



BOY SCOUTS OF AMERICA®
NORTHEAST IOWA COUNCIL

UNIT FRIENDS OF SCOUTING GUIDEBOOK



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FRIENDS OF SCOUTING

Friends of Scouting (FOS) is the investment campaign that contributes toward the council's annual operating expenses. The local council is supported by funds from generous businesses and individuals, but a large percentage of this comes from our Scouting families, families who see the value in Scouting and what it does for their child.

PRESENTATION PURPOSE

The purpose of a FOS presentation is to educate Scouting families about the larger impact of Scouting. **Unit** FOS presenters will bring their enthusiasm for Scouting into doing the planning, communicating and execution of the unit's FOS presentation. With the support of district **volunteers**, together we will make the FOS Campaign successful.

GOALS

- Every Scouting unit has a FOS presentation
- Every Scouting family in your unit receives an educated opportunity to support FOS

WHERE TO START

- Decide on who will do the presentation; a unit volunteer or a volunteer from the district leadership team.
- Plan the date, time, and location
- Fill out Unit FOS Presentation Sign-Up at scoutsiowa.org/friends-of-scouting-resources/



Before the Presentation

- **Units** - Communicate with parents by email and/or phone when the annual FOS Presentation will be.
- **Presenters** - Set-up a date and time with Michaela before your presentation to get the materials needed for the in-person presentation.
- **Presenters & Units** - One week before the presentation make sure the agenda for the meeting has the Unit FOS Presentation at the beginning or in the middle and is allotted 10 minutes (5-8 minutes for the presentation and the rest of time to get cards turned in).

Day of Presentation

- **Presenters** - Arrive early, be set-up and ready to go.
- **Units** - Provide a warm introduction for the presenter. The script is available in the guidebook as well as at scoutsiowa.org/friends-of-scouting-resources/.
- **Presenters** - Assist with the presentation and physical arrangements. Have unit youth assist with passing out and collecting pledge cards.
- **Units** - Help distribute pledge cards to past donors and families of your unit.
- **Units** - Track presentation attendance compared to your unit roster and the pledge cards received.
- **Presenters** - Record the pledges on the Unit FOS Coordinator Sheet. All money should be recorded on the unit FOS Coordinator Sheet and then pledge cards and monies go in the envelope.
- **Presenters** - Make sure donors receive their recognition items for their donation level.



After the Presentation

- **Units** - Follow-up with the families that missed the presentation, or didn't turn in a card, by writing a personal note on their pledge card. Return these pledge cards to the Council Service Center with the completed pledge cards. You may consider sending an email to those that missed the presentation letting them know the card will be in the mail soon.
- **Presenters** - Within two days of the presentation return the completed Unit FOS Coordinator Report sheet/envelope with the other FOS materials to the Council Service Center.

PRESENTATION

The best FOS presentations are 5-8 minutes in length and are personalized. Here is a suggested outline you may follow. There is also a detailed script starting on Page 8 as well as available at:

scoutsiowa.org/friends-of-scouting-resources/



PRESENTATION OUTLINE

1. Intro
2. What is FOS
3. What FOS Supports (Pick 2 or 3 to share from the list below)
4. Why I support Scouting (Personal story)
5. Make the Ask- at least \$185 the first recognition level
6. Share Recognition Opportunities
7. Thank Group

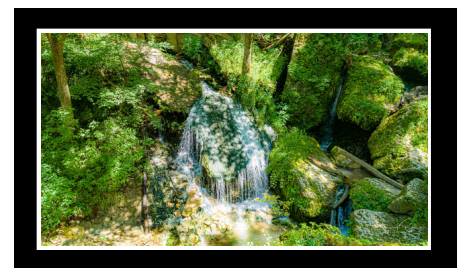
WHAT FRIENDS OF SCOUTING SUPPORTS:

- Strategic and long-term planning to grow Scouting in the area
- The year-round maintenance of Camp C.S. Klaus and Camp Burton
- Enable Council and District Activities fees to stay low
- Processing and maintenance of all membership and advancement records
- Ongoing leader workshops including Roundtable and special training days
- Recruitment materials, plans and support
- The Council Service Center and locally run Scout Shop
- Scholarships for camp fees and registration
- Professional and administrative support for unit leaders and parents
- Subsidized accident insurance to all youth and adults involved in the program
- Outreach program for at-risk youth in partnerships with other local non-profits

RECOGNITION

For a \$185 gift families receive a Camp Klaus Series patch!

