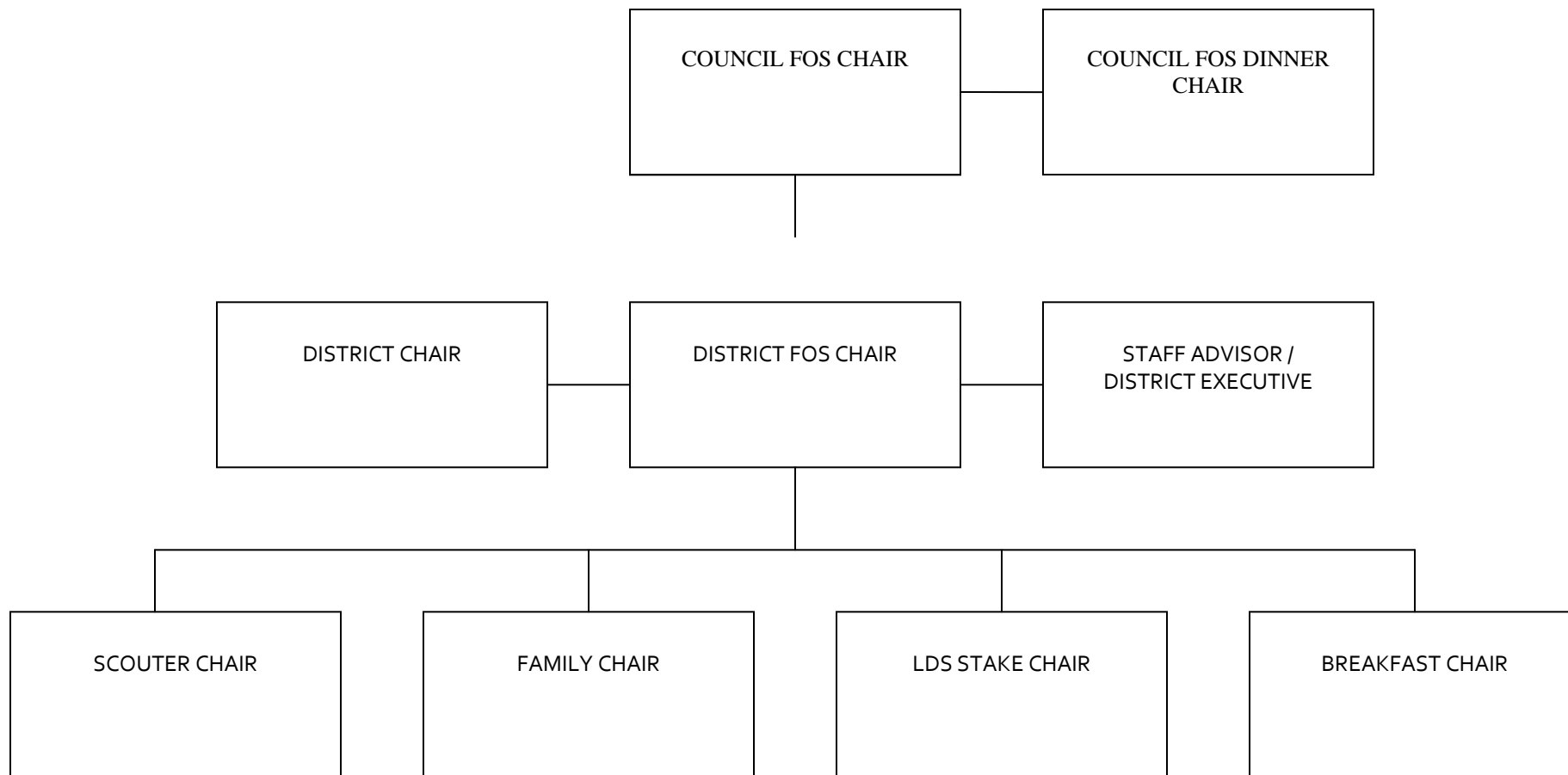
May 23, 2012

All District Campaigns at 100% of Goal **FOS Victory Party**

In conjunction with Council Coordinated Mtg
Tucson LDS Stake, 150 N. Norton Rd.
7:00 PM



