



# 2016 Family Friends of Scouting Campaign

## Unit Leader Guide

[colbsa.org/donate](http://colbsa.org/donate)

Dear Unit Leader,

The Family Friends of Scouting Campaign is organized to encourage all parents/guardians of youth involved in Scouting and adult volunteers to enroll as financial supporters of the programs and facilities of the Cradle of Liberty Council. This is a voluntary enrollment and is not a condition of membership in Scouting. Friends of Scouting gifts are above and beyond national registration fees and local dues, which do not directly support the local council. Instead of charging a fixed cost to support council operations, this campaign gives families the opportunity to contribute at a level of their own choosing according to their interest and ability to give. All that I ask is that a volunteer from your district is given an opportunity to make a short presentation to the families in your unit and ask for their support.

I'm excited to announce the launch of a new recurring giving initiative for 2016 with the introduction of the Liberty Society. Recurring giving is a convenient option for contributors who regularly give year after year and will help streamline our campaign. Please join me in becoming an inaugural member of the Liberty Society in 2016.

Thank you for your commitment to help us raise the necessary dollars to make the Scouting program possible for the thousands of youth, families and volunteers we serve. Without your help, we simply could not deliver the best youth development program in the world. I appreciate all you do to help Scouting grow and thrive!

Sincerely,

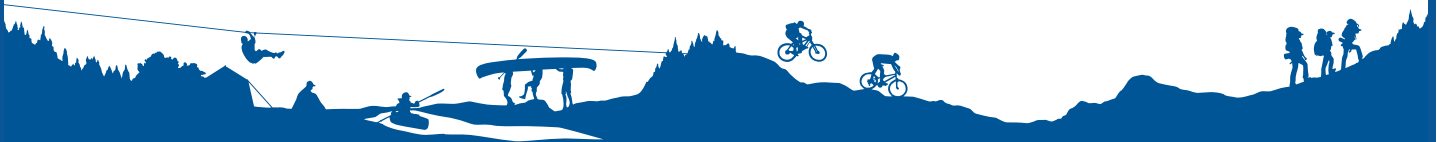
David W. Cooper  
Family Friends of Scouting Chair, Cradle of Liberty Council, BSA



### Roger S. Firestone Scouting Resource Center

1485 Valley Forge Road  
Wayne, PA 19087

610-688-6900  
[www.colbsa.org](http://www.colbsa.org)



## Six Easy Steps to a Successful Unit Presentation

### 1. Appoint a Unit Friends of Scouting Representative

Your unit representative ensures each family in your unit as been asked to participate in the annual campaign. This person will work with the unit committee to schedule a presentation and coordinate with the district's Family Friends of Scouting chair or district professional.

### 2. Schedule a Unit Presentation

Units should plan to schedule a presentation prior to the end of April. The unit presentation will last no more than 10 minutes and should be scheduled at the beginning of a meeting where you expect to have the most parents and families in attendance (for packs it may be the Blue & Gold banquet, for troops a court of honor is best). Please schedule your unit's presentation with your district's Family Friends of Scouting chair or district professional or online at [colbsa.org/donate](http://colbsa.org/donate).

### 3. Have a Goal

Each unit has a goal established on past giving history and potential. 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. Additionally, unit achievers will be recognized in the council newsletter and on the council website. A unit's FOS goal is calculated based on the number of families in the unit, past history of giving, and the average gift size (the average gift last year was \$135). Ask your district's Family Friends of Scouting chair or district professional for your unit's goal. If you have any questions or concerns please visit with them prior to your unit's presentation.

### 4. Inform Your Families About the Presentation

One to two weeks prior to the unit presentation, the unit representative or another unit leader should send a letter, email or both, to all of your families. The letter should explain what Friends of Scouting is and let families know that you will be having a presentation at an upcoming meeting. A sample letter is provided on the last page of this guide and a customizable version is available at [colbsa.org/donate](http://colbsa.org/donate).

### 5. The Presentation

A volunteer representing the district will be happy to come and conduct your scheduled presentation. Your unit representative should be there to assist.

### 6. Follow-up

There will be some families that will miss your presentation. Within a few days after the presentation, the unit representative should call these families and give them the opportunity to support the Cradle of Liberty Council. All pledge cards from follow-up calls, even for those who do not give, need to be turned in to your district's Family Friends of Scouting chair or district professional within two weeks.

## What Does Friends of Scouting Support?

- Provide program resources for local units.
- Offset the cost of adult leader training courses.
- Purchase AV equipment and supplies to support training and program in local communities.
- Underwrite the cost of the council website, district websites and electronic newsletters.
- Support the Firestone Scouting Resource Center, including telephone, postage, office

supplies and support staff.

