



BOY SCOUTS OF AMERICA®
NEW BIRTH OF FREEDOM COUNCIL

Build the Future

2023 **FRIENDS** *of*
SCOUTING



TRUSTWORTHY LOYAL HELPFUL FRIENDLY COURTEOUS KIND

words to live by™

OBEDIENT CHEERFUL THRIFTY BRAVE CLEAN REVERENT



Unit Champion Play Book

Family Friends of Scouting Campaign

A Guide to Make Your Campaign Successful

Materials in this Kit

There are several items that follow in this kit:

1. Unit Guidebook
2. Friends of Scouting Support Sheet
3. 2023 Council Friends of Scouting Patch
4. 2023 Donor Incentive Program
5. Goal Sheet

In 2023, your presenter will bring a packet that includes:

1. FOS Brochure & Pledge Card.
2. FOS Report Sheet

If you have more questions, please feel free to contact the Council Support Center at 717-766-1591. Your unit's support of the Scouting program for 2023 is crucial. We will be glad to help prepare for a great campaign.

Establishing A Goal

The first (and probably most crucial) part of being successful in raising your unit's support for Scouting is in setting a goal.

Pledge Card Management

1. Make sure your packet includes enough pledge cards to distribute to each family member. Sort cards according to your unit's distribution method (by den, etc.).
2. **Control the cards.** Be sure to get all cards back (**even those from whom no contribution has been made**) for audit purposes. After you have succeeded

in raising your goal, return **all** the cards and money/checks to the Council Support Center. We need all materials returned by April 30, 2023.

3. “Press Onward...” Once your unit’s committee has established a commitment to raise a goal, use one of the presentation methods to fully raise that goal.

Raising the Goal

Now the task becomes deciding how to raise that goal. Remember to first:

1. Mail a letter or email a notice to each family explaining the campaign and alerting them that they will be asked to make a pledge along with other families from your unit. A sample letter, which can be tailored to your unit’s needs, has been provided in this packet.

The Group Presentation Method – (District Presenter preferred)

The Group Presentation Method is the method used in the 2023 FOS Campaign. Here’s how to set it up:

1. “Be Prepared” for the presentation with pledge cards and extra pens. Let anyone who is assisting know in advance how he or she can help. The key to successfully managing the time allotted for this presentation is to have all cards prepared for distribution **on cue**. (**Do not distribute cards before this presentation**). Be sure that the Master of Ceremonies gives the presenter a positive introduction.
2. The Presenter will make a short presentation (10 minutes or less total), which makes clear why we need family support of Scouting, your goal, and how to complete the pledge cards or text nbofbsa to 41444 for a Text to Give commitment. **Keep talking while the cards are being completed; get all of the cards back before you continue with the rest of the program.**
3. Tally the results and announce the results just prior to the closing ceremony. (If the group presentation has not raised your goal, the **I See 5 Method** can help round out the goal or encourage some families who have the ability to give to reconsider to help your unit reach its goal.) If your unit has a newsletter, publish the final report.
4. It is critically important that your FOS Unit Champion follow-up with any families who could not attend.

The “I See 5” Method

The personal contact method is an effective way follow up with those not in attendance at your presentation. Here’s how to set it up:

1. Recruit one adult worker for each patrol, den or group of five to seven prospects. Train each worker as to what your unit’s goal and “by-dates” will be. If possible, subdivide the goal between the workers. Have the worker sign-out the cards for the families in his/her group, letting him/her know that all cards must be returned...with a yes or a no.
2. Mail the letter mentioned above about two weeks before the date you or your workers expect to start contacting families in person.
3. Contact the prospects. Set an appointment with them and meet with them within a week. Use the telephone call to set the appointment and avoid getting pinned down in a discussion. Discuss options when you’re visiting face-to-face. If you cannot get an appointment, then try to get a pledge over the telephone.
4. Visit the assigned families in their home. Make a short presentation about the Scouting program. Then, ask them to consider making a pledge in support of Scouting. **Do not leave the pledge card with them.** Remember that a pledge can be billed as often as monthly, but billing requires a minimum pledge of twenty-five dollars.
5. Your FOS Unit Champion should contact families regularly keeping them informed on progress and helping if needed.
6. By your pre-determined wrap-up date, collect the pledge cards from the workers. If your unit has a newsletter, publish results in the next issue.

FAMILY FOS CAMPAIGN

SAMPLE UNIT NEWSLETTER ARTICLE

Ever since our children were born, we've measured their personal growth. It may have been their physical growth, by recording their weight or placing them against the door jam and measuring their height with little lines over time. Have you kept their school report cards to possibly measure their mental growth?

But what do you have to measure their development of character?

