

FOS Play Book

Build the Future

2023 **FRIENDS***of* **SCOUTING**



TRUSTWORTHY LOYAL HELPFUL FRIENDLY COURTEOUS KIND

words to live by™

OBEDIENT CHEERFUL THRIFTY BRAVE CLEAN REVERENT



BOY SCOUTS OF AMERICA®
NEW BIRTH OF FREEDOM COUNCIL



Table of Contents

Why Family Friends of Scouting?	Page 3
New Birth of Freedom Council Information	Page 4
Presenter’s Responsibilities	Page 6
Unit Champion Responsibilities	Page 8
Overcoming Objections to Making a Unit Presentation.....	Page 9
Frequently Asked Questions Before / During Presentation	Page 12
Reasons Given for Not Giving (and possible responses)	Page 14
2023 Presenter’s Tool Kit.....	Page 16
The “Bowtie” Presentation	Page 17
The Presentation Method for Family Enrollment	Page 19
Presentation Outline	Page 20
Closing the Ask	Page 22
2023 Recognition Program	Page 24
2023 Family Friends of Scouting Video Script.....	Page 26

The key to a successful 2023 Family Friends of Scouting campaign is to educate our membership regarding the many facets of the Scouting program in New Birth of Freedom Council.



BOY SCOUTS OF AMERICA®
NEW BIRTH OF FREEDOM COUNCIL



WHY FAMILY FRIENDS OF SCOUTING?

How does your Unit benefit from the New Birth of Freedom Council operating budget? In the funding of the New Birth of Freedom Council, the question frequently arises - just what does this expenditure of Council budgeted money mean to our Pack, Troop, or Crew?

A PARTIAL LIST OF THE SERVICES RECEIVED:

1. The year-round operation and maintenance of Camps Tuckahoe, Hidden Valley, and Conewago.
2. Processing of all membership records of the unit which includes Scout's Life Subscriptions and all requests directly related to the National Organization. Registration fees and magazine fees are sent direct to the National Organization, thus none of this money is used at a local level.
3. Maintaining a permanent record of advancement of each boy and adult training records.
4. The preparation, production, and distribution of information bulletins and a website that assists units and leaders in providing youth with a quality program.
5. Handling thousands of phone calls from unit leaders, parents, donors, the public, and others desiring information related to the program.
6. Providing liability insurance which protects both unit leaders as well as the chartered partner organization. The premium on this insurance costs several thousand 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 Tuckahoe, Hidden Valley Scout Reservation and Conewago.
8. Training opportunities for all volunteer leaders. Training is accomplished through scheduled training courses and monthly roundtable meetings. Training awards and other Scouter recognitions are provided at no cost.
9. Providing the unit with District and Council activities to improve its own program. Some of these events are Day Camp, District and Council Camporees, Merit Badge College, Pinewood Derby, Klondike Derby.
10. A staff of both professional and volunteer personnel to assist units that may be having problems such as: inadequate leadership, recruiting youth members, an ineffective Unit committee, etc.



BOY SCOUTS OF AMERICA®
NEW BIRTH OF FREEDOM COUNCIL



New Birth of Freedom Council - Fact Sheet

The New Birth of Freedom Council is one of the oldest and largest Councils in the nation serving 6 counties in Central Pennsylvanian. The Council is staffed by 20 professional Scouters and support staff with approximately 3,000 adult volunteers delivering the scouting program to more than 5,500 youth. We are joined by over 700 charter partner organizations sponsoring the 300+ Cub Scout, Boy Scout, Venturing, and Exploring programs in our Council. The Council's goal is to be the premiere leader in youth development. This is reflected in the Mission Statement of the Council:

The mission of the New Birth of Freedom Council is to prepare the over 5,500 young people in Central Pennsylvania to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout Oath and Law.

Building on an already strong tradition of youth and community service, the New Birth of Freedom Council will develop and provide the highest quality Scouting program in our geographic area to accomplish the mission of the Boy Scouts of America, and in doing so be recognized and accepted as the premier leader in youth development.



