



2026



FRIENDS OF SCOUTING

Champion Guidebook

Questions? Contact Michaela Freiburger



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WE'RE RECRUITING:

FAMILY FRIENDS OF SCOUTING UNIT CHAMPIONS



Friends of Scouting (FOS) is our council's annual "fuel-the-adventure" campaign. Every gift—big or small—goes straight into things families actually feel: stronger programs, more hands-on activities for youth, safe equipment, trained leaders, and expanded camp experiences.

In short, Friends of Scouting is how we turn "wouldn't it be cool if..." into "wow, we actually get to do this!"

ROLE RESPONSIBILITIES:

- **Attend FOS Training** on Thursday, January 8th, or schedule an individual training session with Michaela.
- **Complete your unit's FOS presentation(s)** on the dates and times provided.
- **1 week before your presentation:** Coordinate materials with Michaela so they can be prepared for pickup at the Council Service Center or delivery to a trusted unit leader.
- **1–2 weeks before your presentation:** Help invite families by either:
 - Working with unit leaders to send the provided email template, or
 - Sending a personal email to the unit using the template.
- **During your presentation:**
 - Use the script and materials to make a personalized FOS ask to the families.
 - Collect pledge cards and funds that night.
 - Kick off the unit campaign by having someone ready to publicly share their contribution (this can be you or a pre-arranged volunteer).
- **After the presentation:**
 - Send Michaela a photo of the completed unit FOS report: 563-599-5633 or michaela.freiburger@scouting.org. *This will help Michaela prepare the "Thank You" cards.*
 - Within two business days, return all materials to the Council Service Center or coordinate pick-up from Council staff.
 - You will be asked to sign "Thank You" cards for donors.
- **Follow Up:**
 - Email families to thank them for attending and share reminders on how to give online.
 - At an upcoming meeting, announce the current status of the unit's FOS campaign.

THANK
YOU!

FRIENDS OF SCOUTING

Friends of Scouting (FOS) is THE local Council investment campaign which covers operating expenses. Support funds come from generous businesses and individuals, most are Scouting families; families who see the value in Scouting and what it does for their child.

WHAT FOS SUPPORTS:



- Year-round maintenance of Camp C.S. Klaus and Camp Burton
- Affordable Council and District activity fees
- Management of membership and advancement records
- Leader development through workshops and training
- Strategic planning to strengthen and grow Scouting locally
- Recruitment materials and support
- Operation of the Council Service Center and Trading Post
- Scholarships for registration and camp fees
- Professional and administrative support for units and families
- Subsidized accident and illness insurance
- Outreach programs for underserved youth

THE MOVING PARTS THAT POWER FRIENDS OF SCOUTING

BOARD GIVING

FAMILY GIVING

MAILING FAMILY

COMMUNITY GIVING

WHERE TO START

- Plan the date, time, and location
(2+ months in advance, what event will the presentation go with)
- Fill out Unit FOS Presentation Sign-Up (QR Code)
(2+ months in advance to help presenter material preparations)

THE UNIT ASK



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.

THE UNIT PRESENTATION CHECKLIST

Before the Presentation

__Units - Communicate with parents by email, social media post, text and/or phone when the annual FOS Presentation will be. **Don't forget to use provided content!**

__Unit Champions- Set-up a date and time with Michaela before your presentation to get the materials needed for the presentation.

__Presenters & Units - One week before the presentation make sure the agenda for the meeting has the NEIC update and FOS Presentation is allotted 10 minutes (5-8 minutes for the presentation and the rest of time to get cards turned in).

Day of Presentation

__Units - Provide a warm introduction for the presenter. A sample script is available in the guidebook.

__Units - Help distribute pledge cards to past donors and families of your unit (when applicable, use blank donor cards).

__Units - Track presentation attendance compared to your unit roster and the pledge cards received.

__Presenters - Arrive early, be set-up and ready to go. Help unit set up as needed.

__Presenters - Assist with the presentation and physical arrangements. Have unit adults assist with passing out materials and collecting pledge cards.

__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; this includes noting those who turned their pledge card in and were unable to give at this time.

__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, you may consider sending an email, social media post, text and/or phone with information about FOS to those that missed the presentation.

__Presenters - Take a picture of the FOS pledge sheet and send to Michaela.

__Presenters - Within two days of the presentation return the completed Unit FOS Coordinator Report sheet/envelope with the other FOS materials, including unused pledge cards, to the Council Service Center or coordinate a pick-up from Council staff. By providing Michaela with the picture of who donated the night of, we will prepare the "Thank You" cards to sign upon drop off/ pick-up of materials.

FOS PRESENTATIONS | BEST PRACTICES

- **Be a Guide, Not a Salesperson**
 - Share impact with a positive, welcoming tone. Focus on why FOS matters.
- **Know the Basics**
 - Understand what FOS supports and be ready with 2–3 local examples.
- **Keep It Brief**
 - Aim for 5–8 minutes and respect the unit’s meeting flow.
- **Tell One Good Story**
 - A short, personal story connects more than statistics.
- **Make the Impact Clear**
 - Explain how donations support their children and the Scouting community.
- **Offer Giving Options**
 - Share giving levels, monthly options, and matching gifts if available.
- **Guide the Process**
 - Distribute pledge cards or QR codes and explain next steps simply.
- **Ask Clearly and Kindly**
 - Make a direct, respectful invitation to give.
- **Say Thank You**
 - Thank leaders and families for their time and support.
- **Close the Loop**
 - Collect materials, answer questions, and return items as instructed.