DISTRICT CAMPAIGN ORGANIZATION



Family Presenters
Unit Coordinators

Ward Chairs
Ward Team Members

Table Hosts



District Family Friends of Scouting Chairman Job Description

RESPONSIBLE TO: District FOS Chairman

OBJECTIVE: With the help of your District Executive, recruit, train, and give leadership to Unit Campaign Coordinators and Family Presenters to achieve the Family "FOS" goals.

RESPONSIBILITIES:

1. Contact each unit in the district and encourage them to select a Unit FOS Campaign Coordinator and a presentation date by December 31, 2011.
2. Conduct a family campaign kick-off in early December to orient Unit FOS Campaign Coordinators and build enthusiasm and momentum for the campaign.
3. Recruit effective FOS Presenters for every 5 units.
4. Conduct Family FOS Presenter training.
5. Manage your District's Family FOS Campaign by ensuring that all units are contacted, unit goals are set and communicated and a unit presentation date is set between January and March.
6. Reach or exceed the district's family FOS goal.
7. Recognize and thank team members and attend FOS Victory Party.

District Family Friends of Scouting Unit Presenter Job Description

RESPONSIBLE TO: District Family FOS Chairman

RESPONSIBILITIES:

1. Support the Friends of Scouting Campaign by giving a personal contribution.
2. Attend the Family FOS Presenter Training.
3. Conduct unit presentations following the Friends of Scouting unit presenter guidelines.
4. Report your assigned unit presentation results to the District Family FOS Chairman and the District Executive.
5. Promote the Friends of Scouting Campaign throughout the District at Roundtables and other District functions.

Unit FOS Chairman Coordinator Job Description

RESPONSIBLE TO: District Family FOS Chairman

OBJECTIVE: Give every family in your unit an opportunity to give to the Friends of Scouting Campaign.

RESPONSIBILITIES:

- 1 Schedule a Family FOS presentation date, location, and time for your unit.
 - 2 Coordinate, promote, and communicate the Family FOS Campaign for your unit with the assigned District Family FOS Unit Presenter and your Unit Leadership and Scouting families. (i.e. Warm-up & Follow-up letters, etc.).
 - 3 Set the campaign example with a personal contribution at a leadership level to your Unit's FOS Campaign.
 - 4 Attend the Family FOS Campaign Kickoff.
 - 5 Introduce the assigned District Family FOS Presenter to your unit the night of the presentation and encourage your unit leaders and Scouting families to contribute to the Family FOS Campaign.
 - 6 Follow up with families that missed the presentation and encourage them to give to your unit's Friends of Scouting campaign.
-

UNIT FRIENDS OF SCOUTING PRESENTATION DATE INFORMATION FORM

Unit Family FOS Chairman Information:

Name: _____

District: _____ Pack – Troop – Crew # _____

Address: _____

City: _____ Zip: _____

Phone (H/C): _____ Phone (W): _____

E-Mail: _____

Our Scout Unit would like a District Friends of Scouting Unit Presenter to visit our families on:

Date: _____ Day: _____

Location: _____ Time: _____

*** Pack Blue and Gold events, Troop Court of Honors and Venture Parent meetings are the best events for Friends of Scouting presentations. **Please E-Mail or Fax this form back to your District Family FOS Chairman**

FOS Family Campaign Facts

Friends of Scouting Campaign (FOS)

- At the Council level, it costs \$200 per Scout to provide Scouting Program.
- The council uses several methods to raise these funds. One source is a direct appeal for donations: FRIENDS OF SCOUTING.
- 25% of the Funds needed for Catalina Council come from Friends of Scouting.
- Any money raised by Friends of Scouting stays within CATALINA Council, which ultimately supports the scouts and leaders.
- Contributions are 100% tax deductible.
- This year's goal for the Council Wide Friends of Scouting District Campaign is \$400,000.

