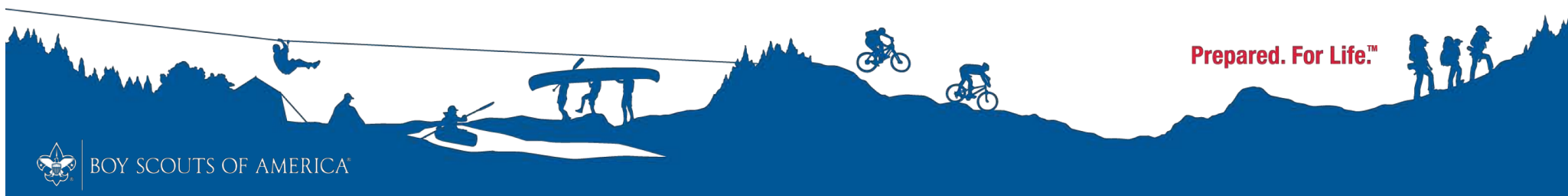




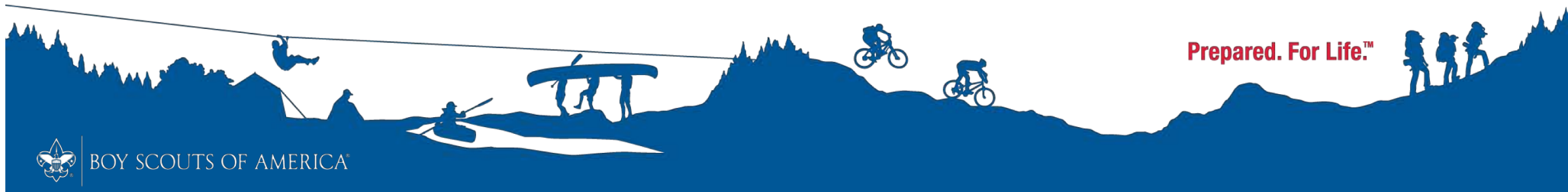
2018 FAMILY FRIENDS OF SCOUTING CAMPAIGN STAFF PLANNING DAY

Thursday, August 31, 2017





PURPOSE, EXPECTATIONS & DELIVERABLES



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PURPOSE

- **Focus** time and energy to plan and prepare for the 2018 Family Friends of Scouting Campaign.
- **Review** the fundamentals.
- **Understand** the importance of campaign discipline.
- **Develop** a solid plan for volunteer recruitment and engagement.
- **Know** your district's potential.

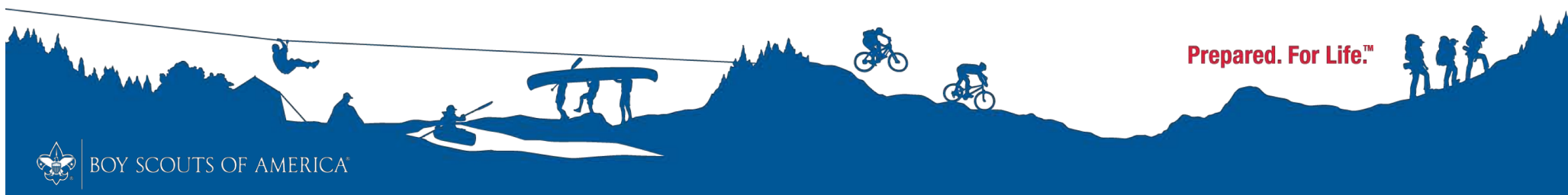
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EXPECTATIONS

- Stay focused and attentive.
- Participate in discussions.
- Actively listen. Listen to understand, not respond.
- Ask questions and learn from each other.
- Use this time to your advantage.
- This is not a one-way communication.
- Assume ownership and responsibility for your campaign.



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DELIVERABLES

1. Keep to deadlines and commit to the plan.
2. Your input and attention.
3. Volunteer prospect list.
4. Top donor list.
5. Top unit list (Pacesetters).
6. Draft unit and district goals.

