

A photograph of a family camping at night. Two adults and two children are sitting around a campfire. A yellow tent is visible in the background. The scene is illuminated by the warm light of the fire and the tent's interior light.

# Family Friends of Scouting Unit Coordinator Orientation



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A background image showing Scout leaders and youth. In the upper half, three youth are laughing and cheering, with one raising a fist. In the lower half, a Scout leader is seen from the side, looking down at a table where a train game is being played with toy cars on a track.

# Introductions

**Jose Martinez – Field Director and Family FOS Staff Advisor**  
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# What is Friends of Scouting (FOS)?

- **Annual fundraiser**
- **It costs \$300 to support 1 Scout**



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# Objectives

- **Understand FOS campaign and role of FOS Unit Coordinator**
- **Go over the components of a successful FOS presentation**
- **Learn best practices**







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# Your Role as FOS Unit Coordinator

- Vision
- Role
- Responsibilities
- Your Team
- Resources & Support

# Your Role as FOS Unit Coordinator

## Vision

- **Set the tone of the campaign**
- **Provide support and leadership to your unit**
- **Collaborate with District Family FOS Chair**
- **Implement campaign timeline**





# Your Role as FOS Unit Coordinator

## Role

- **Represent the Council and your District**
- **Give every Scouting family the opportunity to contribute to Friends of Scouting**
- **Achieve your unit FOS goal**



# Your Role as FOS Unit Coordinator

## Responsibilities

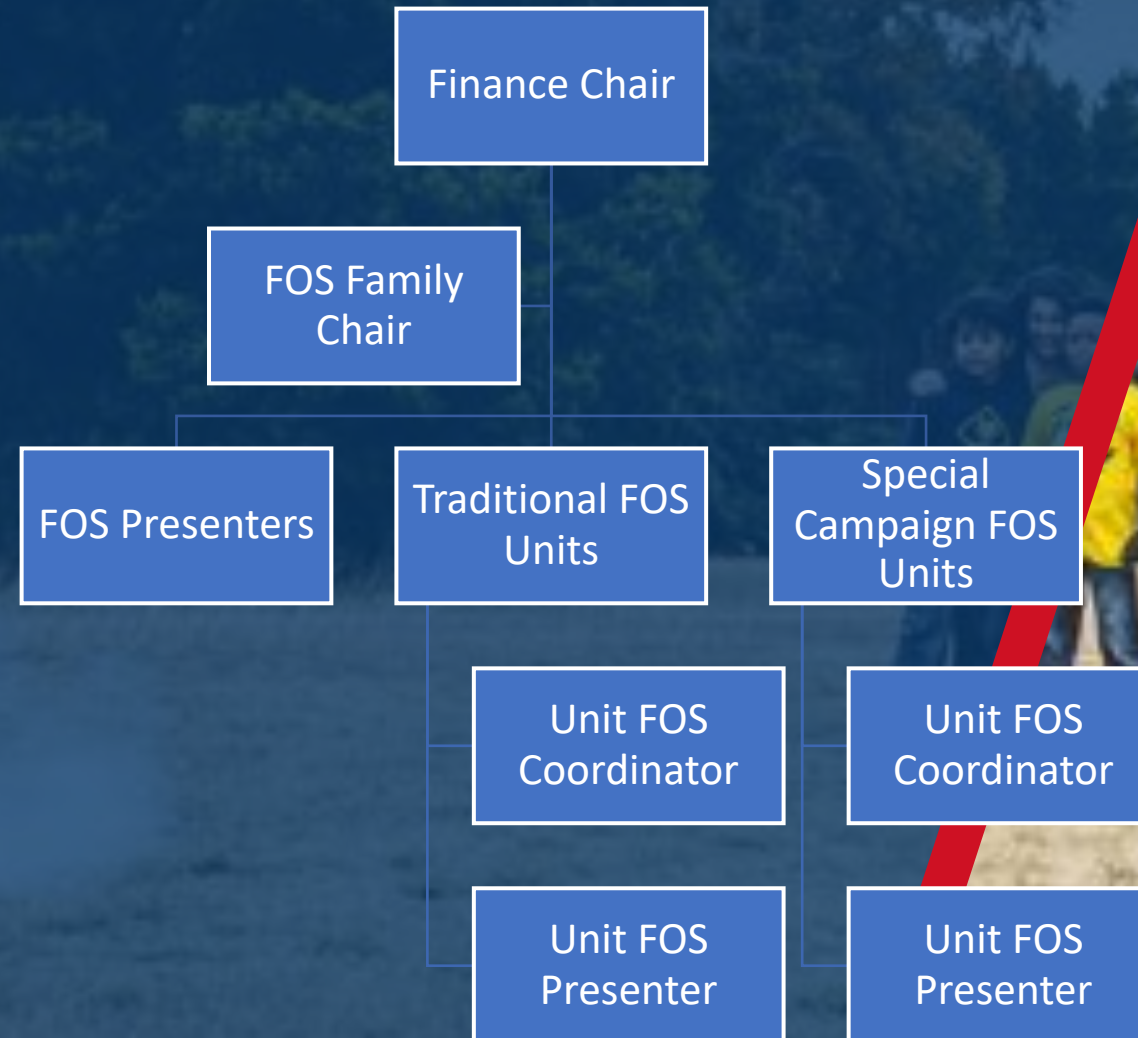
- **Schedule FOS presentation with Family FOS Chair/DE**
  - Collaborate with FOS Presenter
- **Lead family FOS campaign for your unit**
- **Communicate to all families in your unit the importance of Friends of Scouting**
- **Welcome and support FOS presenter**
- **Follow up**
- **Progress updates**
- **Constant communication with Family FOS Chair/DE**