- Help pay liability insurance for registered adult leaders and chartered partners.
- Offset the cost of background checks.
- Pay for the cost of district professionals, who work with local leaders and communities to support and grow the Scouting program. These professionals recruit, train and support local volunteers who, in turn, work directly with youth to provide the Scouting program.
- Help provide community based Cub Scout Day Camp programs throughout the council.
- Support local weekend programs, activities and the overall camping programs of the council.
- Support the maintenance and upkeep of council camping facilities including Musser and Resica Falls Scout Reservations.

## Giving Levels & Options

People will enroll in Friends of Scouting gift levels based on:

- a) Their ability to participate, and
- b) Their interest in Scouting. A \$50 gift is all that some donors can or want to give. Others will have the interest and ability to enroll at a higher level.

**New for 2016:** Families may join the inaugural **Liberty Society** by making a monthly recurring contribution of at least \$15 per month using their credit or debit card. A major emphasis for the 2016 campaign is to encourage this giving option.

Families may also contribute a one time, yearly contribution and may choose to pay their gift outright with cash, check or credit card, or spread it out over the year as a pledge (invoiced once, monthly or quarterly by mail or paid incrementally by credit card).

## Thank You for Your Support!

## Recognition

- Stylus pens will be made available to everyone at the presentation.
- Everyone who contributes (at any amount) will receive a car magnet.
- **Contributors choosing the recurring gift option of at least \$15 per month will receive an exclusive Liberty Society Patch with button loop.**
- The following gift levels apply to both recurring and one time gifts, as long as the total amount given in the current year meets the minimum amount of the recognition level:
  - **\$180 Annually:** Commemorative Council Shoulder Patch (“Obedient” in the Scout Law Series) in silver.
  - **\$300 Annually:** Commemorative Council Shoulder Patch in gold
  - **\$600 Annually:** Commemorative Council Coin and Council Shoulder Patch set.

Visit [colbsa.org/donate](http://colbsa.org/donate) to see recognition items.

## Helpful Hints

1. Make sure to inform your families of your unit’s presentation at least 1-2 weeks ahead of time (use the warm-up letter).
2. Please put the presentation early in your meeting program to give families enough time to complete their pledge cards.
3. Your presenter should be in contact with your unit’s coordinator well ahead of the meeting; if not, please contact your district Family Friends of Scouting chair or district professional.
4. Please give your presenter a proper introduction before he or she gives the presentation.
5. Try your best to collect all pledge cards at the presentation.
6. Follow-up with families that could not make it to the presentation.

## Sample Warm-Up Letter

Please consider mailing and/or emailing this to families in your unit 1-2 weeks prior to your unit's Friends of Scouting presentation. A customizable version is available on [colbsa.org/donate](http://colbsa.org/donate).

Dear Friends of Scouting in <Unit Type> <Unit #>,

The Cradle of Liberty Council, Boy Scouts of America needs our support. The council conducts an annual Friends of Scouting Campaign to help fund the programs and facilities it provides as resources to local Scouting units, youth and families in Philadelphia, Montgomery and Delaware Counties. Friends of Scouting accounts for 17% of our council's income. Because of so many committed volunteers, 84% of the budget is dedicated to serving our unit and the other Scouting programs in the council. Today, more than 13,000 young people participate in Scouting in our area supported by almost 5,000 adult volunteers.

Friends of Scouting dollars help our unit in a variety of ways including training for our volunteer leaders, program materials, camp properties and programs, websites and communication, professional staff support, and more. Contributions to this campaign are above and beyond national registration fees and local dues, which do not directly support the local council. Instead of charging a fixed cost to support council operations, this campaign gives your family the opportunity to contribute at a level of your own choosing.

A representative will be giving a brief presentation about Friends of Scouting to our unit on <date> at <time and location>. Brochures and pledge cards will be distributed at the meeting. The Friends of Scouting goal for our unit is to raise \$<goal>. Families are asked to consider a gift that is meaningful to them. Contributions of any amount are greatly appreciated and help make Scouting possible in the Cradle of Liberty Council.

All contributions are tax-deductible. You may pay by cash, credit card or check made out the Cradle of Liberty Council, or make a pledge and be billed later. New this year, you may become a sustaining member of the new Liberty Society by making a recurring gift on your credit/debit card or through PayPal of \$15 or more per month. Monthly giving is convenient and provides a steady stream of support for the council. You may edit or cancel your recurring gift at any time.

In any case, please return the pledge card after the presentation so we know your pledge, even if you cannot donate this year.

Involvement in Scouting has a life-long positive impact in helping youth learn the values that will make them responsible adults. Our youth will make the right choices in life with your support and guidance. Thank you in advance and please don't hesitate to contact me if you have any questions.

Sincerely,

<Unit Coordinator>  
<contact info>