One way to observe your son's progress is through Scouting. By his living the Cub Scout Law and Promise or the Boy Scout Oath and Law. Another is his advancement through the ranks of Scouting. How he learns leadership, service to others and how to become a team contributor.

A quality program like this just doesn't happen. It comes through the dedication of Scout leaders and parents like yourself with support. Support from others with our local Scout council.

Our Scout unit benefits in many ways from the New Birth of Freedom Council and they help make our unit a success. The Council provides a dedicated professional staff, two Scout Service Centers, outstanding camps, program helps, activities and training opportunities.

On date, name of unit FOS Unit Champion a parent from our unit and a council representative will make a brief presentation at our (pack meeting/Blue & Gold Banquet/Troop meeting/Court of Honor) on becoming a Friend of Scouting. Following that presentation, we will ask everyone to make an investment in their son's Scouting experience by contributing.

Our Scout leaders urge you to join us in this effort to keep the Scout program the dynamic, character-building experience it has been for your son and other youth.

FAMILY FOS CAMPAIGN

SAMPLE PARENT LETTER

Month/Day/Year

**Sample Family Friends of Scouting 2023
"Warm Up Letter"**

To be sent out by a unit via USPS, email,

unit newsletter, hand deliver, etc.

Dear Cub/Boy/Venture Scout Parent,

We hope that you and your family will be able to join us at our (Blue and Gold Banquet, Troop Court of Honor, etc.) scheduled for (Date, Time and Location). We are very proud of all of the boys' achievements and extremely appreciative of all the parental involvement.

During the (banquet, Court of Honor) a volunteer from (special guest) will very briefly discuss the annual Friends of Scouting (FOS) campaign which helps underwrite the cost of Scouting for all involved. Therefore, we thought it might be beneficial to send out this letter in advance for your information.

Each year, our Scout parents are asked to support some of the hidden costs of Scouting. The New Birth of Freedom Council, which serves more than 5,500 youth, provides numerous benefits to all of our boys and adult volunteers. A few of these benefits include:

Friends of Scouting provides these benefits to our Scouts as well as numerous at-risk youth throughout Harrisburg and York cities. Our Pack/Troop Express Card goal for FOS this year is \$_____. In past years, parents have contributed gifts ranging from \$10 to \$1000. The New Birth of Freedom Council annually spends more than \$150 per youth member.

I agreed to serve as our Unit Family FOS Champion and solicit contributions because I believe in the Scouting program and its positive impact on my family. I urge you to join me in this effort to keep the Scout program the dynamic experience for youth that it has been in recent years. Thank you for your support

Sincerely,

Pack/Troop/Crew Committee

FAMILY FOS CAMPAIGN

SAMPLE PARENT LETTER

(date)

Sample Family Friends of Scouting 2023 Parent "Follow-up" Letter

Dear Scout Parent:

At our **(day, date)** meeting, a volunteer Scout leader asked parents to financially support the New Birth of Freedom Council, Boy Scouts of America.

Our **(unit and number)**, through the local council, receives many services that help ensure the quality Scouting program that our Scouts enjoy. Through the Scouting program, our children learn lifetime values while having fun with family and friends. Among services provided are:

- ❖ Training for all adult leaders.
- ❖ Liability and accident insurance coverage for all Scouts and adult leaders.
- ❖ Camping programs and facilities at Hidden Valley Scout Reservation and Camp Tuckahoe.
- ❖ A trained professional staff to provide support to unit leaders and two Council Service Centers to provide a "behind the scenes" support for advancement and record keeping.
- ❖ And dozens of activities ranging from breakfast hikes, camporees, training of adult leaders, and much more.

Enclosed is a Family Friends of Scouting brochure that highlights the values and outcome areas for youth to grow into healthy adults. The Scouting program helps our Scouts in all of these important areas of youth development.

The cost of delivering the Scouting program to more than 5,500 youths in the New Birth of Freedom Council is \$150 per Scout. I ask that you make a contribution of \$300, \$150, \$75 or what you feel is right to support your Scout's program. The families at the meeting contributed \$_____ towards our unit goal of \$_____.

Please complete your pledge and return it in the enclosed envelope by _____ date or you may make your annual support by Texting nbofbsafos To 41444. Your support will directly impact the lives of boys in our **(Pack/Troop)** and thousands of youths in our communities.

Sincerely,

(Unit Leader's Name)

FAMILY FOS CAMPAIGN

2023 Car Magnet



\$150+



Presenter & Champion Patch



Unit Ribbon



\$300+



LADIES



LADIES

\$500+



LADIES



LADIES



LADIES



LADIES



\$1,000+



LADIES