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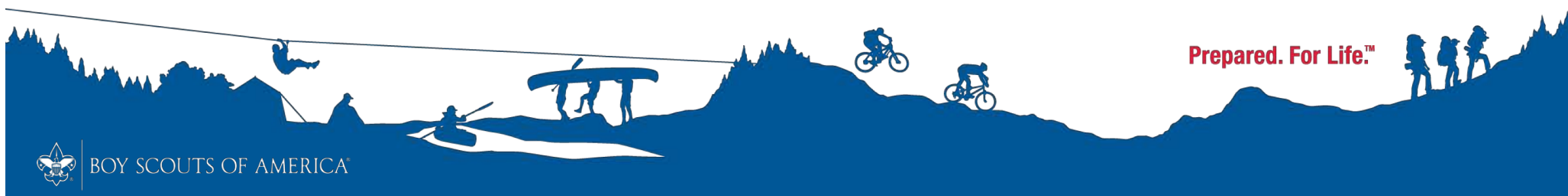


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WHY FAMILY FRIENDS OF SCOUTING?

- Provides a *voluntary* giving opportunity for families with the interest and ability to support Scouting beyond the national registration fee and their unit dues.
- Educates our families about what the Cradle of Liberty Council does to support their Scouting experience and how the program makes a positive impact on their children and communities.
- The Family Campaign accounts for a significant percentage of the council's annual direct support.



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How Scouting is Funded

	WHERE DOES THE MONEY COME FROM?	WHERE DOES IT GO?
Youth	Personal savings, participation in money-earning projects, families	Uniforms, handbooks, personal equipment, camp fees
Units	Members' dues, special money-earning projects	Unit equipment, registration fees*, <i>Boys' Life</i> magazine subscriptions*, insignia/awards, special events, program materials *after the first year
Chartered Organizations	Chartered organization's budget	Meeting rooms, lights, heat and air conditioning, restroom facilities
Council	Friends of Scouting, camping and activity income, product sales, special events, foundations and grants, trust funds, endowment income, bequests, projects sales, United Way	Organizing units, serving existing units, training leaders, maintaining camps, maintaining service center, record keeping, professional staff support, activities and events, liability insurance for chartered organizations
National	Members' registration fees, magazine subscriptions and ads, uniform and equipment sales, grants, national service fees	Local council assistance, program research and development, program materials and literature, professional training, communications, local council insurance and benefits



YOUR ROLE IN THE COUNCIL BUDGET

Support & Revenue:

• **Direct Support**

- Friends of Scouting
 - Family
 - Community
 - Major Gifts
 - Executive Board
 - Staff
 - Matching Gifts
 - Direct Mail
- Special Events
- Foundations & Trusts
- Project Sales
- Other Direct Support

• **Indirect Support**

- United Way
- Other Indirect Support

• **Revenue**

- Sale of Supplies
- Product Sales
- Investment Income
- Camping
- Activities
- Other Revenue

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YOUR ROLE IN THE COUNCIL BUDGET (CONT'D)

Expenses:

- Compensation & Benefits
- Professional Fees
- Program & Other Supplies
- Telephone & Communications
- Postage & Shipping
- Occupancy
- Rental & Maintenance of Equipment
- Publication & Media
- Travel
- Conferences & Meetings
- Specific Assistance
- Recognition & Awards
- Insurance
- National Charter & Service Fees
- Other

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WHAT'S YOUR SCOUTING STORY?