BOY SCOUTS OF AMERICA®
NEW BIRTH OF FREEDOM COUNCIL



Did you know?

5,500 youth are now actively enrolled in 300+ Scouting units.

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 just one part of a continuum of financial support to New Birth of Freedom Council, but it is the most important. Why?

- Friends of Scouting contributions reflect the pride and support of the program by its adult leadership and youth membership.
- 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 to encourage participation by those who otherwise couldn't afford to participate.
- Friends of Scouting contributions fund Scholarships for camp, membership, and uniforms to ensure every boy in Central Pennsylvania has an opportunity to participate in Scouting regardless of his family's financial situation.
- Friends of Scouting contributions reflect an understanding that if each of us does not contribute, someone else must make up the shortfall.
- Friends of Scouting is the best way to say "Thanks!" for the multitude of opportunities available to our youth while building character and teaching values-based leadership.
- 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.



BOY SCOUTS OF AMERICA®
NEW BIRTH OF FREEDOM COUNCIL





Unit Presenter - Position Description

Responsibilities:

- Enroll as a 2023 Friend of Scouting in an amount that sets the example. Consider that your example has a powerful leveraging effect as many follow your lead.
- Attend District Family Friends of Scouting Presenter Training
- Review assigned Units with your District Family Friends of Scouting Chair and Unit Champion(s), (see page 8)
- Schedule and conduct a Friends of Scouting presentation to all your assigned Units. All presentations should be scheduled (with back-up date) by November 30, 2022, and all completed by March 31, 2023.
- Determine what (if any) audio visual aids are appropriate for each presentation, and secure audio-visual equipment if necessary.
- Make sure that you have enough materials (incentives, brochures, etc.) to complete each presentation.
- Mentor the Unit Champion (if applicable) to create awareness and educate the Unit in the weeks leading up to the presentation. (see page 8)
- Work collaboratively with the Unit Champion to do a follow-up with parents not at the presentation; a good example of this is to send an email post-presentation that includes the online giving link. (see page 8)
- Assure that Unit Leadership is aware of the presentation and provides a welcoming atmosphere.
- Turn in results of presentation within 24 hours to your District Executive.



BOY SCOUTS OF AMERICA®
NEW BIRTH OF FREEDOM COUNCIL



Unit Presenter Checklist

Starting Today:

- Identify Unit Champions. (see page 8)
- Work collaboratively with the Unit Champion or Unit Leader to set the presentation dates by Nov. 15th, 2022.
- Secure welcoming intro and discuss unit roster
- Send pre-presentation communication to families about the upcoming presentation and the importance of Friends of Scouting

One Week Prior to Presentation:

- Prepare packet of materials to take with you.
- Ask to be early in unit program (you want to go first!).
- Practice your presentation.

Things to Remember During Presentation:

- Be enthusiastic and speak to the audience.
- Personalize your presentation.
- Explain that it costs, on average, \$150 per year per boy & ask them to consider a gift at that level.
- Remind them that they can make pledge, and don't have to pay tonight.
- **Ask for all cards back that night (Use Car Magnet as an incentive)**
- Cover the recognition items available:
 - Unit Participation Streamer, Unit Champions Patch & Door prize (Pocket Knives)
 - Car Magnet for any *"quality"* investment
 - Patch for \$150 and above
 - Friends of Scouting Apparel

After the Presentation:

- Fill out presentation report.
- **Turn-in packet of worked cards within 24 hours of Presentation to Family Friends of Scouting Chair or New Birth of Freedom Council.**
- Follow-up on unworked cards within 72 hours; work with the Unit champion if applicable.
 - Use email and Word templates provided by New Birth of Freedom Council.
- Call unit leadership to thank them for their support.