Why is it important? How is my Unit or Son affected?

- As each of us knows by looking at our sons, Scouting develops character in boys as they grow into men.
- The Scouting Program is more than just your unit: Catalina Council provides: training, administrative support, activities, camps, etc. Without Catalina Council doing their part, our individual unit programs would suffer.
- Review the Brochure to see specifically how Catalina Council uses their resources to help Scouting in Southern Arizona.

How is the Family Campaign Run?

- The Council Campaign Goal of \$400,000 is divided into District Goals.
- The District Goal is divided into four areas of donors: Scouters, Community, LDS Stakes and Scouting Families. District Goals are:

Executive Board	\$106,000
Old Pueblo District	\$122,000
Spanish Trails District	\$114,000
Cochise District	\$49,000
Santa Cruz Valley District	\$9,000
- WE are the key to success of the Family Campaign.

Family FOS Presentation Guidelines – “Tips for Success”

BEFORE THE PRESENTATION:

- Send out “warm up” letter (see sample on page 9).
- Practice your presentation.
- Reconfirm 2 days out.
- Ensure that you are early on the program agenda.
- Prepare all FOS materials.
- Show up at least 15 minutes early to begin working leaders for endorsements.
- Help set up and show support.

THE PRESENTATION:

- Present early in the evening.
- Know your material, know the script, but do not read the script. Express appreciation.
- Get Scouts to help distribute brochures & pens and to help in your presentation.
- Show recognition items, encourage higher levels.
- End with endorsements from Unit Leaders! The more the better!
- Stress 100% participation that night. Ask everyone to turn in a card that night.
- Keep it short, but do not undersell the importance.
- Let folks know that you will be there all night to collect cards.
- Announce final amount the unit raised just before the closing of the meeting.

AFTER THE PRESENTATION:

- Be available to assist individuals.
- Be in a visible spot to collect cards.
- Ask the Unit Leader to remind folks to give.
- DO NOT LEAVE! Families still give after the presentation.
- Give a copy of the *FOS Enrollment Transmittal Report* to the Unit FOS Campaign Coordinator & ask for their support with follow-ups.
- Send out “follow up” letters within a week (see sample on page 10).
- Send out “Thank You” letter to the Unit FOS Campaign Coordinator within a week.

Sample "Warm Up" Email To Parents of Registered Scouts

Date:

Dear Parent,

Each year our Boy Scout Pack / Troop / Team / Crew conducts a Friend of Scouting Campaign. The purpose of the campaign is to support Scouting in the Catalina Council, Boy Scouts of America.

Your support makes a difference to the youth of Southern Arizona, including your son, who will be positively affected by your gift. All of our boys have benefited greatly over the years because of the Catalina Council's partnership and support of our program. Here is our opportunity to return our thanks.

A special Friends of Scouting presentation will be given on the date shown below. At that time your family will be given the opportunity to contribute to our council's future. A gift or pledge of \$200 per family is suggested, but any amount that is comfortable for your family would be greatly appreciated. A special collector's limited edition patch will be given in recognition of gifts of \$200 or more. These gifts are tax-deductible, as allowable by the Internal Revenue Service.

If you decide to contribute to the Catalina Council in support of their many meaningful programs, please be prepared with cash or check. Some families may not be able to make a donation now, so the opportunity to make a pledge that can be paid throughout the year is available. If you are unable to attend the presentation, you may give your gift or pledge to me ahead of time. Your check should be made payable to **"Catalina Council, BSA"**.

If you have any questions, please call me at _____ or email at _____.
Thank you for your help and support.

Sincerely,

Unit # _____
"FOS" Coordinator

Our presentation is scheduled for: _____



Sample "Follow Up" Email

To Families That Missed the Presentation

Date:

Dear **Parent**,

We missed you at our last meeting. A representative from the Catalina Council gave a presentation about the Friends of Scouting ("FOS") Family campaign.

To date, we have raised \$_____ toward our goal of \$_____. Our objective is to have 100% participation from our families.