# Your Role as FOS Unit Coordinator

## Your Team



# Your Role as FOS Unit Coordinator

## Resources & Support

- **FOS Tracking Report**
- **Unit roster**
- **FOS Marketing and Promotional Materials**
  - Communication templates and other resources
- **District Executive**
- **Volunteers**
  - District Family FOS Chair
  - District Finance Chair







# 2021 Friends of Scouting Campaign

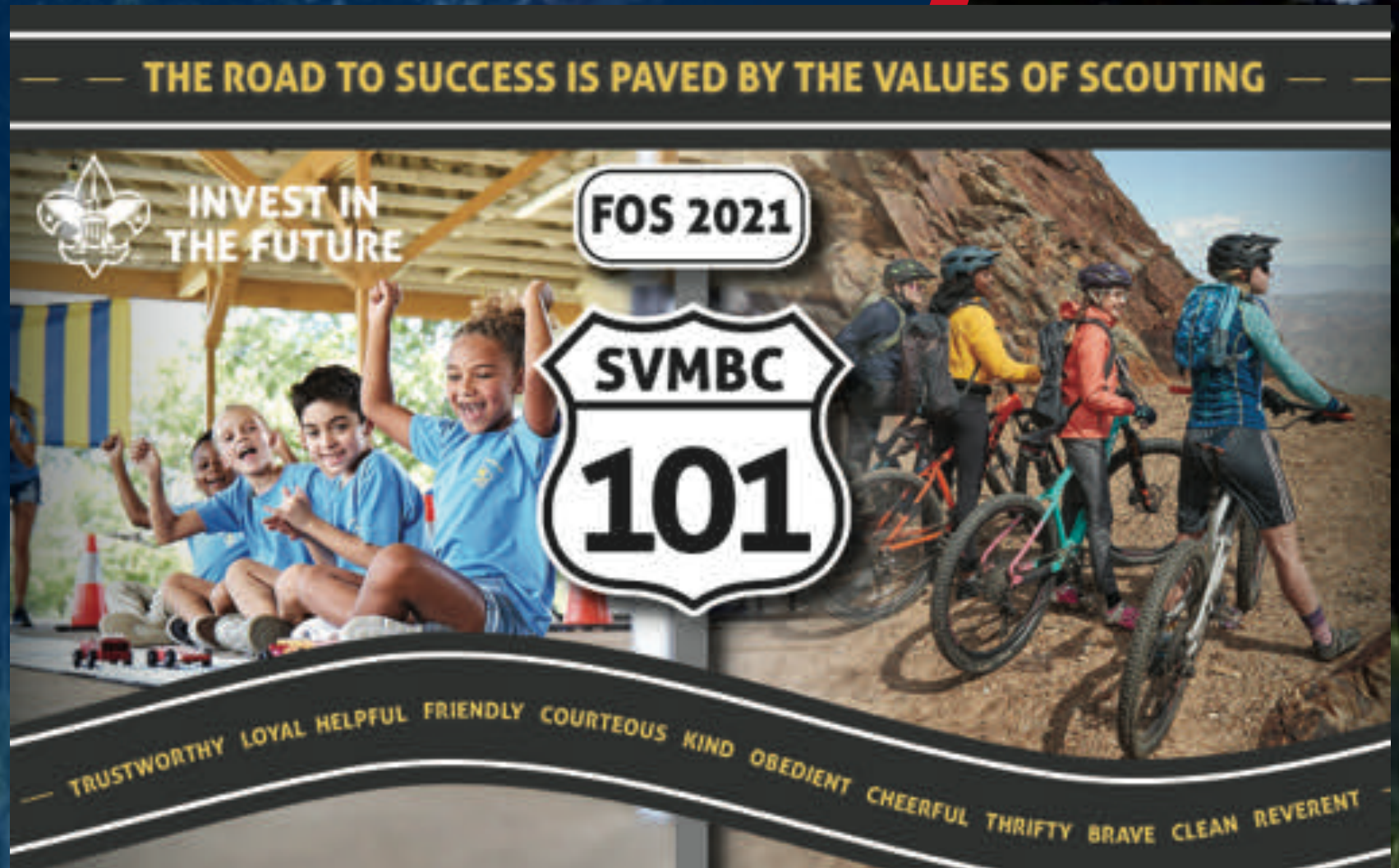
- **Theme**
- **Goal**
- **Timeline**
- **Types of FOS Campaigns**
- **How to Give**
- **Ways to Make Gifts Go Further**
- **Recognition**
- **4 Steps for Success**



# Campaign Theme

## ***Ever Forward!***

Celebrating 101 years  
of Scouting at Silicon  
Valley Monterey Bay  
Council.



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# Campaign Goal

Goal for 2021: **\$615,000**

(2020 Goal: \$750,000. Raised: \$619,000)



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# Campaign Timeline

Date	Task	Responsibility
January 12 & 14, 2021	Unit Presenter & Coordinator Orientation (Zoom)	Family Chairman
January 15, 2021	All Unit FOS Presentations Scheduled	Family Chairman
January 1 - April 30, 2021	Conduct Unit FOS Presentations	Family Presenters
May - June 9, 2021	Conduct Clean-Up Campaign (follow up calls)	Unit Coordinator
June 10, 2021	FOS Celebration	





# Types of FOS Campaigns

## Traditional FOS Campaign

- Unit invites FOS Presenter to make an FOS ask

## Unit-Led FOS Campaign

- Similar to Traditional FOS Campaign
- Unit Provides FOS Presenter

## E-mail FOS Campaign

- FOS Unit Coordinator conducts FOS Campaign via e-mail
- Successful if there is constant communication







# Ways to Make Gifts Go Further

## Corporate Matches

- **Employers match their employees' donations**



## Dollars for Doers

- **Companies give cash grants based on the time their employees volunteer**





# Campaign Recognition

## 2021 FOS Supporter Recognition

- Any – Scouting Decal
- \$175 – Shoulder Patch
- \$300 – BSA Hat
- \$500 – BSA Pin
- \$1,000 – BSA YETI

## 2021 FOS Volunteer Recognition

- FOS Presenter – FOS Presenter Patch
- FOS Unit Coordinator – FOS Unit Coordinator Patch
- Unit – 100% Participation Ribbon