BOY SCOUTS OF AMERICA®
NEW BIRTH OF FREEDOM COUNCIL



Unit Champion - Position Description

Responsibilities:

- Assist Presenter in scheduling a date for a Friends of Scouting presentation at a Pack Meeting, Blue and Gold Banquet, Court of Honor, etc. by **November 15, 2022**. The presentation date should be no later than **March 31, 2023**.
- Prepare an accurate unit roster of active members. Include family names, address, telephone number, and email address. Please indicate those families who do not have email capability so other measure can be taken to reach them. Review roster with District Executive and Presenter to identify opportunities.
- If possible, compile a list of former members who may have an interest in supporting Family Friends of Scouting. The list may include former adult leaders and families of Arrow of Light recipients or Eagle Scouts.
- Distribute various educational and support literature (that will be provided to you) starting about 30 days prior to the presentation – primarily via email. This will help create awareness amongst families that the presentation is forthcoming and why it is important to support.
- Work with Unit Leadership to handle physical arrangements for the meeting and provide a warm introduction for the Presenter at the presentation.
- Follow-up with any families not at the meeting and give them the opportunity to enroll. A video clip, link for online giving, and any other necessary materials will be provided to you.



BOY SCOUTS OF AMERICA®
NEW BIRTH OF FREEDOM COUNCIL



WHAT IF I CAN'T FIND A UNIT CHAMPION FOR SOME UNITS???

The Unit Champion role is simply meant to make *your* job easier; this person can be your #1 cheerleader in the unit and assist you with pre- and post-presentation communication.

However, if you are unable to identify someone for that role in one or more of your presentations, there is no cause for concern. Simply ask the Unit Leader to introduce you the night of the presentation and assist you during the presentation with key tasks such as handing out materials.

Great resources for Unit Champions: Eagle Scouts, Moms, Salesperson, Scouting Alumni, Parents of former scouts, etc.

OVERCOMING OBJECTIONS TO MAKING A FAMILY FRIENDS OF SCOUTING 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 in 2022 and the purposes of Family Friends of Scouting.
- Ask for no more than a 5–10-minute presentation and **keep your promise**.
- Have the proper person ask the Unit Leader for his or her unit presentation date.
- Explain the need to create awareness and educate Scout families about the bigger picture of what Scouting is all about and emphasize the ***local*** investment.

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: Share with them the list of presenters and let them select a presenter if they have a choice. Ask them if they would prefer their Unit Champion be their presenter.



BOY SCOUTS OF AMERICA®
NEW BIRTH OF FREEDOM COUNCIL



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

Response: "The popcorn sale supports the unit as well as the programs of the NBOFC. The unit profits from this product sale are some of the bests in the country, an equal portion of the proceeds go to NBOFC. Most 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 the NBOFC 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 NBOFC services to the new Scout families."

Objection: *Council doesn't do anything for us--we must 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. NBOFC provides the overall program development, support, and staff to carry out the program. NBOFC does provide several services to benefit the unit, including: a trained professional staff and support staff, program guidance and support through round tables, University of Scouting, training courses, Council Newsletter, unit membership, and advancement record keeping. Additionally, NBOFC pays for liability insurance for every registered adult volunteer."



BOY SCOUTS OF AMERICA®
NEW BIRTH OF FREEDOM COUNCIL



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."

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!

Response:

"Scouting is just like any other organization--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 can multiply their 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.

Objection:

The parents in my unit don't want to give.

Response:

"It has been our experience that, when the needs of the NBOFC 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."



BOY SCOUTS OF AMERICA®
NEW BIRTH OF FREEDOM COUNCIL



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 5-10 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 NBOFC does in support of their youth."

Objection:

We pay \$100 in Dues to the Pack/Troop each year. Why should we give more?

Response:

"The \$100 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 \$66.00 registration fee sent to the National Office.

None of your annual fee goes to New Birth of Freedom Council. The Family Friends of Scouting campaign gives families the opportunity to support the New Birth of Freedom Council, whose job it is to support their youth.

FREQUENTLY ASKED QUESTION BEFORE / DURING 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:

Why do I have to give money to the Council?

Response:

"You don't *have to* give. Friends of Scouting contributions are entirely voluntary. Your son and unit will continue to receive Council's services and support regardless. It just makes it tough to build the program without everyone pitching in."