- Statistics vs. stories – donors tend to give 2x as much when presented a story.
- We need to make a connection with our potential donors.
- **Why are you involved with Scouting? How has it impacted you or someone you know? Why would this motivate someone to contribute?**



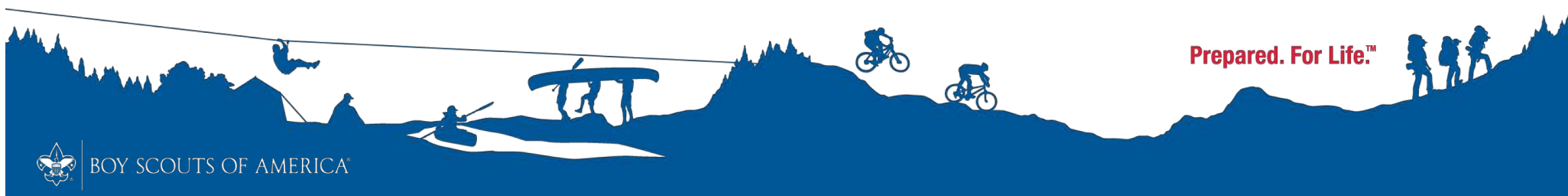
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FUNDRAISING FUNDAMENTALS



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FIVE ESSENTIAL ELEMENTS OF FRIENDS OF SCOUTING

- 1. Strong and timely case.**
- 2. Active and influential leadership.**
- 3. Adequate number of informed and enthusiastic volunteer workers.**
- 4. Assign goals appropriately with knowledge of area with greatest potential.**
- 5. Enrollment dynamics—the planning, scheduling, timing, direction, and technical operations must be well done.**

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FUNDRAISING PRINCIPLES

- People give to people, not organizations.
- Recruiting the people for the campaign structure is imperative; the money raised is directly proportional to the people recruited.
- The higher the level in the campaign structure that we fail to fill a position, the greater the loss of contributions.
- Few people make a gift without being asked and no one makes an increase without being encouraged.
- No one has ever been asked for too much money—many have been asked for too little.

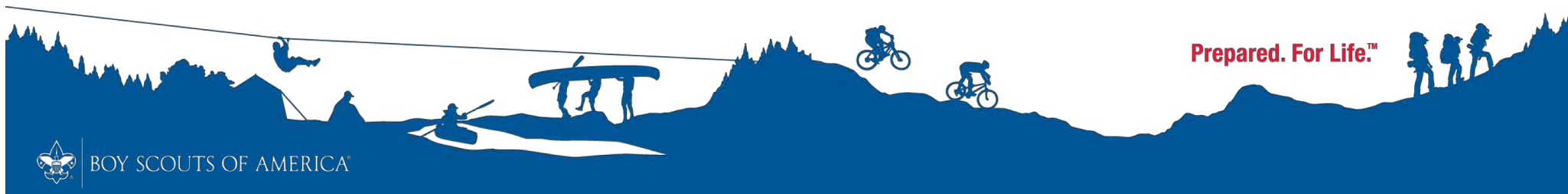
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FUNDRAISING PRINCIPLES (CONT'D)

- Quite often, too much material and information about the organization clouds the decision to give... remember, people give to people, not to organizations. Therefore, the more complicated you make the campaign, the smaller the results.
- Recognizing a gift is best at the time the gift is made; without a thanks, the good feeling of giving decreases at an accelerated pace.
- Paper only informs, people inspire... only people raise money.





DONOR-CENTERED FUNDRAISING

- **Who are our donors?**
- **Why do they give?**
- **How and when are they recognized?**
- **What level of communication do they receive?**
- **What's going to keep them giving and at higher levels?**



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KEYS TO A SUCCESSFUL CAMPAIGN

1. Follow the plan.
2. Be disciplined, timely and prepared.
3. Recruit, train and mentor the right volunteers.
4. Conduct quality meetings and presentations.
5. Ensure units and families are engaged.
6. Follow-up in a timely manner.
7. Continually communicate results.
8. Follow the plan.