DONATION RECOGNITIONS

FOS Pledges and Gifts

NEW: All gifts receive a Scouting America branded pen!

For a \$190 gift families receive a limited series “I will do my best” patch!

For a \$380 gift families receive a patch and NEIC padfolio!



PRESENTER INTRO SCRIPT SAMPLES

When introduced by the Unit Leader for External Presenter

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 champion 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.)

Internal Unit FOS Champion Introduction

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 champion 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.

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. We want a card back from everyone tonight, whether or not you decide to give.
(Ideally, be the first person to make a gift.)

FAMILY-FRIENDLY FOS PRESENTATION SCRIPT

Thank you, _____, for the introduction.

Hi everyone! My name is _____, and I'm a volunteer with _____ (insert your Scouting role) as well as the Friends of Scouting Committee. It's great to be here tonight and to see your kids learning, growing, and having fun.

I've been invited me to share a little bit about Friends of Scouting—our annual campaign that helps make all of this possible—and to ask you to partner with us in supporting these life-changing programs.

Setting the Stage (Keep it warm and personal)

In Scouting, we're working hard to help young people develop confidence, character, and leadership—skills that stick with them for life. Our programs thrive because families, volunteers, and the community all work together to make them happen.

What Is the Friends of Scouting Campaign? (Explain simply)

Friends of Scouting is:

- The annual fundraising campaign for our district and council
- A way for current and past families to invest in the future of Scouting
- A campaign that provides about 16% of our council's yearly budget
- Support that allows the council to invest roughly \$572 per youth each year

These dollars directly support the experiences your children have in our district and council.

What Your Donation Supports (Pick 3–5 to highlight)

When families give, here's where your support makes a real difference:

- Recruitment materials and tools to welcome new families
- Leader training and safety programs
- Well-maintained camp properties and subsidized activities
- Financial assistance for membership and camp fees
- Outreach programs bringing Scouting to underserved youth
- STEM programs, Eagle Scout support, and community service efforts
- And so much more

(Tip for presenters: Choose 3–5 that feel most relevant to this unit.)

FAMILY-FRIENDLY FOS PRESENTATION SCRIPT (CONTINUED)

Why I Support Friends of Scouting (Your personal moment – 1–3 minutes)

This is your chance to be real and relatable.

Share a short story of one of the following:

- How Scouting has impacted your child or family,
- A moment when district or council support made a difference,
- A memorable experience that shows why Scouting is worth investing in

Keep it positive, personal, and heartfelt. Families connect most with authentic stories.

How You Can Join Me in Supporting Scouting

Now is the time we invite families to partner with us:

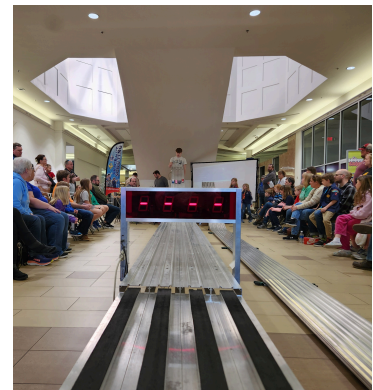
- Consider investing at the \$190 level
- You can give right now on your phone—here is your unit's donation page
- Or fill out a pledge card tonight (cash, check, credit card, or pledge to pay later)
- Ask your employer about matching gifts to increase your impact
- As a thank-you:
 - Every donor will receive a limited-edition Scouting America pen
 - \$190 donors receive the limited-edition 2026 “I will do my best” patch
 - \$380 donors receive the patch plus the NEIC padfolio

(Tip for presenters: Pause, smile, and allow families a moment to fill out cards.)

Closing

Thank you for giving me a few minutes tonight—and thank you for everything you already do to support your kids and this unit.

I'll stay after the meeting to answer any questions or collect pledge cards. Your support truly helps keep Scouting strong for every family.

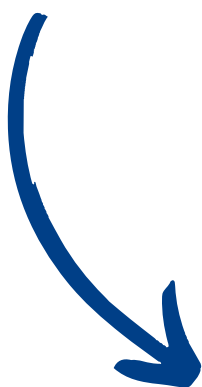


ONLINE GIVING & UNIT CROWDFUNDING PAGES

Online Giving is a great way to capture donations. We have added unit specific crowdfunding pages (QR code on each letter). This will help enhance the payment experience of our Scout parents and grandparents. Either visit your unit's website or use the text function with the give code below.

https://givebutter.com/NEIC_FOS_2026

Be sure to select your
Pack or Troop!