Question:

Why do you always ask for so much?

Response:

"Yes, we have suggested levels of giving, since it actually, costs New Birth of Freedom Council \$150 annually per registered youth, to support the programs that we offer him. It's part of my role tonight to make you aware of these things. I certainly am not able 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."



BOY SCOUTS OF AMERICA®
NEW BIRTH OF FREEDOM COUNCIL



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.

Question:

Does my money stay locally?

Response:

"Friends of Scouting contributions are made to support New Birth of Freedom 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, Council only asks for money once a year, in the Friends of Scouting campaign. If you make your generous pledge tonight, I promise that Council won't be back until next year!"

Question:

What do I get out of this gift?

Response:

"Actually, your gift is to support the youth served by New Birth of Freedom 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 \$150 per youth to run the program?

Response:

"It costs New Birth of Freedom Council over \$3 million annually to support the program without "cutting corners." NBOFC supports over 5,500 youth, including member units and the Learning for Life Program. That averages out to \$150 per youth."

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."



BOY SCOUTS OF AMERICA®
NEW BIRTH OF FREEDOM COUNCIL



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 you 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 New Birth of Freedom 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 have changed so you might be in a position to help our Council?"

"In any case, we ask that you turn your card back in, even if you don't make a gift currently. 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? Would you be willing to make a small gift tonight that you know wouldn't upset your spouse, and when the reminder is mailed you can increase it?"

If over the phone..." Sure, I understand. When would be a good time to follow-up?"



BOY SCOUTS OF AMERICA®
NEW BIRTH OF FREEDOM COUNCIL



Objection:

Response:

The Council doesn't do anything for me.

"We talked a little bit about what New Birth of Freedom 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:

Response:

I only give to my Troop (or Pack)

"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 New Birth of Freedom 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:

Response:

I don't like everything going to York or Mechanicsburg.

"I'm not sure what you mean by this. The New Birth of Freedom Council office is in York and Mechanicsburg, sure, but the dollars given support every area of the Council. Your District Executive is paid by your support, but he or she is working in your District, not specifically in York and Mechanicsburg. Council supports three camps none of which are in York and Mechanicsburg."

Objection:

Response:

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

"Thanks for selling popcorn! We appreciate it. Popcorn sales are an important part of funding Scouting in our Council, but did you realize that the lion's share of profits stay right in your unit, benefiting both the boy and your unit. Friends of Scouting is an opportunity to directly support your Council. We only ask once a year and take no more than 8 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."



BOY SCOUTS OF AMERICA®
NEW BIRTH OF FREEDOM COUNCIL



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. Be yourself, project your passion, and be sure to thank your audience. You'll do great!

Presenter's Tool Kit

The packets you take to a presentation will include:

- Script (for you to use during the presentation – but personalize it!)
- Brochures
- Unit Participation Ribbons
- Car Magnet (for any “Quality Investment” Only the donor knows what a Quality gift is for their family)
- \$150+ recognition item – Family Friends of Scouting Council Patch
- List of Special apparel incentives
- Presentation Report – for you to fill out afterwards
- List of companies with matching gift policies
- Literature
 - “Why Family FOS” and “Key Points for a Presentation”



BOY SCOUTS OF AMERICA®
NEW BIRTH OF FREEDOM COUNCIL





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 8 minutes to give your unit FOS 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 New Birth of Freedom Council.

In less than 8 minutes, we are expected to do the following:

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

Given all of that, we shouldn't be surprised, then, that the results often are less than satisfactory.

That's the premise behind the concept that you can think of as a "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 8 minutes. Eight 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."



BOY SCOUTS OF AMERICA
NEW BIRTH OF FREEDOM COUNCIL





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. To support the presentation, this time should be used to create awareness of not only what NBOFC does, but to create awareness of what the Family Friends of Scouting campaign is.

About two weeks prior to the presentation, contact the Unit Family Friends of Scouting Champion or Unit Leader to make sure information regarding the upcoming presentation 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!