# 4 Steps for Success

- 1. Understanding Fundraising**
- 2. Understanding the Finances of Scouting**
- 3. Before, During and After Presentation**
- 4. Resources**

# Step 1: Understanding Fundraising

## Why People Give






1. They are asked
2. To meet critical/basic needs
3. To make a difference in society by making their community a better place
4. A belief that those with more should help those with less
5. To bring about a desired impact or result





# Step 2: Understanding the Finances of Scouting

## Where does Scouting money go?

Scouting Dollars		
	WHERE DOES THE MONEY COME FROM?	WHERE DOES IT GO?
<b>YOUTH</b> 	Personal savings Participation in money-earning projects Families	Uniforms Handbooks Personal equipment Camp fees
<b>THEIR UNITS</b> 	Members' dues Special money-earning projects	Unit equipment Registration fee* Boys' Life magazine* Insignia Special events Program materials *after the first year
<b>CHARTERED ORGANIZATIONS</b> 	Chartered organization's budget	Meeting rooms, light, heat and air conditioning, restroom facilities
<b>YOUR COUNCIL</b> 	Friends of Scouting Project sales Special events Bequests Product sales Endowment income	Organizing units Serving existing units Training leaders Maintaining camps Maintaining local council service center records and information Professional staff support Activities and events Liability insurance for chartered organization
<b>NATIONAL ORGANIZATION</b> 	Members' registration fees Magazine subscriptions and ads Supply Group uniform and equipment sales Grants National service fees	Local council assistance Program research and development Program materials and literature support Professional training Communications Local council insurance and benefits





# Step 2: Understanding the Finances of Scouting

## What about registration money?





# Step 2: Understanding the Finances of Scouting

## The "True" Cost of Scouting

### *The "True" Cost of Scouting - The "Iceberg Analogy"* *Why Friends of Scouting is so important!*

What you see above the water is only about 20% of what Scouting provides to our members.



Books, Uniforms, Boys' Life, Equipment, Registration, Activity Fees, Meeting Space Costs, etc.

But there is a whole lot more below the waterline!

#### **Volunteer and Staff Training**

Training for more than 5,000 volunteer leaders every year.

#### **Insurance Coverage**

The Council provides liability insurance to Scouts, leaders and Chartered Organizations at no cost to you!

#### **Support Staff**

For registration, clerical support, creation of publications and program support.

#### **Reference Publications and Resources**

Everything from program planning kits and Program helps to camping information books.

#### **Council Camps**

Maintenance and upkeep at our three council camps: Camp Pico Blanco, Camp Hi-Sierra, and Camp Cheabrough.

#### **Administrative Needs**

Postage, computers and link-up to National Computer System, copy and folding machines, print shop.

#### **Camp Equipment**

Tents, cooking equipment, camp vehicles, building repairs, canoes, equipment replacement and repair, and upkeep of council camps.

#### **Recognitions**

For leaders who attend training, volunteer for special projects and help put in many roles throughout Scouting.

#### **Professional Staff**

Our full-time staff who work with volunteers to organize new units, manage fundraising programs, conduct trainings, work with membership recruitment, provide counseling and advice for your district, our camps, and programs.

#### **Skilled Camp Ranger**

To keep our beautiful camp up-to-date and ready for our Scouts.

#### **Service Center**

Utilities, insurance, repairs and care for our Scout Service Center.

#### **Council Charter Fee**

To register every Scouting youth, leader, and unit with the National Organization.

#### **Audio Visual Supplies**

Used in trainings, camp promotion and program support.

#### **Postage**

Mailings to leaders, parents, and youth members.

#### **Council E-letter**

Our monthly newsletter emailed to more than 13,500 households to inform you of Scouting programs.

#### **Council Website**

Go online to [www.kvmbc.org](http://www.kvmbc.org) to learn more about our council and all of our programs.

#### **Unit Program Calendar**

And many other items to help you plan your weekly program.

The majority of the costs of Scouting program, like running our camps, record keeping, materials, training programs, support staff and insurance are hidden beneath the surface, just like an iceberg. The 80 percent that isn't visible is what keeps the rest afloat. Help keep Scouting afloat!



