

2022

FRIENDS OF SCOUTING FAMILY



UNIT PLANNING

What is Friends of Scouting?

Between January and June of each year, the Friends of Scouting (FOS) campaign appeals to all families of every Pack, Troop, Crew, Team, Ship, and Ward for support. Donations from our Scouting families are critical to support the costs of Scouting for all youth Statewide – programs, camps, and the overall strength and sustainability of the Aloha Council.

Seven Easy Steps to a Successful Unit FOS Campaign

1. Identify a Unit Friends of Scouting (FOS) Representative

- The ideal FOS Representative is enthusiastic, persistent, organized, goal-driven, and 100% engaged person with Scouting!
- The FOS Representative will:
 - Partner with the District Chair to ensure each family in the Unit has the opportunity to participate in FOS.
 - Execute key communications and presentation according to the shared timeline to all families in the Unit.
- **No later than 1/15/22, please:**
 1. **Identify your Unit FOS Representative**
 2. **Email his/her name, email address and phone number to your District Chair.**

2. Schedule a FOS Presentation and Review the Unit FOS Goal

- Schedule a 5 minute FOS presentation for the Unit between January 1, 2022 - April 30, 2022. Select the meeting with the highest anticipated attendance.
 - Packs: Blue and Gold Banquet
 - Troops: Court of Honor
- This year's Unit Goal was determined by taking the number of Scouts registered in your Unit on December 31, 2021 X 30% of the families giving \$250 per Scout. This represents your target Unit FOS goal. Your goal may be adjusted slightly based on previous year(s) results from presentations as well as previous Scouting family enrollment.
- **Please inform your District Chair of your presentation date, backup date, time, and location.**

3. Preparing for the Presentation

- The Unit FOS representative shall serve as the lead organizer of the presentation.
- Suggestions for speakers to secure (Commissioner, Adult Volunteer, Scouting Family, Scouts).
- Organize all speaker(s) to verify presentation details including suggested script.
- Review the FOS Packet and add each family's information on the Pledge Cards.
- Connect with your Committee, Advancement, and Website/Newsletter Chair to confirm your Unit's current roster and alumni who gave in the past.

KEY DATES TO REMEMBER

Primary and Backup Presentation Dates Set by..... December 31, 2021

FOS Presentation Completed byApril 30, 2022

District FOS Goal AchievedJune 30, 2022

4. Send out invitations to the Friends of Scouting Presentation

- Unit FOS Representatives will be asked to all parent in your Unit by letter and/or email prior to the FOS Presentation. This introduction letter will explain the Friends of Scouting campaign, its purpose, and when the presentation will occur in your Unit.
- Personally invite new parents and friends to the presentation.
- See sample of the warm-up email on page 5.
- **Remember:** The more prepared families are for the presentation, the less follow up you will have to do!
- **Invite early gifts through your District giving portal.**
- **Have 1-2 confirmed attendees agreed to make their gifts at the presentation as display of support for others to follow.**

5. Host a Well-prepared Presentation

- Bring the Unit FOS Resource Packet to the presentation.
- Hand out Pledge Cards and pens before the presentation.
- Introduce presenter(s) and publicly turn in your Pledge Card at the end of the presentation.
- The families who you pre-arranged to make their gifts should turn in their Pledge Cards now.
- Collect all Pledge Cards and complete the ledger forms. Presenter to turn in monies and pledges to the Aloha Council service center within 48 hours of the presentation.

6. The Follow-up Plan

- Send a Follow Up email to all families - regardless of whether they made a gift or not. Make follow up calls, as needed.
- All pledge cards, even from those unable to give, are turned in to your District FOS Chair or District Executive.
- All Follow Up emails and calls should be completed and all donations and pledges turned in within 2 weeks after the presentation. **PLEASE DO NOT HOLD ANYTHING beyond this time!**
- **Encourage families to donate online through the District's online giving portal.**

7. 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 Ali Peterson at the Aloha Council at alexandra.peterson@scouting.org.