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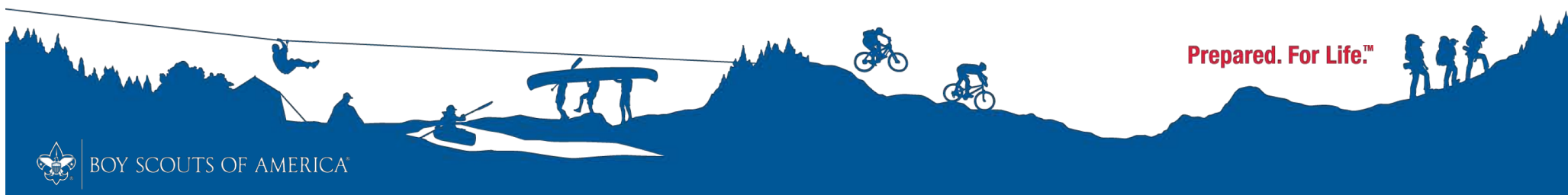


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LIBERTY SOCIETY - RECURRING GIFTS

- Continued emphasis for the 2018 campaign.
- Make a monthly recurring credit card gift of at least \$15 and become a member of the **Liberty Society**.
- More convenient for donors—especially those who give year after year.
- More efficient system for credit card processing.
- Donors may cancel at any time (giving 30 days notice).



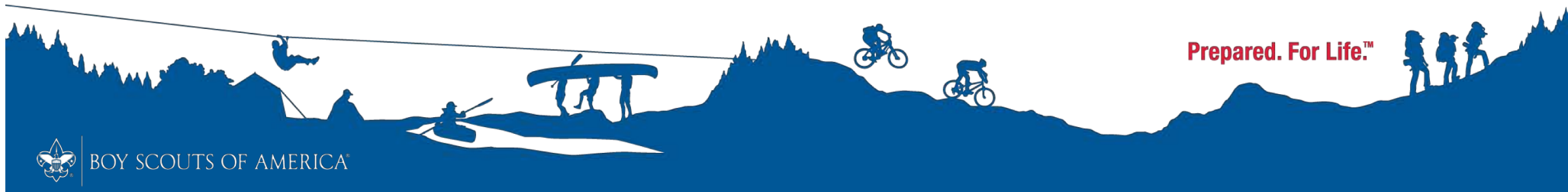
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LEADERSHIP



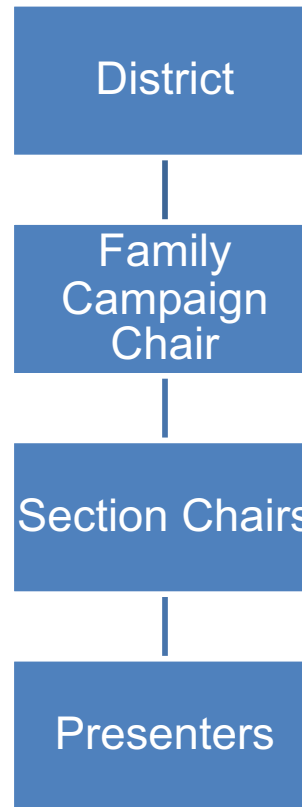
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CAMPAIGN ORGANIZATION



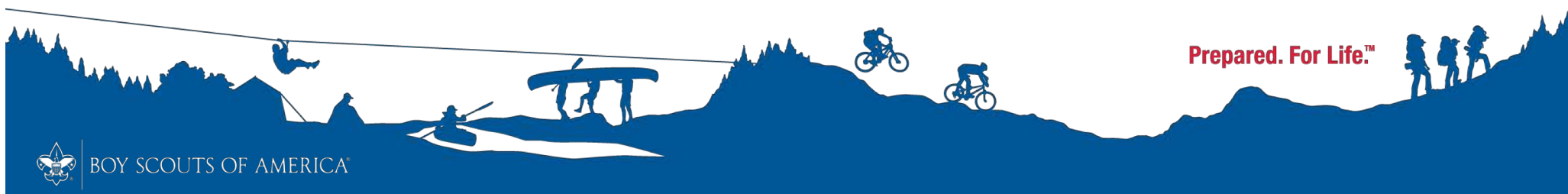
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CAMPAIGN MANAGER'S ROLE

- Work closely with the district campaign chair and presentation team.
- Assist in recruiting presenters.
- Provide presenters with the necessary materials to conduct unit presentations and follow-up.
- Assist in keeping the campaign on schedule.
- Verify and submit pledge forms and audits for processing.
- Provide regular progress reports to the district campaign team.
- Be prepared and detail oriented.