For a \$370 gift families receive a framed Camp Klaus Series print!



To whom should checks be written?

- Checks can be made out to Northeast Iowa Council, BSA.

How does someone pay?

- FOS pledges can be paid by cash, check or credit cards. Credit cards accepted at the Council Service Center are Discover, Mastercard, and Visa. Online payments accepted include ApplePay, GooglePay, Venmo, Paypal and credit card.

Can someone pay their pledge in installments?

- Yes; a donor can choose to pay quarterly, monthly or the amount of installments they choose. The installment payments must be finished during the calendar year of 2023.

When should unit's aim to do FOS presentations in 2023?

- The goal is for units to complete their presentation by March 31, 2023.

Can I tell you where to designate my donation?

- We love hearing stories about what part of Scouting means the most to you! While you are certainly able to designate your gift, our Council leadership works with our volunteers and families each year to identify the areas of greatest need for the Council and we hope that you will make a general donation in order to provide the best Scouting experience for all youth.

How much money does the National Council get?

- Of your FOS donation, no money goes to the National Council. **ALL** of the money we raise here stays local.

What is the true cost of Scouting?

- Scouting varies based on the level of participation. An annual average cost for most youth is around \$600 and this does not include camping or additional activities. *Can you afford to do more to help others? What is your Unit doing to help offset the cost for your families?*



06 DISPELLING THE OBJECTIONS

Objection: I am already giving too much.

- **Response (to individual):** Can you afford more to help others?
- **Response (to a Unit):** What are you doing to help offset the cost for your families at the Unit level? - Product sales and fundraisers

Objection: I only support locally. Or My donation isn't kept local. Or I don't understand where the money is going.

- **Response:** By just giving to your local unit, you do not open up the Scouting opportunities for others. By giving to the Council, you broaden the *access* to Scouting to the bigger community.

Objection: I already give to...

- **Response:** I am so glad you are aware of supporting such a great organization. Here is why supporting the Scouts helps our community... Or You have already bought into the Scouting program by paying your dues and sending your kids to camps. Thank you! The *Scouts* should also be an organization YOU give to as well.

Objection: I cannot afford a donation.

- **Response:** Your donation doesn't have to be a big one. Can you give something? Or did you know you can pay your FOS donation over *time*, allowing for bigger impact?

Objection: I am already giving my time/talent/treasure to my Unit.

- **Response:** Thank you! We appreciate people like you who step up and recognize a need in the community! Because you are seen as *a leader* in your unit, would you consider becoming a leader in the FOS campaign by making a gift today?

Objection: We had a bad presentation

- **Response:** I'm sorry to hear that; I want to make sure that doesn't happen again. I would also be happy to share with you all the benefits of the FOS campaign and we can discuss how the campaign impacts the Council, *our District*, and even our Unit.

To be introduced by the Unit Friends of Scouting Chair or Unit Leader

Good evening. Most of you already know me, but for those of you who may not, my name is _____. In addition to being _____'s (mom/dad), I am also the chair for our unit's Family Friends of Scouting Campaign. Those of you who are new to our (pack/troop/crew) may not know what Friends of Scouting is. Friends of Scouting is the one time each year that the Northeast Iowa Council asks our Scouting families, as well as businesses in the area, for a direct financial gift to keep the Scouting program strong in our (pack/troop/crew) and community.

We are fortunate to have with us tonight a volunteer from our community, _____, to tell us a little more about this important opportunity. Before we welcome _____, I would like to let you know that our (pack/troop/crew) has a goal of 100% participation. I encourage every one of you to join me and participate in the Friends of Scouting Campaign. I'm handing my pledge in now as we give a warm welcome to our Friends of Scouting Presenter, _____.

(Ideally, be the first person to make a gift.)



08 PRESENTER SCRIPT

Thank you____, for the introduction. I'm a volunteer with _____(personal Scouting role) & the district friends of Scouting committee. It's good to be here to see Scouting in action. I have been invited by your unit leadership to inspire you to join me in supporting the life changing programs of the Boy Scouts of America by donating to the annual friends of Scouting campaign.

We are working hard to teach our Scouts to come together to learn, grow, and serve. The Scouting program is one of perseverance and determination.

What is the family friends of Scouting campaign?

