

**Boy Scouts of America
Catalina Council**



2012
Friends of Scouting

One Day – One Week LDS Family Campaign
Materials for Stake and Ward Leadership

2012 FRIENDS OF SCOUTING CAMPAIGN
TIMETABLE

ACTION	DEADLINE DATE
October	Stake President’s Visit and Zone Chairman Recruited.....October 15, 2011
November	Zone Chairman & Ward Chairman Training at Council..... November 3, 2011
December	Finalize Stake Goals.....December 15, 2011
January	25% Collection Report Meeting @ Council Coordinated.....January 25, 2012
January	MAJOR CAMPAIGN KICK-OFF (Stake Level) on or before.....January 18, 2012 FAMILY CAMPAIGN KICK-OFF (Ward) Ward “Prospect and Evaluation” meeting completed IC5 Family Campaign kits made up and ready for use (Family Campaign Chairman) Follow the one day campaign plan as explained in the Friends of Scouting introduction to this guide
	1 st Report Meeting (District)..... By District 2 nd Report Meeting (District).....By District
February	50% Collection Report Meeting @ Council Coordinated.....February 22, 2012 3 rd Report Meeting (District)..... By District 4 th Report Meeting (District)..... By District
March	85% Collection Report Meeting @ Council Coordinated.....March 28, 2012 5 th Report Meeting (if needed)..... By District 6 th Report Meeting (if needed)..... By District 7 th Report Meeting (if needed)..... By District
May	100% Collection Report Meeting @ Council Coordinated..... May 23, 2012

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The 7 Step Friends of Scouting Drive

1. Follow the plan

- Follow the process presented
- Shortcuts can create long delays

2. Use the correct tools

- This packet contains the tools your ward will need to complete the FOS program efficiently and quickly. They include:
 1. Prospect list worksheets
 2. At least twenty report envelopes (to be filled out by the ward FOS chairman and given to the workers at the kick-off meeting)
 3. A flyer describing the Friends of Scouting campaign and how it benefits the programs of the BSA
 4. Enrollment cards (pre-printed for those who have given in the past and blank for the new prospects). Blank enrollment cards need to be filled out before the kick-off meeting (name, address, and the unit number).

3. Recruit enough workers

- Divide the cards into groups and enlist a worker for each group – IC5
- The key to getting enough workers to get the job done quickly is to ***promise each worker five cards or less to work (plus his/her own)***.
- Assure workers the campaign will be completed within one week
- Recruit enough enrollers so the concept of “IC5” is applied
- Contact every unit member’s home in the ward boundary
- Remember to thank everyone for their contribution and efforts

4. Enroll yourself

- Decide the level of your own contribution and fill out your enrollment form
- Use yourself as an example, enroll each worker and, in process, train them how to enroll others
- The key to success is the unit worker. Enlist a worker that is able to ask for and collect money. Encourage each worker to follow the process as they approach each home.

5. Publicize

- Promote the campaign in key meetings and newsletters. Start promotion three weeks prior to kick-off.
- Send a letter to all prospects one week prior to kick-off (sample attached). The letter is not the only thing that should be done, and should not be phrased “please send your donation.” Direct contact is needed.
- Don’t forget the giving levels
- Emphasize ***all*** donations appreciated
- Families or individuals may want to use automatic bank transfer program

6. Use a time schedule for kick-off and reports

- Have your workers gather at one place and one time (Sample meeting agenda is attached)
- Let your workers choose their five prospect cards
- Give them instructions, encouragement and ask them to report back with their completed contact information at a definite time (about two hours after they leave the kick-off meeting)
- When workers return, take the cards that have been worked. Have them keep the un-worked cards and commit to working the prospect
- Ask workers to report back the un-worked cards within two days
- Important! Keep track of who has each prospect card

7. Follow up

- If a worker doesn’t come to the kick-off meeting or misses a follow-up deadline
- Continue encouraging workers until all prospects are contacted
- The closer the follow up the more successful

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Accomplishing the Task – Working with the Ward Leadership

One of the most frustrating assignments associated with Friends of Scouting is getting the campaign done in a timely manner. The following steps will help alleviate some frustrations.