CAMPAIGN CHAIR'S ROLE

- Accept the responsibility to raise the district's Family Friends of Scouting goal.
- Work closely with the council family campaign chair and district campaign manager (district professional).
- Recruit, orient and train a Family Friends of Scouting team for the district.
- Keep the campaign on schedule by setting expectations and providing coaching for the team.
- Ensure unit presentations are scheduled and held.
- Oversee follow-up with un-renewed contributors.
- Attend status meetings.
- Recognize achievement.

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PRESENTER'S ROLE

- Be enthusiastic about Scouting and its mission.
- Be knowledgeable about how Scouting is funded and the purpose of the Friends of Scouting campaign.
- Confirm assigned presentation dates, times and locations with unit coordinators.
- Conduct the unit presentations.
- Distribute Friends of Scouting brochures/pledge cards and pens.
- Collect all pledge cards. Families not contributing should put “0” on the card and pass it in so the leadership knows the card was worked.

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PRESENTER'S ROLE (CONT'D)

- Recognize contributors with the instant recognition items.
- If time permits, tabulate results with the unit leader or a member of the unit committee and report the results to the group.
- Place pledge cards and any payments in a collection envelope.
- Thank the unit leader for the unit's participation.
- Return envelope and unworked brochures/cards to the district Family Friends of Scouting chair or district professional within three days of presentation.
- Work with unit leadership to follow-up with families that did not participate.
- Enroll as a Friend of Scouting at a meaningful level.

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UNIT'S ROLE

- Recruit a volunteer to serve as the unit Friends of Scouting coordinator.
- Schedule a presentation with the district Family Friends of Scouting chair or professional. The presentation should occur between December and April, earlier for Pacesetter units.
- Publicize the presentation to families and others affiliated with the unit and let them know what Friends of Scouting is all about.
- Make sure that every family is given the opportunity to make a contribution if they so choose.
- Follow-up with families that did not attend or left presentation with a pledge card.

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UNIT'S ROLE

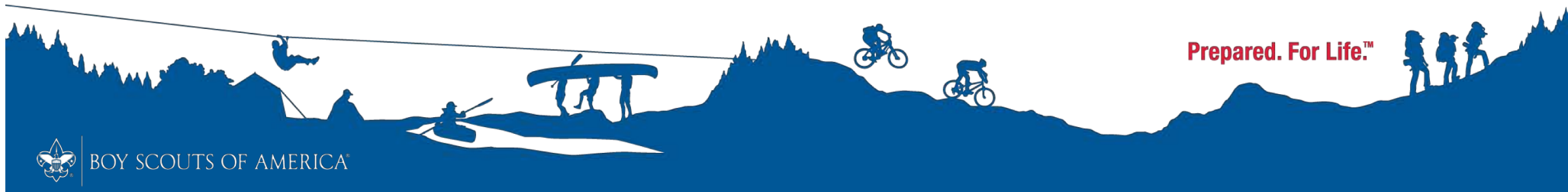
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CAMPAIGN DISCIPLINE



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CAMPAIGN DISCIPLINE

- Timeline
- Scheduling
- Overcoming Objections

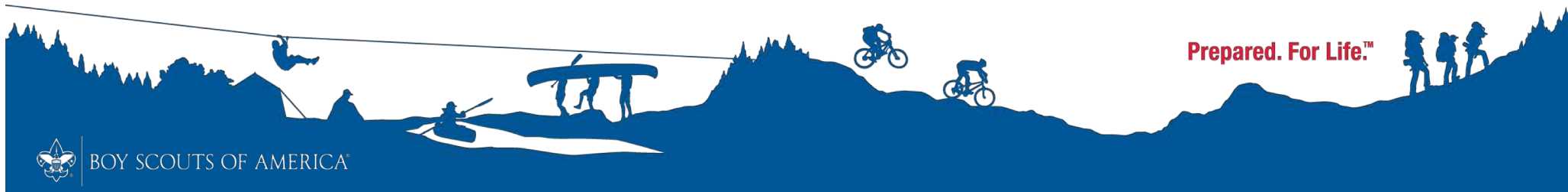
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LUNCH