What Do I Do with the Pledge Cards and Monies?

- Keep all monies with their pledge cards, even anonymous.
- Sorry! 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 all information is legible and complete.**
- Complete & reconcile ledgers. Note who donated, declined, or needs a recognition item.
- If applicable, record the donor's and/or spouse's employer on the card for Employee Giving programs.
- Place funds, pledges, and the white ledger sheets in the envelope provided. **Turn in within 48 hours** following the presentation to the Aloha Council Service Center, District FFOS Chair, or District Executive.
- 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.

Individual Incentive Giving Levels (\$500 or more gets all three 2022 FOS CSP patches)

\$ Any Pledge up to \$249 (Round Patch)

\$250- \$364 CSP

\$365 - \$499 CSP



FOS patches will be distributed through the Development Department. Contact your District Executive for additional campaign materials.

Campaign materials can be found at:

www.ScoutingHawaii.org/fos

Click on the designated link for information or to donate

Thank you for your support of Friends of Scouting!

Direct any questions to your District FFOS Chair or District Executive .

SAMPLE WARM UP EMAIL

COPY, PASTE, EDIT AND SEND TO THE FAMILIES IN YOUR UNIT

Month/Day/Year

Dear Scout Parent,

Hello! This year I am proud to serve as the Friends of Scouting – Family Campaign Coordinator for our Unit, (Troop, Pack, Crew and #).

Friends of Scouting is the annual giving campaign that supports our local Scouting program by the Aloha Council. Funds raised from this campaign are crucial for the Council to continue to operate, support programs and activities, provide volunteer training, and maintain camping facilities. Moreover, our support will ensure that our local Scouting program will continue to prepare our children to be caring, confident, and responsible adults.

I humbly ask you to join me in showing your support of Scouting, our youth, and the Aloha Council as a whole by making your annual Friends of Scouting gift. Our shared goal is to have 100% of our Unit's families participate with a gift of any size. If able however, we ask that each family consider supporting one Scout by contributing \$250 or more towards our Unit's goal of \$ (Unit Goal). This will help greatly to offset the Aloha Council's annual spend of \$550 in excess of Scouting fees for the projected 5,000 Scouts Statewide.

To kick this effort off in the right way, please join me at our upcoming meeting on (Date, Time, Location – Zoom link) where a representative from the Aloha Council will be asking for our support for this year's Friends of Scouting campaign. If you aren't able to make it in person, please visit our District fundraising page to make a gift securely online (insert URL provided by your District Executive) or return the enclosed Pledge Card.

I agreed to serve as our Unit FOS Coordinator and ask for your support because I truly believe in the Scouting program and its positive impact on families. Thank you very much for your consideration and your willingness to *Do a Good Turn Daily* and *Help Other People* to ensure that the Scouting program will continue to be strong, dynamic, and sustainable. Mahalo!

Sincerely,

(Unit Coordinator's Name)

(Pack/Troop # Your Unit Number) Family Friends of Scouting Coordinator

SAMPLE FOLLOW UP EMAIL

COPY, PASTE, EDIT AND SEND TO THE FAMILIES IN YOUR UNIT

Month/Day/Year

Dear (Scout parent),

Aloha everyone! Thank you to those of you who were able to join us at the (pack/troop/post/crew) meeting. Those of you who were not able to join us, we missed you but understand that there are many things pulling at your schedules and safety concerns.

To date, we have raised \$___ of our goal of \$___ from gifts made at the meeting and gifts made online. Great job so far, but let's keep going!

Please click here to view the Friends of Scouting video that was shown at the meeting. [INSERT VIDEO LINK HERE OR HYPERLINK THE PRIOR SENTENCE.](#) I hope that you're touched as I was listening to their commitment to Scouting; it is an excellent example of the community of Scouts, volunteer leaders, and parents that provides the necessary fuel for the local Scouting program.