Supporting the Catalina Council also supports our unit. Please take this opportunity to help to continue this partnership and return our thanks.

A gift or pledge of \$200 per family is suggested, but any amount that is comfortable for your family would be greatly appreciated. For \$200 per youth for the year, the Council provides:

1. Service to our customers and related staff costs
2. Runs camps, events, and activities
3. Maintains our properties
4. Recognizes Scouts and adults
5. Gains professional assistance for council operations
6. Protects adults, youth members and chartered organizations with insurance
7. Affiliates with the national Boy Scouts of America organization

Please make your check payable to "**Catalina Council, BSA.**" Your gift is tax-deductible as allowable by the Internal Revenue Service. Thank you for your support of this important program. If you are not able to contribute now, the opportunity to make a pledge that can be paid throughout the year is available.

If you have any questions, please feel free to call me at _____, or email at _____ . Thank you for your help and support.

Sincerely yours,

Unit _____ "FOS" Coordinator



Friends of Scouting SAMPLE Presentation

Introduction – Have the unit leader introduce you. Thank the unit leaders for the invitation to present. Ask youth to help distribute pledge forms, if not already passed out as unit families arrive at the meeting.

1. **Catalina Council** – Everyone in this room is part of the Catalina Council and has a vested interest in Scouting's health and ability to positively impact the lives of our young people. Catalina Council partners with 416 community organizations that sponsor Scouting units including Cub Scout packs, Boy Scout troops, Varsity teams, Venturing crews, and Explorer Posts. Catalina Council also operates two Scouting properties; Camp Lawton and Double V Scout Ranch. The Scouting program has served our community to make sure every youth has the opportunity to experience the fun and adventures of Scouting; Scouting has a proud past and a bright future.
2. **What is Friends of Scouting?** – As a unit leader and parent, the expenses you pay in your pack, troop, or crew, are Pinewood Derby cars, uniforms, campouts, books, activities, events, equipment, and awards. There are many other expenses that support Scouting in the community that you don't see.

These expenses include running our camps, record keeping, materials, training programs, helpful support staff, and insurance are the expenses that you as parents and leaders do not see. Friends of Scouting helps pay for these expenses and many more that are critical in supporting your son's Scouting program. Your contribution is essential, because without your support, the Scouting program cannot stay afloat.

3. **Friends of Scouting** gives you the opportunity to help support the program in your community. Your donations help provide:
 - Year-round maintenance of both council properties, including during the camping camping at Camp Lawton
 - Maintenance of your local council office where the Scout Shop is located
 - Training for volunteer leaders
 - Insurance protection for leaders and your Scouts
 - A council support and professional staff that handles all of your unit's needs
 - Cub Scout Day Camps and Winter Camps
 - And the list goes on...

All of these program supports add up to a cost of approximately \$200 a year for every youth in Scouting. It only costs \$17 per month for 12 months to support a Scout for the entire year. Think of all the activities your Scout will be able to participate in during this year as a Scout!

Share a personal Scouting experience that you have had or share how you have seen Scouting affect the lives of youth in the community.

4. **Why and what should I give?** Many different people and businesses support Scouting. But almost ¼ of Scouting's funding comes from parents and leaders just like you. You can help your Scout unit pay its fair share of the services that Scouting provides. Matching gift grants from Volunteer hours and Dollar matches through your company can be applied to the FOS goal. Applying for matching gift grants can be done by completing the easy application process through the Internet, by mail or payroll deductions at your work. You will need to contact your employer to find out the actual mechanism for matching donations.

Some of you may ask, "How much should I consider contributing?" My response is that you should give generously, according to your means, but that you should give enough that it "feels good." It costs approximately \$200 a year to support a youth in the Catalina Council. Think about that as you consider your personal commitment. Some of you can give more, some less, but all of us can contribute in a meaningful way. Consider it an investment in your child's growth and happiness!

