

2020 ALOHA COUNCIL BSA

FRIENDS OF SCOUTING UNIT GUIDE



A GUIDE TO YOUR 2020 GIVING
CAMPAIGN

Overview – Friends of Scouting

What is Friends of Scouting (FOS)?

The annual Scouting giving campaign, known as “Friends of Scouting” runs from January 1, 2020 through May 31, 2020. Donations help to cover the cost of Scouting for all children and maintain strong Scouting programs and camps.

This campaign has three components:

- Executive Board – This is where the members of the Aloha Council Executive Board of Directors make annual personal and corporate contributions.
- Community – We ask for gifts from friends in the community, Scouting alumni, businesses, and others.
- Family – This is where you come in! We ask every Pack, Troop, Crew, Team, and Ship for their support.

Why is this necessary?

When a child joins the Scouting program, he or she pays an annual fee of \$75.

- \$60 – Dues for the BSA National Organization
- \$15 – Insurance Recovery Fee for insurance and liability protection.
- \$ 0 – Goes to the Aloha Council to cover local program, training, and operating costs.

However, it costs the Aloha Council approximately \$225 per child to deliver the Scouting program for one year.

These costs cover:

- Program and activity planning, such as Summer Camp and Winter Summit
- Best-in-class training for volunteers, ensuring that all adults are working to keep Scouts safe indoors and out
- Advancements.
- And much more!

We want to keep our program as affordable and accessible as possible. This is why we choose to fundraise, rather than increase our program fees.

The Aloha Council is required to raise 100% of its budget each year. We do not receive any funding from the Boy Scouts of America National organization and we are never guaranteed funding from any organization such as United Way. All funds raised within our islands, stay in our islands, for the benefit of our island youth.

Planning your unit's FOS Campaign

There are six easy steps to a successful campaign. From start to finish, these steps take no more than 3-4 hours in total—but yields a year's worth of dividends for the Scouting program!

Select a Unit FOS Representative

Identify an enthusiastic, persistent, organized, and goal-driven person who loves Scouting by Jan. 15, 2020. No previous experience is necessary.

Please email your FOS representative's name, email address, and phone number to your District Executive:

- Chamorro (Guam, Saipan) – Sandra.Seau@Scouting.org
- Hikina (Honolulu, Windward, North Shore) – Bonnie.Leong@Scouting.org
- Kauai (Kauai) – Christi.Wetzel@Scouting.org
- Komohana (Central and West Oahu) – Stanton.Oishi@Scouting.org
- Maui Nui (Maui, Molokai, Lanai) – Dylan.Law@Scouting.org
- Pukahi (Hilo) – Eric.McFee@Scouting.org
- West Hawaii (Kona, Kohala) – Jason.Ontiveros@Scouting.org

Schedule an FOS Presentation and Review Your Goal

- Contact your District Executive to schedule a five-minute FOS presentation between January 1, 2020 and March 31, 2020 during a highly-attended meeting. Ideas include Blue and Gold Banquets for Packs and Courts of Honors for Troops. A volunteer will come to your unit to make a brief presentation, asking families to consider making a fully tax-deductible gift to Scouting.
- Notify your District FOS Chair of your presentation date, backup date, time and location.

Preparing for the Presentation

- Send an FOS letter or introduction email to each family in your unit. Please see Page (INSERT) of this packet for sample language that you can use or modify. You can also encourage online giving. Remember: The more prepared families are for the presentation, the less follow up you will have to do!
- Ensure that you connect with your presenter to verify event details.
- Connect with your Committee, Advancement, and Website/Newsletter chair to confirm your unit's current roster and alumni who gave in the past.

Host a Presentation

- Hand out pledge cards and pens before the presentation.
- Introduce presenter and publicly turn in your pledge card at the end of the presentation.
- Collecting Funds
 - Keep all monies with their pledge cards, even anonymous.
 - DO NOT write a unit check as a lump payment for individual donors. Individuals expect their tax deductions for their donation.
 - Please make sure your district's name, unit type and number are on each pledge card and the card is legible and complete. For example, Kauai District, Pack 321.
 - If applicable, record the donor's and/or spouse's employer on the card for Employee Giving Programs
 - Collect all pledge cards and complete the ledger forms.
 - Complete & reconcile ledgers. Note who donated, declined, or needs a recognition item
 - Presenter to turn in monies and pledges to the Aloha Council service center within 48 hours of the presentation.

- Continue to collect funds after the presentation, every donation matters! Notify your District FFOS Chair that you have funds within one day of receiving them.

Follow-Ups

- Contact each family that was unable to attend and give them the opportunity to participate. All pledge cards, even from those unable to give, are turned in to your District FOS chair or District Executive.
- Follow-up calls should be completed and all follow-up donations and pledges turned in within two weeks after the presentation. **DO NOT HOLD ANYTHING** beyond this time!
- Encourage families to donate online through your units online giving portal.