1. Be unified
 - a. Understand the plan
 - b. Unify calendars

2. Communicate
 - a. Create expectations
 - b. Put the calendars plan in writing (on stake calendars, etc. for 2011 and 2012).
 - c. Hold the kick-off training
 - d. Openly discuss frustrations
 - e. Seek simple solutions to problems
 - f. Involve the bishop – he needs to know what is going on

3. Follow up
 - a. Phone calls
 - b. Letter
 - c. Reminders

4. Follow the plan
 - a. Read it
 - b. Preach it
 - c. Teach it
 - d. Expect Results

5. Ownership
 - a. The stake presidency member needs to be involved. The stake president needs to be briefed on challenging situations. Simply delegating oversight of the FOS campaign to a high counselor or other individual is NOT recommended.
 - b. With the ward campaign, the chartered representative should remain in charge (or directly involved).
 - c. One person cannot do the job – there needs to be many hands involved, but those with “keys” need to be responsible.
 - d. Collected funds should be promptly returned to the council service center.

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“The Vision”

The intent of the “One Day – One Week LDS Campaign” is to make the fund raising process for Friends of Scouting simple and effective.

If the schedule and format are implemented, the stake and wards will raise their fair share of Friends of Scouting in one evening/ day and follow-up with remaining contacts within one week.

This plan does work!

Here is the plan:

1. The stake must decide on what day and week the campaign will be done. We recommend the Family Campaign kick-off day be _____.
 - a. Should be part of the stake calendar.
 - b. As much as possible, this date should be clear of any other scheduled stake/ward activities.
2. Ward leadership is trained by the stake leadership with the full support and help of the Catalina Council
 - a. A date is designated and scheduled on the stake calendar.
 - b. This event is considered the “kick-off” for the stake.
 - c. Dates are clearly defined and follow-up methods are explained.
3. All wards follow the same schedule and format (trained and provided by the stake leadership).
 - a. Each ward must understand, follow, and use the 7 step. In addition:
 - i. A letter explaining Friends of Scouting (sent, delivered, or handed out to each household) signed by the bishop/bishopric is highly encouraged.
 - ii. At least 2 Sundays prior to the scheduled campaign, January 15th, is recommended that the bishop (yes, the bishop) vocally give support during church meetings to the values and benefits of Scouting and encourage members of the ward to support the Friends of Scouting drive on the designated date.
 - iii. Success of the “One Day – One Wee” campaign is directly related to the ratio of workers versus homes.
 - iv. Visit every home.
 - v. For success with the leadership campaign (larger gifts - \$200.00 or more), each ward should designate two workers (who currently give at this level) to make appropriate contacts for a leadership contribution.
 - b. Collected donations need to be returned to stake leadership at a time designated by the stake (an individual from the district would be present to collect and receipt the money).
 - c. Thank everyone for their support.

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Proposed Letter to Ward Members

Instructions:

- *Typed and printed on ward letterhead*

Dear Brother and Sister:

We are once again involved in our annual Friends of Scouting campaign. The Church of Jesus Christ of Latter-day Saints fully supports the Boy Scout program and has designated it as an activity arm of the Aaronic Priesthood. Your local Boy Scouts of America council needs your financial support to continue providing the Scouting program for the 6,500+ youth in the Catalina Council.

To complete the Friends of Scouting campaign quickly and effectively, we will have a one-day effort, on *(insert date)*. We will be contacting all families in the ward. A volunteer worker from our ward will be knocking on your door between *(insert times)* to ask for your contribution and/or pledge for this important fund raiser.