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# Step 3: Before, During and After FOS Presentation

## Before

### **Schedule FOS presentation**

- **Establish the date, time and location (zoom link)**
- **Determine the number of families attending**
- **Schedule FOS presenter early in the program**
- **Challenge all families to participate**





# E-mail Template



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## FAMILY FOS LETTER OF INTRODUCTION – EXAMPLE 1 COPY, PASTE, EDIT AND SEND TO THE FAMILIES IN YOUR UNIT

Month/Day/Year

Dear Cub/Boy/Venture Scout Parent,

We hope that you and your family will be able to join us at our (Blue and Gold Banquet, Troop Court of Honor, etc.) scheduled for (Date, Time and Location – Zoom Link). We are very proud of all of the Scouts' achievements and extremely appreciative of all the parental involvement.

During the (banquet, Court of Honor) a volunteer from (District name and unit number, etc.) will briefly discuss the annual Friends of Scouting (FOS) campaign which helps support the cost of Scouting for all involved. Therefore, we thought it might be beneficial to send out this letter in advance for your information.

Each year, our Scout parents are asked to support some of the hidden costs of Scouting. The Silicon Valley Monterey Bay Council, which serves more than 13,000 youth, provides numerous benefits to all of our youth and adult volunteers. A few of these benefits include operating our summer camps including Camp Chesebrough and Camp Hi-Sierra. Some of the improvements this past year at our beautiful camps, include: construction of the new dining hall, cabins, and health lodge at Camp Hi-Sierra, a new water system at Camp Hi-Sierra, improved roads and parking lot at Camp Chesebrough and hazardous tree removal at Camp Hi-Sierra.

Friends of Scouting provides these benefits and many more to our Scouts, as well as numerous at-risk youth throughout our council. Our (Pack/Troop) goal for FOS this year is \$\_\_\_\_\_. Our goal is to have 100% participation at the level you and your family are comfortable with. The Silicon Valley Monterey Bay Council annually spends an excess of \$300 for each of the over 13,000 youth that participate in Scouting.

I agreed to serve as our Unit FOS Coordinator and solicit contributions because I believe in the Scouting program and its positive impact on my family. I urge you to join me in this effort to keep the Scout program the dynamic experience for youth, that it has been in recent years. If you aren't able to make it, please visit our district fundraising page to make a gift there (insert URL provided by your District Executive) or text the word (insert word provided by your District Executive) to (844) 615-4269.

You can also share this information with your family and friends. Thank you for your support!

Sincerely,

(Unit Coordinator's Name)

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



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# Friends of Scouting Video





# Step 3: Before, During and After FOS Presentation

## During

### Support FOS Presenter

- Highlighting what the funds support
- Encouraging families to make a gift
- Asking them to commit today
- Reminding people about making their gifts go further



# Step 3: Before, During and After FOS Presentation

## After

### Follow-up

- Thank all the families that contributed
- Share amount raised during presentation
- Remind everyone about the importance of Friends of Scouting
- Follow up with families not in attendance during FOS presentation
- Share monthly progress reports with all families in your unit
- Keep constant communication with District FOS Chair/DE

***Remember, early follow-up after the presentation provides better results!***





# Step 4: Resources

- **Unit Leader & Unit Coordinator Guide**
- **Job Descriptions**
- **Campaign Timeline**
- **E-mail Templates**
- **FOS Video**
- **FOS Tracking Report**
- **Unit roster**
- **FOS Marketing and Promotional Materials**
- **Volunteers**
- **District Executive**



# What's Next?

- ✓ **Meet with your DE**
- ✓ **Obtain all resources from your District Executive**
- ✓ **Introduce yourself as your unit's FOS Coordinator**
  - ✓ District FOS Chair
  - ✓ Families in your unit
- ✓ **Read the Unit Leader & Unit Coordinator Guide**
- ✓ **Follow the Unit Coordinator Checklist in the guide**







Questions?



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