

2025 Friends of Scouting

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words to live by™

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Scouting  **America™**
New Birth of Freedom Council



Unit Champion Playbook

Family Friends of Scouting Campaign

A Guide to Make Your Campaign Successful

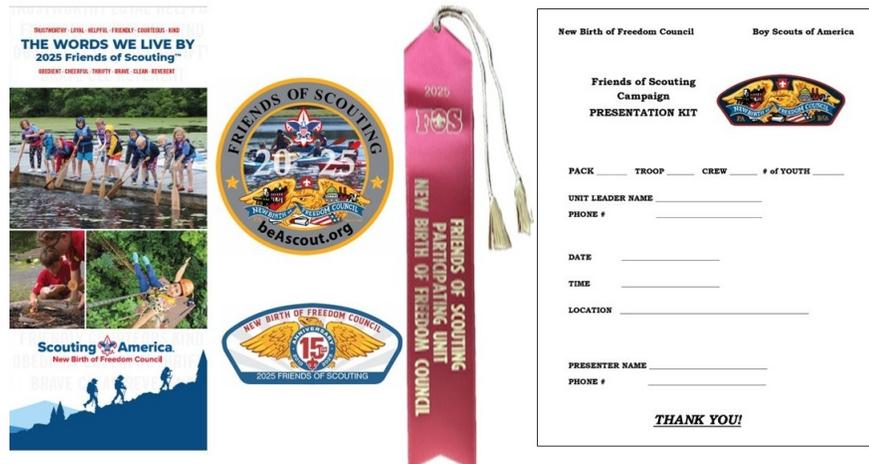
Materials in this Kit

Several items follow in this kit:

1. Unit Guidebook
2. Friends of Scouting Support Sheet
3. 2025 Council Friends of Scouting Patch
4. 2025 Donor Incentive Program
5. Goal Sheet

In 2025, your presenter will bring a packet that includes:

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



If you have more questions, please get in touch with the Council Support Center at 717-766-1591. Your unit's support of the Scouting program for 2025 is crucial. We will be glad to help prepare for a great campaign.

Establishing A Goal

Setting a goal is the first (and probably most crucial) part of successfully raising your unit's support for Scouting.

Pledge Card Management

1. Ensure your packet includes enough brochures 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 achieving your goal, return **all** the cards and money/checks to the Council Support Center. We need all materials returned by April 30, 2025.
3. "Press Onward..." Once your unit's committee has established a commitment to raise a goal, use one of the presentation methods to raise that goal fully.



Raising the Goal

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

1. Mail a letter or email notice to each family explaining the campaign and alerting them that they will be asked to pledge 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 2025 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 clarifies why we need family support of Scouting, your goal, and how to complete the pledge cards or text nboffos to 844-615-4296 for a Text to Commit. **Keep talking while the cards are being completed; get all the cards back before you continue with the rest of the program.**
3. Tally the results and announce them 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 can 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 to follow up with those not attending 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, 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 pledging support of Scouting. **Please 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, informing them of 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, placing them against the door jam, and measuring their height with little lines over time. Have you kept their school report cards to measure their mental growth possibly?

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

One way to observe your child's progress is through Scouting, where he/she lives the Cub Scout Law and Promise or the Scout Oath and Law. Another is his/her advancement through the ranks of Scouting, where young people learn leadership, service to others, and how to become team contributors.

A quality program like this 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 help, 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 invest in their child'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 child and other youth.

FAMILY FOS CAMPAIGN

SAMPLE PARENT LETTER

Month/Day/Year

**Sample Family Friends of Scouting 2025
"Warm Up Letter"**

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

unit newsletter, hand deliver, etc.

Dear Cub/Scouts, BSA/Venture Scout
Parent,

We hope you and your family can join us at our (Blue and Gold Banquet, Troop Court of Honor, etc.) scheduled for (Date, Time, and Location). We are very proud of the Scouts' 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 sending out this letter in advance for your information might be beneficial.

Each year, our Scout parents are asked to support some of the hidden costs of Scouting. The New Birth of Freedom Council serves more than 5,400 youth and provides numerous benefits to our Scouts and adult volunteers. A few of these benefits include:

Friends of Scouting benefits our Scouts and 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. I appreciate your support.

Sincerely,

Pack/Troop/Crew Committee

FAMILY FOS CAMPAIGN

SAMPLE PARENT LETTER

(date)

Sample Family Friends of Scouting 2025
Parent "Follow-up" Letter

Dear Scout Parent:

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

Our **(unit and number)**, through the local council, receive many services that help ensure the quality Scouting program that our Scouts enjoy. Our children learn lifetime values through the Scouting program while having fun with family and friends. Among the 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, Camp Tuckahoe, and Camp Conewago.
- ❖ A trained professional staff to support unit leaders and two Council Service Centers to provide "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 highlighting the values and outcome areas for youth to grow into healthy adults. The Scouting program helps our Scouts in all these important youth development areas.

The cost of delivering the Scouting program to more than 5,400 youths in the New Birth of Freedom Council is \$150 per Scout. I ask that you contribute of \$300, \$150, \$75, or whatever 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 nboffos to 814-615-4296. Your support will directly impact the lives of Scouts in our **(Pack/Troop)** and thousands of youths in our communities.

Sincerely,

(Unit Leader's Name)

Scouting America

New Birth of Freedom Council

2010 Giving Society

Platinum Level – \$2,000 annually (3 years)

- Limited Edition Platinum Anniversary CSP
- Special Edition Anniversary CSP for each registered household Scout
- Four Tickets to either Saturday, June 21, Harrisburg Senators or Friday, August 8, York Revolution 2024 Scout Night
- Invitation to Family Fun Night at Camp Tuckahoe **TBD**
- Special 2025 Giving Society Gift to be presented during Family Fun Night
- Any annual Family Friends of Scouting recognitions available for that year's contribution



Gold Level – \$1,000 annually (3 years)

- Limited Edition Gold Anniversary CSP
- Special Edition Anniversary CSP for each registered household Scout
- Two Tickets to either Saturday, June 21, Harrisburg Senators or Friday, August 8, York Revolution 2024 Scout Night
- Invitation to Family Fun Night at Camp Tuckahoe **TBD**
- Any annual Family Friends of Scouting recognitions available for that year's contribution



Silver Level – \$500 annually (3 years)

- Limited Edition Gold Anniversary CSP
- Special Edition Anniversary CSP for each registered household Scout
- Two Tickets to either Saturday, June 21, Harrisburg Senators or Friday, August 8, York Revolution 2024 Scout Night
- Invitation to Family Fun Night at Camp Tuckahoe **TBD**
- Any annual Family Friends of Scouting recognitions available for that year's contribution



Bronze Level – \$250 annually (3 years)

- Limited Edition Bronze Anniversary CSP
- Special Edition Anniversary CSP for each registered household Scout
- Invitation to Family Fun Night at Camp Tuckahoe **TBD**
- Any annual Family Friends of Scouting recognitions available for that year's contribution



Member Level – \$150 annually (3 years)

- Special Edition Anniversary CSP
- Invitation to Family Fun Night at Camp Tuckahoe **TBD**
- Any annual Family Friends of Scouting recognitions available for that year's contribution



Friends of Scouting Recognition

FOS Supporter



Unit Streamer



\$300



\$150



\$1,000



\$500



2010 Giving Society