The New Birth of Freedom Council has simple email/letter templates that you can send out for pre-presentation communication.

Coach your Unit Champion to write a follow up email, asking if there are any questions. Ask that any questions that are not easily answered be forwarded to you for follow up. For those questions that you can't answer, forward the question to your District Family Friends of Scouting Chair, who will answer it, or forward it to your District Executive for follow up.

One week to a few days before the presentation, make contact again and ask if everything is on track. Be sure to thank the Unit Champion or Leader at this point for laying the groundwork for a successful campaign!

THE "RIGHT WING"



The "right wing" represents time after the presentation. This time is used to 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 at the presentation.
- Close out report and turn-in of gifts.

An email/letter should go out to families that didn't attend or didn't turn in a card within 48 hours of the presentation. NBOFC has templates and a 30-second video clip to utilize.

Finally, consider that 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.



BOY SCOUTS OF AMERICA®
NEW BIRTH OF FREEDOM COUNCIL



THE PRESENTATION METHOD

This plan is for a two-person team: (Presenter) and (Unit Champion or Unit Leader) but you can customize it for just a Presenter if needed.

- Use "Family Friends of Scouting" envelope provided by the Council.
- Plan in advance – ask unit leadership and/or youth to help you pass out the FOS brochures.
- Arrange (in advance) for some of the unit's youth to help collect cards after the presentation.
- When introduced, make no more than an 8-minute presentation. (Presenter)
- Sell Scouting. Unit Friends of Scouting Champion or Unit Leader introduces Presenter with a positive statement regarding the presenter's support of the program.
- Follow the prepared script (but personalize it!!) and use the video as you would like.
- Explain how to fill out pledge card.
 - a. Ask parents to take out card.
 - b. Have parents fill out card as you explain how.
 - c. Make a plea to have all cards turned in – use the door prize and the Car Magnet as an incentive. Car Magnets are only for gifts that night.
- Explain Text to Give text nbofbsafos to 41444
- Arrange for the unit leader to say a word of thanks for the presentation and to re-emphasize the importance of Family Friends of Scouting.



BOY SCOUTS OF AMERICA®
NEW BIRTH OF FREEDOM COUNCIL



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

PRESENTATION OUTLINE

Prior to receiving the presentation date:

- Establish contact with your Unit Champion, if applicable. If you don't have one, contact the Unit Leader.
- Explain your goals and objectives.
 - a. Plan out what the presentation will look like that night.
 - b. Discuss the most effective way to hand out the brochures will be.
- Ask your Unit Friends of Scouting Champion to compile an accurate roster, including names, address, telephone number and email address.

As soon as you receive the date:

- Call Unit Champion or Unit Leader to confirm date, time and place of presentation.
 - a. Discuss the unit's goals and objectives.
 - b. Describe the recognition incentives; talk about new items for 2023.
 - c. Recommend to the Champion or Leader to set the example by pledging now and have the amount announced at the presentation.
 - d. Make sure either the Champion or Unit Leader will introduce you.
 - e. Arrange for AV support for the video.
- You will receive materials for distribution to the units well in advance of thirty days prior to the presentation. Please contact your District Family Friends of Scouting Chairman with questions.
- Ask your contact 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.



BOY SCOUTS OF AMERICA®
NEW BIRTH OF FREEDOM COUNCIL



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 20 minutes before presentation.
- Check room for outlets, tables, etc.
- Confirm with whomever is going to introduce you
- Pass out brochures.
- Have plenty of pens – NBOFC provides them to you, give one out per family.
- Thank unit for allowing you to speak.
- Proceed with Presentation.
 - ✓ How unit benefits from Council budget.
 - ✓ Remind parents all registration fees go to the National Council, but all Friends of Scouting money stays locally with the Council.
 - ✓ Ask for investment. Show Council shoulder patch for giving \$150+.
 - ✓ Explain how to fill out pledge card:
 - Method of payment
 - Cash
 - Check
 - MasterCard/Visa/American Express
 - Pledge now, pay later – tell us when you want to be billed!
 - Signature required
 - ✓ Explain Text to Give, text nbofbsafos to 41444
 - ✓ Collect cards immediately – do not let any cards go home. Use the Door Prize and give-a-ways as an incentive.
 - ✓ Enlist Scouts to help you as needed.
 - ✓ Give out Recognition Items (Ribbon, Patches, etc).
 - ✓ Announce total before leaving.
 - ✓ Before leaving, talk with the Unit Champion or Unit Leader about your plans to follow-up to families not in attendance or who didn't give back cards.