Some ask how much is needed for a year and what the funds are used for. It takes an average of \$200.00 annually per family to provide the support necessary to:

- motivate and train volunteer leaders
- provide an outlet for Scouting literature, awards, supplies
- maintain achievement and registration records
- operate and maintain camps
- organize special events for units to participate in
- provide individual assistance and liability insurance for local leaders, units, and chartered organizations

We invite you to support a Scout for an entire year by contributing \$200.00 or more if possible. You may wish to use the automatic bank transfer program if this is helpful to you. If you cannot contribute at this level, we ask that you contribute to the Scouting program at a level that you and your family feel comfortable with.

We appreciate your support of this worthy cause.

Sincerely,

(Bishop or all three bishopric signatures)

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Kick-off/Training Meeting Syllabus for Ward Leadership

- 5 min. Welcome: Bishop, bishopric member, or designee
 Invocation: By invitation
- 10 min. Remarks: Bishop, bishopric member
- * Optional * Invite a Scout to come and talk about the benefits of Scouting in his life. If this is done, it should be no longer than five minutes.
- 5 min. Individual donations and pledges from workers made. (Collect donations and cards)
- 10 min. “Prospect and Evaluation” provides suggestion amounts of donations as well as who is the best person to contact the donor.
 Cards are divided up between workers (five or less cards per worker, plus his/her own, for each worker).
- 1 hr. 45 min. Workers contact each family or individual for whom they have cards.
- Train workers how to make a presentation to a family or individual
 - Remember if a family or individual is not able to give a cash donation at the \$200.00 level but they are able to donate \$17.00 a month for 12 months, they may do this with the automatic bank transfer.
- 15 min. Workers return to the church house.
- Turn-in cards and money to ward chairman (chartered representative)
 - A light cracker barrel could provide some tome for fellowship and a simple way of saying thank you.
 - Follow up to be sure every worker reports back in
- If contact has not been made for all cards:
1. The ward chairman (chartered representative) may ask workers to hold cards.
 2. Workers complete the contact during the week.
 3. Return them to him by the following Sunday. Cards and donors should be returned ASAP in order to get proper recognition to donors and get checks deposited.

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Kick-off/Training Meeting Syllabus for Stake Leadership

- Purpose:** To Train ward leadership on the One Day – One Week LDS Friends of Scouting Campaign
- Objective:** To foster an understanding of and teach ward leadership how to effectively accomplish a Friends of Scouting campaign in one week.
- Who Trains:** The stake presidency (usually the counselor over Scouting) along with other individuals designated by the stake presidency. Representatives from the district will be on hand as requested by the stake presidency.
- Where/When:** This meeting should take place at the stake center or other central location. It should take place One month before the week designated by the stake as the “One Day – One Week Campaign”

It is recommended that it not be a part of the regularly scheduled bishopric training or if it is, that ample time is devoted to this specific issue.

How Long: The meeting should last no longer than one hour.

Meeting Agenda:	
5 min.	Welcome: Stake president, presidency member or designee Invocation: By invitation
10min.	Remarks: Stake president, stake presidency member
5 min.	Discuss dates, expectations (One Day – One Week, communication, letters, etc.) Set dates.
5 min.	Discuss “Kick-off/Training Meeting Syllabus for Ward Leadership.”
20 min.	Discuss the “7 Step Plan.”
10 min.	Discuss contents of each FOS packet.
5 min,	Closing: Stake presidency, presidency member or designee Benediction: By invitation

District LDS Stake & Ward FOS Chairman Job Descriptions

Stake Chairman:

- Oversee and Organize the FOS Campaign for your assigned Stake.
- Give to the Campaign at a Leadership Level.
- Help recruit, train, communicate, and give guidance to all Ward Chairman in your assigned Stake.
- Track Stake FOS Goal and Pledges by holding Weekly Report Meetings with your Ward Chairman.
- Achieve Stake FOS Goal.

Ward Chairman:

- Recruit Ward FOS Workers to help accomplish the Ward's FOS Goal.
- Give to the campaign at a Leadership Level.
- Working with Ward FOS Workers, work potential donors using the provided FOS Brochures and Materials.
- All Ward members are asked to make a financial contribution to the Scouting program through Friends of Scouting.
- Achieve Ward and Stake FOS Goals.