

FOS Playbook

2025 Friends of Scouting

TRUSTWORTHY LOYAL HELPFUL FRIENDLY COURTEOUS KIND

words to live by™

OBEDIENT CHEERFUL THRIFTY BRAVE CLEAN REVERENT

Scouting  **America™**

New Birth of Freedom Council

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The key to a successful 2025 Family Friends of Scouting campaign is to educate our membership regarding the many facets of the Scouting program in New Birth of Freedom Council.

WHY FAMILY FRIENDS OF SCOUTING?

How does your Unit benefit from the operating budget of the New Birth of Freedom Council? In the New Birth of Freedom Council funding, 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 all unit membership records, including Scout's Life Subscriptions and all requests directly related to the National Organization. Registration and magazine fees are sent directly to the National Organization; thus, none of this money is used locally.
3. Maintaining a permanent record of advancement of each Scout 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. Provide liability insurance to protect unit leaders and the chartered partner organization. The premium for this insurance costs several thousand dollars annually.
7. Provide a reservation system where all Scouting units can use weekend and long-term summer camp facilities 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 program. Day Camp, District and Council Camporees, Merit Badge College, Pinewood Derby, and Klondike Derby are some of these events.
10. A staff of professional and volunteer personnel to assist units with problems such as inadequate leadership, recruiting youth members, an ineffective Unit committee, etc.

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 six counties in Central Pennsylvania. The Council is staffed by 15 professional Scouters and support staff, with approximately 2,700 adult volunteers delivering the scouting program to more than 5,400 youth. We are joined by over 150 charter partner organizations sponsoring our Council's 300+ Cub Scouts, Scouts, BSA, Venturing, and Exploring programs. 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 5,400 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 Scouting America and, in doing so, be recognized and accepted as the premier leader in youth development.



Did you know?

5,400 youth are now actively enrolled in 300+ Scouting units.

Friends of Scouting enrollment provides a means for enlisting the support of adults with a specific interest in and relationship to Scouting so that they can help provide a quality Scouting program for youth. Friends of Scouting is just one part of a continuum of financial support to the 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.
- The membership makes Friends of Scouting contributions to the organization.
- Friends of Scouting contributions reflect the awareness that program activities are offered at a 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 youth 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 someone else must make up the shortfall if we do not contribute.
- Friends of Scouting is the best way to say "Thanks!" for the many 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.



Unit Presenter - Position Description

Responsibilities:

- Enroll as a 2025 Friend of Scouting in an amount that sets an 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 the 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 a back-up date) by November 30, 2024, and all completed by March 31, 2025.
- Determine what (if any) audiovisual aids are appropriate for each presentation and secure audiovisual equipment if necessary.
- Ensure 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 knows the presentation and provides a welcoming atmosphere.
- Turn in the presentation results within 24 hours to your District Executive.

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, 2024.
- Secure welcoming intro and discuss the unit roster.
- Send pre-presentation communication to families about the upcoming presentation and the importance of Friends of Scouting

One Week Before Presentation:

- Prepare a packet of materials to take with you.
- Ask to be early in the 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 \$150 per year per youth & ask them to consider a gift at that level.
- Remind them they can 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 (Pocketknives)
 - Car Magnet for any *"quality"* investment
 - Patch for \$150 and above
 - Friends of Scouting Apparel

After the Presentation:

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



Unit Champion - Position Description

Responsibilities:

- Assist the Presenter in scheduling a Friends of Scouting presentation date at a Pack Meeting, Blue and Gold Banquet, Court of Honor, etc., by ***November 15, 2024***. The presentation date should be no later than ***March 31, 2025***.
- Prepare an accurate unit roster of active members. Include family names, addresses, telephone numbers, and email addresses. Please indicate those families who do not have email capability so another measure can be taken to reach them. Review the roster with the District Executive and Presenter to identify opportunities.
- If possible, compile a list of former members interested 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 before the presentation, primarily via email. This will help create awareness amongst families that the presentation is forthcoming and why it is important to support it.
- 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 families, not at the meeting, and allow them to enroll. You will be provided with a video clip, link for online giving, and any other necessary materials.



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

The Unit Champion role is 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 cannot identify someone for that role in one or more of your presentations, there is no cause for concern. Ask the Unit Leader to introduce you to 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

You may encounter resistance from the Unit Leader to scheduling a presentation in the first place. It would be best if you did whatever you could to allow the unit members to decide how they could support Friends of Scouting. Here are some helpful hints to overcome that leader's objections.

- Be knowledgeable of Council highlights in 2024 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 the family decide for themselves."
- Objection:** *We had a lousy presenter last year.*
Response: Share the list of presenters with them and let them select a presenter if they have a choice. Ask them if they would prefer their Unit Champion to be their presenter.
- Objection:** *The Council relies too much on Scout families for donations. We already sell popcorn.*
Response: "The popcorn sale supports the unit as well as the NBOFC programs. The unit profits from this product sale are some of the best 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 parents 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 the Troop Court of Honors should be planned every quarter. "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 Scout helps pay for his advancement awards through his dues and the unit budget plan. The Cub Day camp fee 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."
- Objection:** *I give my time as a leader.*
- Response:** "We appreciate your services as a leader; that is the strength of Scouting is a quality program made possible by many dedicated volunteers. Just like church, it's natural that those who are the closest and most active best understand the program's benefits and support it financially."