- District & council annual fund-raising campaign
- Ask our current and past Scouting families to invest in the future of Scouting.
- It makes up 16% of council budget and the council invests \$624 into each youth yearly

What your generous donation does to support your child's Scouting program (3-5)

- Recruitment resources
- Leader trainings
- Subsidized activities and camp properties
- Financial assistance (membership fees, camp scholarships) - *there is a greater need for assistance*
- Outreach program to at-risk youth
- STEM programs
- 29 Eagle Scout awards
- Support for collecting over 18 tons of food for local pantries
- And much more



Why I support the Friends of Scouting Campaign (3 min)

.....(Tell a specific inspiring short story of you or your family's Scouting experience) or how support from the district or council has made a major impact with a Scout or their family.

How you can donate or pledge your support of your son or daughter's Scouting program?

- It's time to join me in supporting Scouting. Consider investing in one Scout at the \$185 giving level
- Give right now on your mobile phone! Introduce unit donation page
- Fill out Pledge cards and pay with cash, check or credit card or pledge to pay later
- Check with your employers to increase your gift through company matching.
- \$185 gets special edition 2023 Camp Klaus waterfall patch
- \$370 gets special edition 2023 Camp Klaus waterfall frame and patch

Closing

Thank the unit leaders for inviting me to talk with you. I will be here to answer any questions.

*Note—Presenter need not stay for entire meeting



ONLINE GIVING & UNIT CROWDFUNDING PAGES

We are pleased to announce Online Giving! We have added unit specific crowdfunding pages. This will help enhance the payment experience of our Scout parents and grandparents. Either visit your unit's website or use the text to give code.



https://givebutter.com/NEIC_FOS

Be sure to select your Pack or Troop!



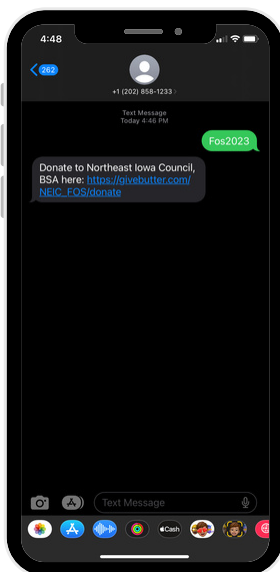
Friends of Scouting 2023
The Friends of Scouting campaign supports our Council to create great programs and maintain our camps. All funds raised in this effort stay in our local Council!

NE Iowa Friends of Scouting Kids

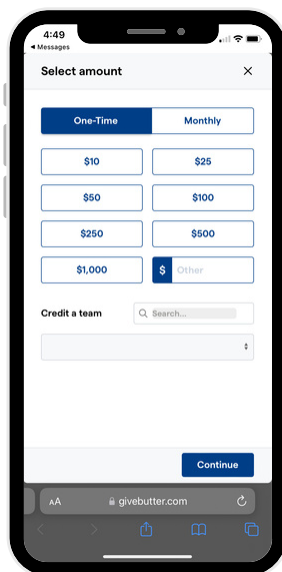
Organized by [Northeast Iowa Council, BSA](#)

Team Leaderboard

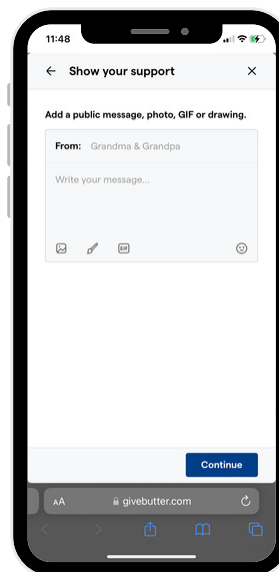
Rank	Team Name	Members	Amount
1	Pack 28	0 members	\$0
2	Pack 30	0 members	\$0
3	Pack 35	0 members	\$0



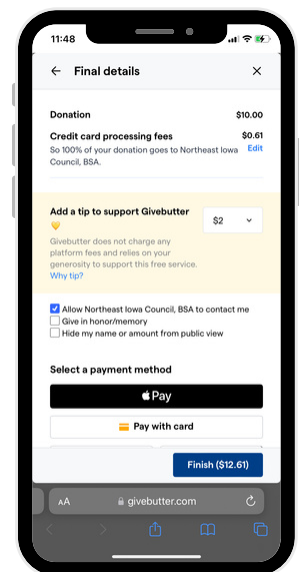
1. Text keyword FOS2023 to 202.858.1233 and receive a link back.



2. Fill out the online form including unit info & click "Continue"



3. Add a message to appear on the crowdfunding page (optional) & click "Continue"



4. Select payment method and enter payment information. Click "Finish".
Please note processing fees and Givebutter tip are optional.