5. **Filling out the pledge form** – Every family should complete a pledge form. All forms should list the district name, unit type and unit number.
 - Please fill in your name, address, and phone number
 - Indicate the level of donation you wish to give and the pledge amount
 - Indicate how you prefer to pay – cash, check, credit card (All card accepted with expiration date), or by having your donation as a monthly automatic withdrawal.
 - Indicate frequency of billing through mail or credit card preferably paid in full by December 31, 2012 (if applicable).
 - Double check the list of eligible matching employers here in Southern Arizona to see if your donation can be doubled!

Please fill out and turn in your pledge form even if you are unable to contribute at this time. If you are unable to give, please mark a zero as your pledge. This helps us save volunteer time in our follow-up efforts. We would appreciate a pledge form back from everyone here tonight.

6. **Inform parents of the benefits to your unit if the unit goal is achieved.**
7. **Tell parents that every gift counts.**
8. **Closing** – Thank everyone for their support and time. Extend special thanks for their contributions to the Scouting program. Many of them spend countless hours fulfilling a mission that gets results.
9. **As parents and leaders hand in their pledges, immediately present recognition items to all who should receive them. Involve youth in collecting forms immediately after the presentation (if applicable).**

Sample Script for FOS Phone-a-thons (Call Nights)

Hello, this is (your name) calling on behalf of the Catalina Council, Boy Scouts. Is (name on card or roster) available?

For Individuals With A Giving History:

We are calling tonight to wrap up our Friends of Scouting campaign. In the past, your generous donation of \$(their last years contribution amount) has helped us to reach out and serve more youth, which positively influence their lives. Can we count on your support again this year?

(If the response is NO)

Well we certainly appreciate your support. May we follow up with you at a later time? (Clarify if they are able to contribute later in the year OR not at all. Remember to complete pledge card.)

(If the response is YES)

That is great! Can we count on you for \$_____? (Suggest the family gift of \$200. Make a note on pledge card.) Can I send you a statement in the mail for your pledge?

(Confirm mailing address.) Thank you again for your support. Good Night.

For Individuals Without A Giving History:

We are calling tonight regarding our Friends of Scouting campaign. Friends of Scouting is the annual fundraising drive to give Scouting families an opportunity to make a financial contribution to the Boy Scout Council. Money raised from the Friends of Scouting campaign helps support the costs to operate the Council and its camps and families. Would you consider a pledge of \$200, which is the cost of supporting one youth in the program for an entire year?

(Complete Pledge card for both YES and NO responses)

Matching Gifts

Employer matching gifts can count toward achieving your unit's FOS goal

Matching Gifts:

Many companies offer a Matching Gift Program where the company will make a gift to the Catalina Council matching the contribution of its employee. Some companies will match gifts of retired employees. The rules vary among each company. Your pledge ***must be paid*** before your company will match the gift and before the gift can count towards the Unit's FOS Goal.

Procedures:

- The adult making the gift must get a matching gift form from his or her company.
- The adult fills out the form and mails it to the Catalina Council, Service Center.
- Our Council certifies that it has received the person's gift and mails the form back to the company. (Note: The person making the gift must have it paid in full before our Council can submit the matching gift form.)
- The adult's employer mails the matching contribution check to the Catalina Council.
- The Catalina Council credits the gift to the Unit's FOS Goal.

✦ Matching gifts ***should not be listed*** on the unit's campaign report form. The employee's matching gift form needs to be included with the report. Matching gifts are not included in the unit total until our Council receives the payment from the company.

VIP Program:

Some companies have programs that award grants to the Catalina Council based on the amount of time leaders or parents volunteer for Scouting. The procedures are the same as above.