Get Your workplace to Double your Gift!

- Ask everyone to check with their employer to see if they match donation dollars or pay for volunteer hours.
- Make sure to forward supporting documentation to Development104@Scouting.org

Incentives for Reaching your Unit Goal

As a special thank-you from the Aloha Council for your time and support, your unit can choose from one of the following incentives if you achieve your Friends of Scouting fundraising goal by May 31, 2020. Unit recognition items will be ordered through the Aloha Council Scout Shop. Once your unit has achieved its goal, please email Development104@Scouting.org.



Unit Flag



Flagpole and Choice of Top



4 Person Coleman Tent



Custom Unit Banner

Incentives for Individual Donors

The Aloha Council is also excited to share that every individual donor will receive a Scouting Hawaii sticker as a thank-you for their gift of any amount. Affix this durable sticker to your favorite reusable water bottle, car bumper, or anywhere else you would like!



We are also excited to bring back our popular thank-you patches, designed by Scouter Dean Uyeno. Individuals who make gifts at the \$110, \$225, or \$365 levels will receive the following patches:



\$110 -Round Pueo Patch



\$225 – Keep Active Council Shoulder Patch



\$365 – Eat Healthy Council Shoulder Patch

Gifts of \$500 or more will receive a collector set of all three patches. Patches may be distributed at your unit presentations; otherwise, the Development Department at the Aloha Council will send the patches to donors whose gifts qualify them for this incentive.

Sample FOS Introductory Email

Here is a suggestion for an email to send to all the families in your unit. You are welcome to modify this email as you wish.

Dear Family,

We hope you and your family will be able to attend the unit celebration scheduled on **INSERT DATE**. We are very proud of all the Scouts' achievements and extremely appreciative of your involvement.

At the next **INSERT UNIT** meeting on **INSERT DATE**, we are going to ask you to consider giving a tax-deductible gift to support Scouting in Hawaii and the Pacific.

The Aloha Council spends approximately \$225 to support one scout each year! Your contribution makes it possible to fund camperships, facilities, leadership training, and much more for your Scout and the local Scouting community.

Our unit strongly supports youth leadership development and we make Scouting one of our top charitable donations every year. Please join us in making your gift today and help **INSERT UNIT** reach our goal of **INSERT GOAL**.

You don't have to wait for the presentation either—you can go online to our unit's giving page and make your gift now! You are also welcome to split your gift into a monthly or quarterly payment that is automatically deducted from your credit or debit card—whatever is the best choice for you and your family. Click **INSERT UNIT LINK** to go online and give a gift now.

Because of your donation, your youth and their friends will:

- Gain self-confidence and perseverance.
- Learn good Values, how to make good life choices
- Enjoy the best camping facilities in Hawaii
- Have FUN and make friends for life!

Thank you for being a Friend of Scouting!

Yours in Scouting,

INSERT YOUR NAME

Family Friends of Scouting Chair

Sample Follow-Up Email

Suggested time frame for sending: approximately 1-2 weeks after the FOS Presentation

Dear Family,

Thank you for being part of our Scouting Community!

At the unit meeting on **INSERT DATE**, families were asked to consider making a tax-deductible gift to Scouting. These contributions make it possible to fund camperships, facilities, leadership training, and much more for your child and the local Scouting community.

The Aloha Council has invested \$225 in services for each registered youth in the Scouting program. Your financial support is needed and appreciated.

Our unit believes in youth leadership development and we make Scouting one of our top charitable priorities. Please join us in making your gift today and help our unit reach our goal of **INSERT AMOUNT**. For your convenience you may make your gift through our online unit giving portal by following the link below.

Click Here to Donate!

Because of your donation, your child and their friends will:

- Gain self-confidence and perseverance.
- Learn good Values, how to make good life choices
- Enjoy the best camping facilities in Hawaii
- Have FUN and make friends for life!

Thank you for being a Friend of Scouting!

Yours in Scouting,

INSERT NAME

Family Friends of Scouting Chair

2020 Friends of Scouting Unit Commitment Form

District: _____ Unit: _____

Unit Coordinator

Name: _____

Email: _____ Phone: _____

Determining your Unit Goal

Annually, your District staff and volunteer committee create goals for each Pack, Troop, and Crew for Friends of Scouting. It costs the Aloha Council \$225 to support one Scout in the program. This year's goal was determined by taking the number of Scouts registered in your unit on June 30, 2019 X \$40 per Scout. This represents your suggested goal. Your goal may be adjusted slightly based on previous year(s) results from presentations, as well as previous Scouting family enrollment. We develop these goals to go along with our "Unit Incentive Program" where met goals can result in either a new unit flag, Flagpole and choice of topper, 4-person Coleman tent or customized unit recruitment banner.

Suggested goal \$ _____ Our Unit's Goal \$ _____