BOY SCOUTS OF AMERICA®
NEW BIRTH OF FREEDOM COUNCIL



After the Presentation:

- ✓ At home, complete your report.
- ✓ Arrange to deliver Packet to District Family Friends of Scouting Chair or District Executive.
- ✓ Follow up with your District Executive to provide you with the text to give results
- ✓ Make sure follow up occurs in a timely manner.

CLOSING THE ASK

Secrets of Closing the Ask:

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”** – Some people may have concern 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! Use the Door Prize (pocketknives) and Car Magnets a way to incentivize!
- **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 \$150 or a \$365 gift... it costs \$150 to support a boy in Scouting for one year and it costs \$1.00 a day to be an everyday investor. Mention both the Council FOS Patch and the Lapel Pin. Show the patch and pin for those that give at the designated levels.
- **Get a card from everyone** - Even if people don't give, get their card back so we don't contact them further. If everyone turns in cards, there will be very few with no gift. Make sure you let your audience know that, even if they can't support their Council at this time, turning in the card will ensure that they aren't contacted in a follow up.



BOY SCOUTS OF AMERICA®
NEW BIRTH OF FREEDOM COUNCIL



- **Keep it short** - Tell our story, secure the gifts, and then stay quiet. We have a great story to tell... tell it for too long and you will "turn-off" the group.
- **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 Champion or Unit Leader answers these questions, with a chance to allow the Unit to "step up to the plate." You should also think that there is someone in your audience who is prepared to join the 2010 Giving Society with a 3-year commitment of \$150 or more per year.



BOY SCOUTS OF AMERICA®
NEW BIRTH OF FREEDOM COUNCIL



2023 Recognition Program

2023 Car Magnet



Presenter & Champion Patch



\$150+



Unit Ribbon



\$300+



LADIES



LADIES

\$500+



LADIES



LADIES



LADIES



LADIES



\$1,000+



LADIES



BOY SCOUTS OF AMERICA
NEW BIRTH OF FREEDOM COUNCIL

2010 Giving Society

\$150 Member



\$250 Bronze Member



\$500 Silver Member



\$1,000 Gold Member



\$2,000 Platinum Member



BOY SCOUTS OF AMERICA®
NEW BIRTH OF FREEDOM COUNCIL



How to use the Video

Optional: 1 minute story of why you support Scouting.

Today I want to talk with you about of Scouting, the New Birth of Freedom Council, and give you the opportunity to support our Scouts in Central Pennsylvania through the Family Friends of Scouting “FOS” campaign. To help my I’d like to share a quick video.

Play Video

Explain the Levels and Recognition

- Quality Investment – Car Magnet – Only you can define what a quality investment in Scouting is for you or your family
- \$150 and above – One Scout Level – this year’s commemorative council strip.
- \$365 and above or \$1.00 a day – Inaugural Everyday Investor Lapel Pin
- \$300/\$500/\$1,000 Custom Apparel Items
- 3-year commitment 2010 Giving Society – \$150 Member, \$250 Bronze, \$500 Silver, \$1,000 Gold \$2,000 Platinum

Please take a minute to fill out your pledge card now and when your finished please hold it up and a Scout will come and collected it. If you wish to make your contribution from your smartphone, please text nbofbsafos TO 41444. We will announce the total commitment to Scouting towards the end of the meeting. Thank you for your time tonight and for your support of Scouting **YOUR GIFT CHANGES LIVES!**



BOY SCOUTS OF AMERICA®
NEW BIRTH OF FREEDOM COUNCIL

