

2022 Friends of Scouting Campaign

Unit Guide

The Friends of Scouting Campaign

Friends of Scouting is the **local**, annual campaign, inviting people to support Scouting's mission.

Giving Options

Most donors choose to give through one of the following options:

- **Summit Circle Program:** By far the easiest way to give. Monthly contributions are automatically deducted using their credit or debit card information. Donors choose their monthly giving amount starting at \$20 per month. This program allows for maximum convenience as their gifts are automatically renewed. Recurring gifts can be cancelled at any time. Scout groups using this program will automatically be credited the sum of all renewed gifts toward the unit's goal!
- **One-time gift**
- **Stock donation**

The Group Presentation- When, where, and how

Most Scout groups invite their families to give to the Friends of Scouting Campaign by making a presentation. **Presentations can be delivered in-person or virtually.**

The most successful Scout groups engage their families in January, so families have twelve-months to pay off any pledges made. Scout groups who achieve their fundraising goal by the end of January enjoy a full-year of recognition items (such as rank and merit badges for troops). Whichever date your group makes, it should be as early as possible.



What to say

Giving the Friends of Scouting presentation is easy. The presenter should be someone parents know well. The presenter should focus on sharing their own Scouting story and what impact it has had on their family or personal life. Start by acknowledging why you're there--to raise money to keep Scouting strong.

Here are some guiding questions to assist the presenter in scripting their story:

- Were they in Scouting growing up? What is their fondest memory?
- What impact has Scouting had on their child's life?
- What impact has volunteering for Scouting had on the presenter's life?
- Why does the presenter's family choose to donate to Scouting?

After the presenter has shared their personal story, share the following facts. Friends of Scouting donations...

- Keeps camp affordable
- Maintains camp properties
- Provides camp scholarships for youth needing assistance
- Makes Scouting possible for over 1,000 underserved youth
- Ensures trained and dedicated professional staff in each community

After the presenter has shared their story, they should end by inviting each family to make a gift. They can do so by going online to seattlebsa.org/donate or referring to the unit-specific donation link (provided by your district executive). Reinforce the Summit Circle program and suggest \$20 per month. Alternatively, printable mail-in pledge forms can be found at seattlebsa.org/fos. If a district executive attends your FOS presentation, they will ask to take any paper forms with them so they can be processed at the earliest opportunity.

Employer Giving Programs

Many employers offer matching gifts to their employees who make a personal gift to a non-profit organization. This is a great way to increase your support to the Chief Seattle Council.

Matching Gifts

A matching gift is an employer program that offers to "match" a personal gift either 1:1 or typically a percentage such as 50% etc... Each company sets their own matching gift policies, so it is important to work with the company's matching gift office directly.



When a volunteer submits a matching gift request with their employer, their employer will contact the Chief Seattle Council in order to verify that a personal gift has been made in their employee's name. If a donor signs up for the Summit Circle, and gives \$20/month, their employer will only match what has been paid by the date of their request.

Volunteer Hours Contributions

Some companies will make a donation to a charity where their employees volunteer. Volunteers who submit their volunteer hours will help the council reach its fundraising goals. In recognition of this action, Chief Seattle Council has instituted a Camp Card program, which seeks to recognize units whose volunteers have submitted volunteer hours. Volunteer hours contributions are not credited to a unit's FOS goal.

For instructions on submitting Microsoft volunteer hours or matching requests, visit <https://seattlebsa.org/donate/matching-gifts-1/>

Unit Recognition

In recognition of your Scout group's support of the Friends of Scouting program, the council will continue to offer the following recognition program in 2022:

For Cub Scout Packs: Packs that reach their FOS goal will receive free pinewood derby cars for the number of registered boys at the time of redemption. Packs have the rest of the calendar year to redeem their cars.

For Boy Scout Troops and Venturing Crews: These units that reach their goal shall receive free cloth rank advancement and merit badges for the rest of the calendar year.

Donor Recognition

Individual donors who make a personal gift shall receive a commemorative council shoulder patch.

Summit Circle members who choose to make a gift of at least \$20 per month shall receive a special Summit Circle council shoulder patch. Renewing Summit Circle members will automatically receive their summit circle patch in the mail. Donors who choose to give at the Belayer level (\$25 per month) shall receive a special Belayer patch.



Friends of Scouting Unit Coordinator

Position Description

The Friends of Scouting Unit Coordinator has the responsibility of ensuring that each family understands the purpose of the campaign and has an opportunity to contribute. Scout groups receive recognition when their fundraising goal is achieved. Packs achieving this standard will receive a pinewood derby car for each Scout and troops will receive free rank advancement and merit badges for the remainder of the calendar year. *All donors committing to a monthly recurring gift of \$20 or more will be recognized as a Summit Circle member and receive the current-year Summit Circle shoulder patch.*

Duties include the following:

1

PRIOR TO THE FRIENDS OF SCOUTING PRESENTATION

- Recruit a spokesperson to present Friends of Scouting to your families.
- Inform families of the presentation with the sample introductory letter.

2

DURING THE FRIENDS OF SCOUTING PRESENTATION:

- Arrange for Scout helpers to distribute materials to families attending the event.
- Provide 10-15 minutes at the beginning of the event for the presentation.
- Remind families to make donations online before leaving the virtual event.
- Thank families for their participation.

3

AFTER THE FRIENDS OF SCOUTING PRESENTATION:

- Personally contact families not attending to invite them to participate.
- Transfer any paper pledges and donations to your district executive. (It is important to do this in a timely manner so there is no delay in processing of credit cards and checks).



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Sample Introductory Letter to Families

Dear Family:

I look forward to seeing you this week at our upcoming event and thought it might be beneficial to send out this email in advance for your information.

During the meeting, we will invite all families to support Scouting by becoming members of the Summit Circle Program. Most families give \$20 per month, and together these gifts add up to millions for financial aid, training leaders, camp maintenance, affordable programs and other support. Approximately 1,200 Scouts receive need-based financial assistance annually for membership fees, camp equipment, books, badges, and camp scholarships.

For only \$20 per month you can provide an optimal level of support that will help the council impact the lives of youth. You may cancel your summit circle membership at any time.

You'll receive a special Summit Circle shoulder patch as recognition for your support.

During our meeting, you will receive a pledge brochure. I hope you will consider becoming a Summit Circle member. If you are unable to attend, a contribution can be made at www.seattlebsa.org/donate

Please know that any gift is greatly appreciated regardless of the amount.

Thank you for your commitment to Scouting



Sample Follow-up Email to Families (After Presentation Day)

Dear (unit type/unit #) families:

A few days ago, I had the pleasure of speaking at our (blue & gold, court of honor etc...), where I was able to share how the Scouting program has impacted my family. I asked other families who feel the same way to join me in making a gift to the Scouting organization. With my gift and yours, we can spread the good work that Scouting does and help youth all across our community.

If you didn't get a chance to respond by filling out a pledge card that night, or if your family wasn't able to attend, I invite you now to make a tax-deductible gift for Scouting.

Giving is easy. You can make a one-time gift, or make easy monthly payments. Simply go to www.seattlebsa.org/donate.

Make sure you put down (unit type/unit #)!

As of our meeting, our families have raised \$x,xxx out of a \$x,xxx goal in support of Scouting. Please consider helping us today.