Objection: *It's expensive to send my son to summer camp, and the sleeping bag, pack, and other equipment he needs are costly. 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 it."

While sending your son or daughter to summer camp requires a financial commitment, it's still the best deal when considering 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 paid professional leaders, too. Our district executive works closely with the district committee members and commissioner staff, coordinating their efforts to serve your unit. By working through these volunteers, he or she can multiply their effectiveness. He or she spends much 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 let the parents decide."

Objection: *Can we pick a date other than our Pack meeting night?*

Response: "Our experience has shown better attendance at the regular Pack meeting rather than at a special meeting. Parents have the Pack meeting scheduled. 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. The fee may be for your youth's Scout's Life subscription. Part of that fee was used for the \$85.00 registration fee sent to the National Office.

None of your annual fees goes to the New Birth of Freedom Council. The Family Friends of Scouting campaign allows families to support the New Birth of Freedom Council, whose job is supporting 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 the 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 costs New Birth of Freedom Council \$150 annually per registered youth to support the programs that we offer him. My role tonight is to make you aware of these things. I certainly cannot 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."

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 to support every area within the Council's region, including yours. So yes, it does stay here."

Question: *Why is the Council always coming down and asking for money?*

Response: "Maybe it's just because time flies when you're having fun. The Council only asks for money once a year, in the Friends of Scouting campaign. If you make your generous pledge tonight, I promise the Council won't return until next year!"

Question: *What do I get out of this gift?*

Response: "Actually, your gift is to support the youth served by the New Birth of Freedom Council. You get 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 have already given up so much time on scouting. Why shouldn't you ask the parents that never help?*

Response: "That's a good question. First, thank you for all the time that you have given. I know how it feels. The program couldn't be here without your tremendous support and the thousands of other adult volunteers. However, it takes more than time to make the program successful. It takes both time AND money. My observation is that, ironically enough, the volunteers who give up most in terms of time also support the most financially. I guess they "get it." Besides, I feel good doing everything I can to make our program the strongest."

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 the services and support provided by the 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 the 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 able 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 able to help our Council?"

"In any case, we ask that you turn your card back in, even if you aren't making 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?"

Objection:

The Council needs to do something for me.

Response:

"We talked a little about what New Birth of Freedom Council does for you tonight, but as you saw, we didn't want to take up much 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 to give more detailed information to someone with such a question.

Objection:

I only give to my Troop (or Pack)

Response:

"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? Tonight, we briefly talked about what our Council does for your unit. I have a fact sheet if you want to see all your Council does for you."

You can also give specific examples, such as running the camps or providing liability insurance for all registered volunteers.

Objection:

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

Response:

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

Objection:

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

Response:

"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 stays right in your unit, benefiting both the Scout and your unit? Friends of Scouting is an opportunity to support your Council directly. We only ask once a year and take no more than 8 minutes of your time to do so. I hope you consider making a gift to support the Council that supports your unit in many ways."

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 have a well-reasoned response from that person's viewpoint naturally.

The second most important thing is to ensure you ask for a follow-up if given the opportunity. If there's the slightest chance this person may contribute, don't let that opportunity pass you. Be yourself, project your passion, and 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 afterward
- List of companies with matching gift policies
- Literature
 - “Why Family FOS” and “Key Points for a Presentation”



New Birth of Freedom Council	Boy Scouts of America
Friends of Scouting Campaign PRESENTATION KIT	
	
PACK _____	TROOP _____ CREW _____ # of YOUTH _____
UNIT LEADER NAME _____	
PHONE # _____	
DATE _____	
TIME _____	
LOCATION _____	
PRESENTER NAME _____	
PHONE # _____	
<u>THANK YOU!</u>	

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 the "Family Friends of Scouting" envelope provided by the Council.
- Plan in advance – ask unit leadership and 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 the 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 want.
- Explain how to fill out the pledge card.
 - a. Ask parents to take out cards.
 - b. Have parents fill out cards 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 nboffos to 844-615-4296
- Arrange for the unit leader to say thanks for the presentation and re-emphasize the importance of Family Friends of Scouting.

<p style="text-align: center;">DO NOT LET TOTAL TIME, INCLUDING PRESENTATION, RUN FOR MORE THAN 10 MINUTES.</p>

PRESENTATION OUTLINE

Before 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, addresses, telephone numbers, and email addresses.