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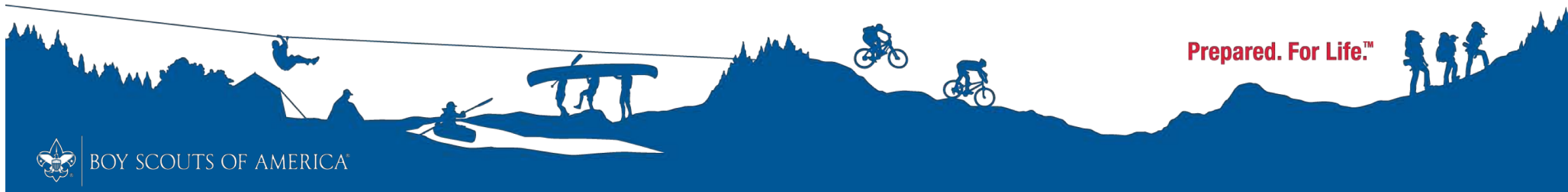
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COMMENTS FROM THE CHAIR

Dave Cooper

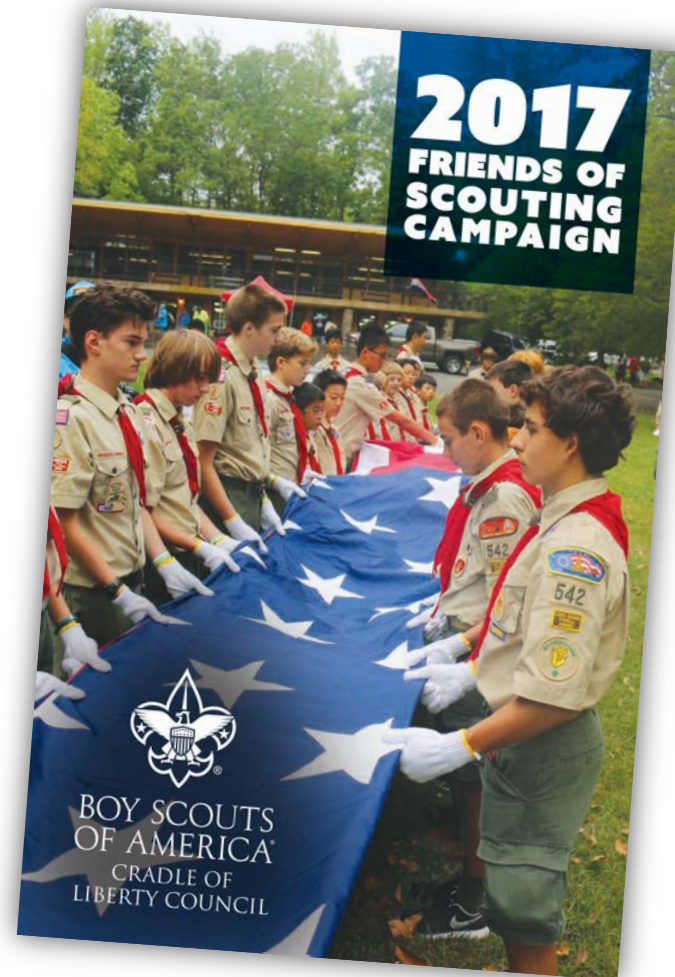
Council Family Friends of Scouting Chair