Foundation and Grant Applications Policy:

Units may not receive donations from foundations, corporations, and grants from industry employee time-share programs. Local units (packs, troops, crews, teams and posts) are ***not*** considered 501(c)(3) organizations (that is, tax exempt from Federal income taxes) under the Internal Revenue Service and cannot receive these types of funding. The Catalina Council strongly encourages local units to contact the Council Scout Executive, or Assistant Scout Executive before making any request for possible funding from organizations like those mentioned above

The following companies make matching gifts. Call the Council Service Center at 520.750.0385 or ask your employer for more information:

American Express Co.	Mutual of America
Anheuser- Busch	Nike, Inc.
ARCO	Nordson Corp.
Avon Products, Inc.	Owens- Illinois, Inc.
Ball Aerospace	Paramount Communications, Inc.
Ball Corporation	Pella Corp.
Bancroft-Whitney	Pepsi Co.
Best Stores	Pioneer Group, Inc. (The)
BMC Industries, Inc.	Pitney Bowes, Inc.
Bonneville International Corp.	Pizza Hut
CBS Foundation, Inc.	Polaroid Corp.
Chase Manhattan Corp. (The)	Quaker Chemical Corp.
Chemical Bank	Quaker Oats Co. (The)
Chemical Waste Management, Inc.	Qwest (matching & VIP program)
Citicorp/Citibank, N.A.	Ralston Purina Co.
CAN Insurance Cos.	Reader's Digest Association, Inc.
Cray Research, Inc.	Reliable Life Insurance Co. (The)
DFS Group Limited	RLI Insurance
Digital Equipment Corp.	Rolling Thunder, Inc.
Equitable Life Assurance Society (The)	Rust International, Inc.
Federal Home Loan Mortgage Corp.	Safeco Corp.
Federal National Mortgage	Sara Lee Corp.
First Bank Systems, Inc.	Charles Schwab & Co., Inc.
FMC Technology	Sedgwick James, Inc.
Freedom Forum	Shearson Lehman Brothers, Inc.
Gannett	Sherwin-Williams, Co. (The)
General American Investors, Co., Inc.	State Farm Insurance
General Cinema Corp.	Subaru of America
Glenmede Corp. (The)	Sun Microsystems, Inc.
W.W. Grainger, Inc.	Technometrics, Inc.
Household International, Inc.	Transamerica Corp.
IBM (equipment donations)	Travelers Express Co., Inc.
IDS Financial Services, Inc.	United States Fidelity & Guaranty
IU International	UPS
J.P. Morgan & Co., Inc.	US Bancorp
John Hancock Mutual Life Insurance	Valleylab
Jostens, Inc.	Vicorp
Kemper National Insurance Cos.	Virginia Power
Kraft	WMX Technologies, Inc.
Lotus Development Corp.	Waste Management, Inc.
Mazda (North America), Inc.	Western Life Insurance Co.
McDonald's Corp.	Wheelabrator Technologies, Inc.
Mead Corp. (The)	Whitman Corp.
Microsoft Corp.	Xcel Energy

Unit Friends of Scouting Recognition and Incentive Program

(Effective from the time your unit reaches its goal through December 31, 2011)

Units Commit To:

- Recruit a Unit Family FOS Chairman.
- Prior to the presentation, agree to the goals established below.
- Have your Unit Family FOS Chairman attend the 2012 Family FOS Training.
- Communicate with each parent in your unit about their attendance & participation.
- Help coordinate a Unit Family FOS Presentation with a District FOS Team Member.

Platinum Card Level Goal:

When your unit reaches the Platinum Card Level, your unit will receive

- Free cloth rank advancements for youth in the Catalina Council Scout Shop, including Eagle Kits and Eagle required merit badges.
- One free weekend of camping at either Double V Scout Ranch or Camp Lawton.

Unit Platinum Level incentives begin once unit has achieved their unit goal and goes until December 31, 2012.

Every individual, corporate, and unit donation to the Catalina Council will be recognized with the appropriate level recognition piece.

Unit recognition is based on the total of all gifts from families within the unit. Individual families within the unit will also receive recognition for their gifts.

Unit & individual recognition items will be mailed to the respective recipient upon fulfilling their pledge. Recognition at the \$1000 level will be presented at roundtable or a unit meeting.

Individual Recognition Levels:

- To support a Scout for 1 year at \$200 you will receive a Catalina Council Centennial Shoulder Patch
- For a gift of \$1,000 a custom print of a Boy Scout themed picture.