As soon as you receive the date:

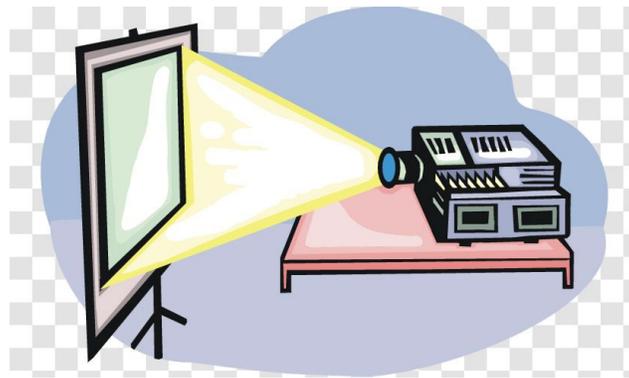
- Call the Unit Champion or Unit Leader to confirm the presentation's date, time, and place.
 - a. Discuss the unit's goals and objectives.
 - b. Describe the recognition incentives; talk about new items for 2025.
 - c. Recommend that the Champion or Leader set the example by pledging now and having 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, thirty days before the presentation. If you have questions, please get in touch with your District Family Friends of Scouting Chairman.
- 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.

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 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 the 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 does the unit benefit from the 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 the 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 nboffos to 844-615-4296
 - ✓ Collect cards immediately – do not let any cards go home. Use the Door Prize and giveaways as an incentive.
 - ✓ Enlist Scouts to help you as needed.
 - ✓ Give out recognition items (Ribbons, patches, etc.).
 - ✓ Announce the total before leaving.
 - ✓ Before leaving, talk with the Unit Champion or Unit Leader about your plans to follow up with families who are absent or who didn't give back cards.

How to use the Video



Optional: 1-minute story of why you support Scouting.

Today, I want to talk with you about Scouting and the New Birth of Freedom Council and ask you to support our Scouts in Central Pennsylvania through the Family Friends of Scouting “FOS” campaign. To help me, 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. When you finish, please hold it up, and a Scout will come and collect it. If you wish to contribute from your smartphone, please text nboffos at 844-615-4296. We will announce the total commitment to Scouting towards the end of the meeting. Thank you for your time tonight and your support of Scouting. **YOUR GIFT CHANGES LIVES!**

CLOSING THE ASK

Secrets of Closing the Ask:

Many little things can be done during a Family Friends of Scouting presentation to ensure a high yield of contributions from our membership. These hints will help guarantee success:

- **Let gifts be “private”** – Some people may have concerns 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 cards.
- **Get immediate response** - Don't allow people to think too long; this will result in low or no gifts. Pass out the cards, walk them through, fill them out, and collect them right now! Use the Door Prize and Car Magnets to incentivize!
- **Ask for an amount** - You need to put a figure in people's minds to guide their thinking. Suggest to them that they consider a \$150 **or** \$365 gift. It costs \$150 to support a youth member in Scouting for one year and \$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 who 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.
- **Keep it short** - Tell our story, secure the gifts, and stay quiet. We have a great story, but if you say it too long, 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." It would be best if you also thought that someone in your audience is prepared to join the 2010 Giving Society with a 3-year commitment of \$150 or more per year.



After the Presentation:

- ✓ At home, complete your report.
- ✓ Arrange to deliver the Packet to the 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 promptly.

New Birth of Freedom Council

Boy Scouts of America

FRIENDS OF SCOUTING UNIT REPORT ENVELOPE



District _____ Cub Scout Pack _____ Boy Scout Troop _____ Venture Crew _____

Presenter Name _____ Presentation Date _____

Cards Enclosed _____ Total Amount Enclosed \$ _____ Date Received _____

Presenter Signature _____ DD/DE Signature _____

	Name	Total Pledge	Credit Card Payment	Recurring Gift Y/N	Check Payment	Cash Payment	Billing Amount
1		\$	\$		\$	\$	\$
2		\$	\$		\$	\$	\$
3		\$	\$		\$	\$	\$
4		\$	\$		\$	\$	\$
5		\$	\$		\$	\$	\$
6		\$	\$		\$	\$	\$
7		\$	\$		\$	\$	\$
8		\$	\$		\$	\$	\$
9		\$	\$		\$	\$	\$
10		\$	\$		\$	\$	\$
11		\$	\$		\$	\$	\$
12		\$	\$		\$	\$	\$
13		\$	\$		\$	\$	\$
14		\$	\$		\$	\$	\$
15		\$	\$		\$	\$	\$
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30		\$	\$		\$	\$	\$
	TOTALS	\$	\$		\$	\$	\$

RETURN ENVELOPE TO THE DISTRICT FOS CHAIRPERSON OR THE DISTRICT EXECUTIVE - THANK YOU!



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 sometimes distracting circumstances. Consider that not all families are in attendance. Realize that some families are caught off guard, not expecting to be asked for a gift to the 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 of the New Birth of Freedom Council.
- **Educate** our membership regarding the amount of money required to operate the 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 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. This dot represents the point in time that you will be presenting at the unit. It 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 adult volunteer 'getting it.' Doesn't it seem that if this "dot" were used only to summarize and emphasize the big picture points already 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."



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 what NBOFC does and what the Family Friends of Scouting campaign is.

About *two weeks* before the presentation, contact the Unit Family Friends of Scouting Champion or Unit Leader to ensure information regarding the upcoming presentation was electronically sent to all members. Ask about members who might not have an email available and 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 to 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 not easily answered be forwarded to you for follow-up. For those questions you can't answer, forward them to your District Family Friends of Scouting Chair, who will answer them, or forward them 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 the *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 on 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 daily 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.