Would you please join us by making your 2022 FRIENDS OF SCOUTING gift now? Please [CLICK HERE](#) or return the [enclosed Pledge Card](#) to show your support of Scouting and all its benefits for the future leaders of our community. Our shared goal is to have 100% of our Unit's families participate with a gift of any size. If able however, we ask that each family consider supporting one Scout by contributing \$250 or more towards our Unit's goal of \$___ (Unit Goal). This will help greatly to offset the Aloha Council's annual spend of \$550 in excess of Scouting fees for the projected 5,000 Scouts Statewide.

The Aloha Council is proud and grateful to have a community of supporters like you who recognize that the true value of this program is not about awards and medals, but rather the willingness to Do a Good Turn Daily and to Help Other People at all times. Your Friends of Scouting commitment will make a difference! Your support is critical to our continued ability to deliver Scouting programs to bolster character development; citizenship training; and growth in physical, mental, and spiritual fitness to the youth of Hawaii.

Mahalo for your support of Scouting! Be safe.

Sincerely,

(Unit Coordinator's Name)

(Pack/Troop # Your Unit Number) Family Friends of Scouting Coordinator

DISTRICT FAMILY FOS CHAIR

Position Description

Vision

The District Family FOS Chair's efforts will set the tone for a successful 2022 FOS campaign by providing support and leadership to the district's units. Working along with the units' FOS Coordinators, the District Family FOS Chair will oversee and coordinate the unit's fundraising efforts to help them achieve their unit goal by June 30th.

Role

By building and giving leadership to the Family FOS presentation team, ensure that every Scouting family is given the opportunity to participate as a contributor to Friends of Scouting and motivate the district team to reach the annual goal.

Responsibilities

1. Set the campaign example with a personal contribution at a leadership level.

2. Build an effective presenter/unit support team by:
 - Recruiting enough presenters for every 3-5 units participating
 - Ensuring all presenters are effectively trained through district training, council-wide training, or individual coaching

3. Manage the campaign by
 - Ensuring all units are contacted, goals are set and dates are scheduled for a presentation to occur between January and April
 - Providing that a presenter will preside at the unit presentations and a unit coordinator is coached on managing the campaign within the unit
 - Providing encouragement and praise to presenters & unit coordinators
 - Providing weekly updates to District Executive and ensure all contributions are turned in promptly

4. Report to the District Finance/FOS Chair and participate in report meetings as requested

UNIT FOS PRESENTER

Position Description

Vision

The Unit FOS Presenter's high enthusiasm combined with a great delivery of the mission of Scouting during the FOS ask will motivate people to contribute to the FOS campaign, and will educate families about the importance of the FOS campaign, as well as the various ways their contributions support our council and their own scouts.

Role

Participate in the success of your unit's Family Friends of Scouting campaign by working with your unit FOS Coordinator and giving a quality FOS presentation, ensuring every family hears the Scouting story and has an opportunity to participate in Friends of Scouting.

Responsibilities

1. Report to the District Family FOS Chairman and District Executive.
2. Make a generous personal contribution to the campaign.
3. Follow the FOS presenter guidelines, detailed in the Family FOS guidebook, by:
 - Attending FOS presenter training and accepting coaching from District FOS chair and District Executive
 - Maintain contact with unit leadership prior to the scheduled presentation
 - Give a quality presentation at the scheduled meeting
(between January 1 and April 30), encouraging the unit to meet its FOS goal
 - Turn contributions in to District Executive within two days of the presentation
 - Work with the Unit Leader to make sure all families have the opportunity to give. This may include following up with phone calls after the presentation to secure contributions from families not in attendance.

UNIT FOS COORDINATOR

Position Description

Vision

The Unit FOS Coordinator's efforts will help organize the unit's FOS Campaign by communicating with the families in their unit and providing them with the resources necessary for their success; including providing FOS information and literature to prepare families for their unit FOS presentation.