CAMPAIGN MATERIALS

- Unit Leader Guide
- Presenter Guide
- Brochure/pledge card
- Pens
- Magnets
- Patches
- Coins
- Collection envelopes
- colbsa.org/donate



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RECOGNITION PROGRAM & INCENTIVES



Liberty Society Patch
For first-time members



Magnet
Gift of any amount

— PERSONAL —

\$15+

per month recurring
EXCLUSIVE
Liberty Society
Patch

\$180

annually
COMMEMORATIVE
Council Shoulder
Patch in **SILVER**

\$300

annually
COMMEMORATIVE
Council Shoulder
Patch in **GOLD**

\$600

annually
COMMEMORATIVE
Council Coin
and Patch **SET**

— UNIT —

Units that hold their presentation by April 30 and achieve their goal will receive a **\$50 credit** in their unit account for use in the Scout Shop or for district/council events or summer camp.

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CAMPAIGN DISCIPLINE (CONT'D)

- Timeline
- Scheduling
- Overcoming Objections
- Record Keeping
- Reporting
- Follow-Up

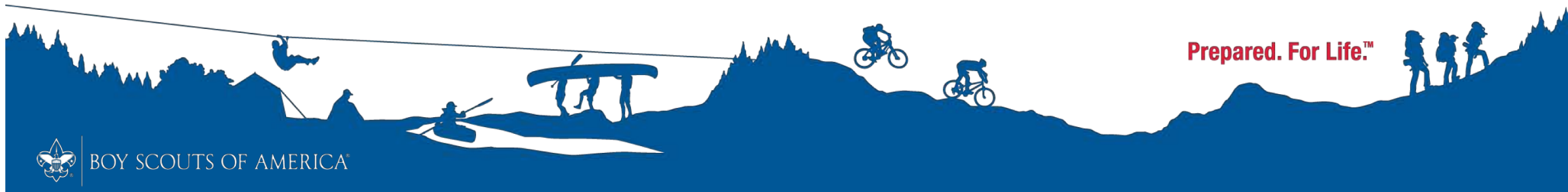
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PRESENTATION MECHANICS



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PRESENTATION PREPARATION

- Confirm date, time and location of presentation in advance.
- *Schedule the presentation early in the meeting program.*
- Ensure warm-up letters are sent.
- Get directions and plan to arrive early.
- Review your packet's contents and resources.
- Make arrangements with unit leadership on how to best distribute brochures/pledge cards.
- Ask unit leader or committee chair to return his or her pledge card first in front of the group.
- Make sure there's an announcement at the end of the meeting to let families know the results and encourage everyone to turn-in their pledge cards.

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PRESENTATION MECHANICS

- Make sure to be introduced properly.
- *Keep the entire presentation to 10 minutes.*
- Speak from the heart on the benefits of Scouting.
- Make sure to follow the three components of a successful presentation:

1. Tell the Story

2. Explain the Need

3. Make the Ask

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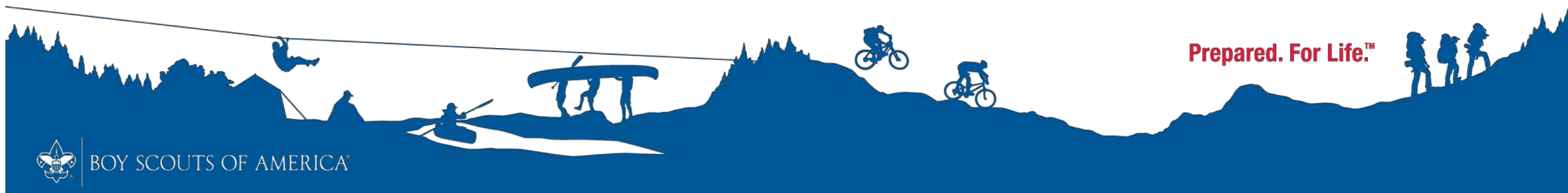


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PRESENTATION MECHANICS (CONT'D)

- Distribute and collect all cards.
- Ask everyone to contribute at a level they are comfortable with.
- Pledges allow families to give at a higher level.
- Participation by everyone is critical to the campaign's success.
- Distribute instant recognition gifts to all contributors.