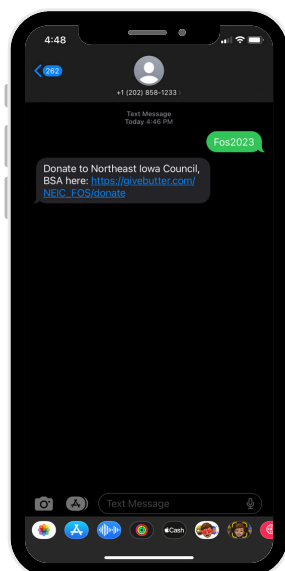
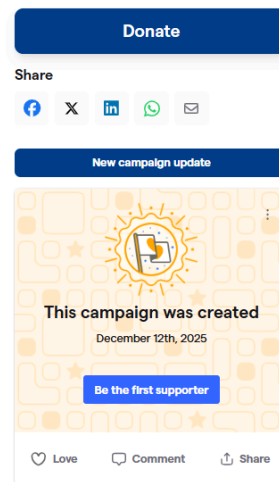
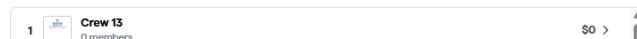


Friends of Scouting 2026

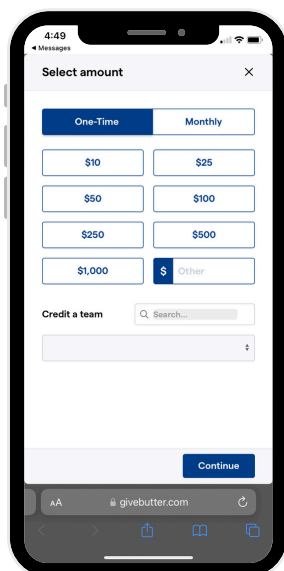
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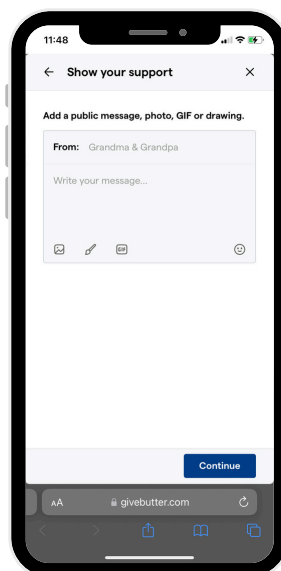
Team Leaderboard



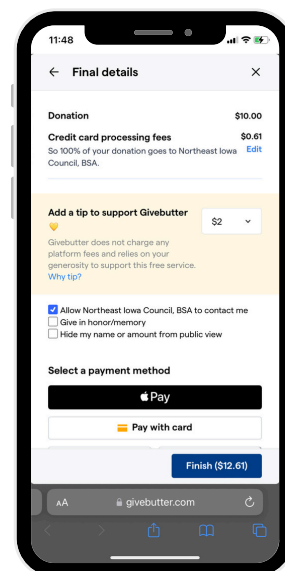
1. Text keyword **FOS2026** to 202.858.1233 and receive a link back.



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.

COMMONLY ASKED QUESTIONS | FOS

To whom should checks be written?

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

Can my unit contribute to help achieve our Pack goals?

- You sure can! It is encouraged for units to donate to FOS.

How does someone pay?

- FOS pledges can be paid by cash, check or credit card. 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 2026.

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?

- **ALL FOS** money we raise here stays local. No FOS money goes to the National Council.

What is the true cost of Scouting?

- Scouting varies based on the level of participation. An annual average cost for most youth is around \$572 and this does not include weekend 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?*

DISPELLING THE OBJECTIONS

Objection: “I’m already giving too much.”

Response (Individual): I completely understand—many families are balancing a lot. Would you be willing to consider a level of support that feels comfortable for you?

Response (Unit-Level): That’s something we’re always mindful of. Units help offset costs through product sales and fundraisers, while Friends of Scouting supports the shared resources—camps, training, insurance, and support services—that benefit every unit.

Objection: “I only support locally,” or “My donation doesn’t stay local,” or “I don’t know where the money goes.”

Response: That’s a great question. Friends of Scouting dollars stay right here, supporting our local council, camps, and programs. While unit fundraising helps individual units, council support allows us to expand Scouting opportunities across the entire community—including camps and training.

Objection: “I already give to other organizations.”

Response: That’s wonderful—thank you for being someone who gives back. By supporting Scouting, you’re also investing directly in programs your family already benefits from. Your support helps ensure Scouting continues to strengthen youth, families, and the broader community.

Objection: “I can’t afford to donate.”

Response: We understand that every family’s situation is different. Gifts of any size are meaningful, and many families choose to spread their gift out over time. The most important thing is participating in a way that works for you.

Objection: “I already give my time, talent, or resources to the unit.”

Response: Thank you—we truly couldn’t do this without dedicated volunteers like you. Because you understand the value of Scouting and are a leader within the unit, would you consider also supporting Friends of Scouting with a gift that helps strengthen programs beyond the unit level?

Objection: “We’ve had a bad presentation in the past.”

Response: I’m sorry to hear that, and I appreciate you sharing that feedback. Our goal is to be respectful, transparent, and informative. I’d be happy to answer any questions and explain how Friends of Scouting supports the council, district, and your unit so you can better understand the impact.



FRIENDS OF SCOUTING