Role

To coordinate the Family Friends of Scouting Campaign within your Scouting unit, to schedule and communicate the unit's Family FOS Presentation Date, and to work with the Unit FOS Presenter to ensure that every family has the opportunity to give to Friends of Scouting.

Responsibilities

1. Schedule a Family FOS Presentation Date for the unit with the District Family FOS Chairman or District Executive.
2. Coordinate the Family FOS Campaign for the unit with the Unit FOS Presenter.
3. Working with the Unit FOS Presenter, review each family card prior to the presentation to check for accuracy, to evaluate the ask amount, and to determine how many extra brochures will be needed.
4. Communicate and promote the unit family presentation date and purpose to the leaders and family members of the unit.
5. Introduce the Unit FOS Presenter the night of the presentation and encourage family support with the Family FOS Campaign.
6. Follow up with every family in your unit after the presentation to secure contributions from families not in attendance.
7. Turn contributions in to District Executive within two days of the presentation.

FOS Presentation

(Have Scouts or a leader distribute highlights sheet and pledge cards)

Hello, my name is _____ and I want to thank you for the opportunity to share some important information about the Aloha Council Boy Scouts of America.

Our Council programs are highlighted in the “2021 Council Highlights Sheet.”

The Scouting tradition in Hawaii can be traced back 112 years. Today, including your child, over 3,200 young people are receiving a quality character education program through Scouting.

Attendance at Scout summer camps and Cub Scout Day Camps continues to increase. Our Council continues to invest hundreds of thousands of dollars in our camping facilities. Scouts are earning advancements at a record pace and our council routinely produces an Eagle Scout class of over 170 young leaders.

We are equally as proud of the significant strides that are being made in programs for at-risk youth. The Scoutreach program serving underprivileged youth delivers programs to at-risk families and anticipates serving over 1000 Scoutreach youth in 2022. Our commitment to serve all youth, in spite of socio-economic background, is strong.

It is a great time for Scouting at the Aloha Council and you can help continue the legacy of success by making your Friends of Scouting gift. The “Friends of Scouting” campaign is the annual fundraising effort by the Aloha Council to offer local businesses, Scouting families, and other Scouting friends the opportunity to make to support the local Scouting program. Rest assured the Council is fiscally responsible with your gift and 100% of your contribution is used to implement local Scouting programs.

Let's watch this video showing our community of Scouts and volunteers tell us what Scouting means to them and why their support the Aloha Council. [SHOW VIDEO NOW](#).

Charitable giving is a personal choice and I would ask you to consider a family gift of \$250, which is half of the cost for Aloha Council to support one Scout in the program. Aloha Council will help support the difference through our other annual fundraising events such as Distinguished Citizens Dinner, Annual Golf Tournament and Camp Card and Popcorn Fundraisers. Any amount that your family can support would be greatly appreciated.

Your unit goal for this year is \$_____.

There are different individual incentives for donating at certain levels: (Pass around incentives sheet)

\$Any gift up to \$249	Aloha Council Round Patch
\$250 to \$364	2022 Aloha Council Shoulder Patch
\$365 to \$499	2022 Aloha Council Shoulder Patch
\$500 or more	Receive all 2022 Patches

Please take a moment to fill out the Pledge Card that was handed out to you and remember that 100% of your gift is tax deductible. Donations can be made by cash, check, credit card or pledge now and pay later. If you have a smart phone, you scan the QR code on the Pledge Card to go directly to our secure online giving platform.

I will give you an update on the progress toward our goal at the end of the meeting. Please raise your hand when you have finished filling out the Pledge Card and a Scout/Leader will pick it up. (Have Scouts/Leaders collect cards before continuing with the agenda).

Thank everyone in advance for their support of Scouting and for helping to make an impact on more than 3,200 youth served by the Aloha Council. You are making a difference.