FOLLOW-UP

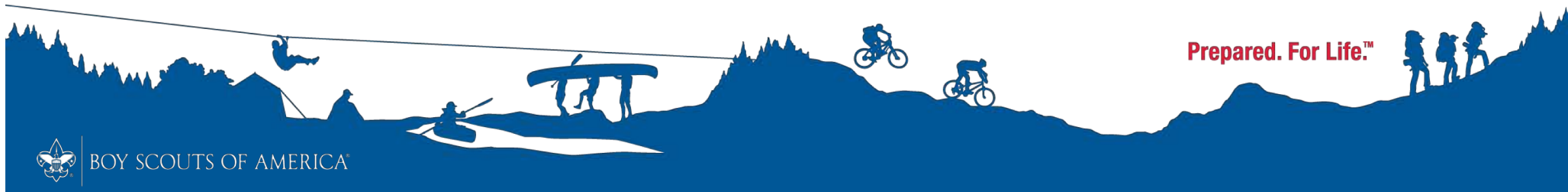
- Inform district Family Friends of Scouting chair or district professional of results as soon after the presentation as possible.
- Return envelope and un-worked cards to the district Family Friends of Scouting chair or district professional within three (3) days of presentation.
- Encourage unit coordinator to continue publicizing Friends of Scouting to families that weren't at the presentation or did not contribute.
- Check giving history and ensure contributors from last year who haven't renewed receive a phone call.
- Contact families who missed the presentation (phone-a-thon).

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PRESENTATION BEST PRACTICES



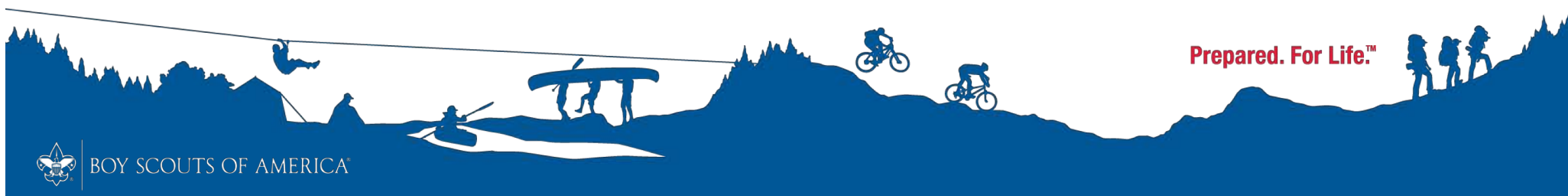
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PROSPECTING & EVALUATION



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PROSPECTING & EVALUATION

- Top 30 Donors in Your District
- Top Units
- Top Contributors in Each Unit
- Unit Potential

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GOAL SETTING

- Units
- District

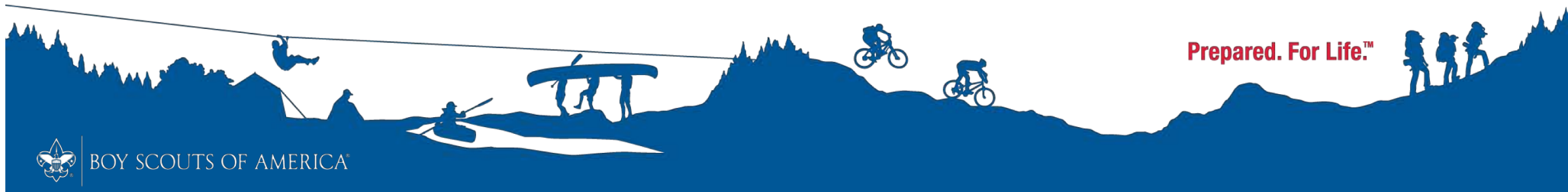
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NEXT STEPS



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