

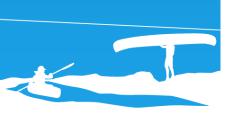
# Friends of Scouting Presenter Training





## **Tonight's Agenda**

- 1. Campaign Overview
- 2. Council/District Goals for 2023
- 3. Recognition & New Elements for 2023
- 4. FOS Presenter Role and Responsibilities.
- 5. How to plan and conduct your presentation.





# Friends of Scouting **Campaign Elements**

## Leadership

The leadership campaign is where everything gets started. It is the opportunity for our council and district volunteers and major donors to set the tone of the campaign.

## Family

The family campaign is where we provide our units and families an opportunity to support Scouting. Usually done through unit presentations; this is the largest part of our campaign.

## Community

This part of the campaign is where we encourage community members and businesses to give to Scouting. This campaign culminates in the fabulous Community Breakfast or special district events where the ask to support is made. BOY SCOUTS OF AMERICA



Condoleezza Rice

MAY 4, 2023 | 7:00-9:00 AM SANTA CLARA MARRIOTT



66th U.S. Secretary of State



SCOUTS OF AME

We are pleased to welcome keynote speaker Condoleezza Rice, 66th U.S. Secretary of State. She is the Tad and Dianne Taube Director of the Hoover Institution and the Thomas and Barbara Stephenson Senior Fellow on Public Policy. In addition, she is a founding partner of Rice, Hadley, Gates & Manuel LLC, an international strategic consulting firm.



### **FOS 2022 Results**

- As of 12/08/22
  - \$814,509
  - 2743 Donors
  - \$297 Average Gift\*
    - 29.5% Families Giving

### **FOS 2023 Council Math for FOS**

- 2022 Membership Growth= +6%
- 10% increase in the number of Donors (288) \*297 average gift = \$85,536
- Roughly gets us to \$888,888 for good LUCK!





## **Staff Created District Goals**

By looking at previous trends including 4-year historical data and averages, pledge/cash loss and district membership growth.

- Pioneer: \$188,888
- Quicksilver: \$82,888
- Polaris: \$300,888
- Loma Prieta: \$59,888

- Coyote Creek: \$133,888
- San Benito:\$28,888
- Santa Lucia: \$77,888
- Exploring: \$10,888







## **New Elements for 2023**





# **2023 FOS Recognition Levels**

#### **Giving Levels**

- \$1-199: Holographic Sticker
- \$200: Collectable Scout Law Council Shoulder patch (Year 1 of 3)
- \$350- Support 1 Scout: CSP + deck of Hi-Sierra playing cards
- \$700 Support 2 Scouts: CSP + laser etched pocket sundial compass (limited supply!)
- \$1400- Support 4 Scouts: CSP + engraved bamboo and enamel bento box
- \$2100- Support a Den/Patrol: All items listed above in a recycled canvas tent tote bag







2023 2024 2025





### **FOS Packets**

Made for the Presenter, left with Unit Coordinator



# Key Information on outside:

- Presentation Info
- Unit Goal and Giving History
- Goal creating process
- Best Practices
- Recognition Levels
- District Volunteer contact info
- Links to
  - Unit Coordinator Handbook
  - FOS Video

#### **Contents:**

- Welcome Letter
- Personalized pledge cards
- Blank FOS brochures
- Transmittals
- Corporate
   Matching Info
- Iceberg Analogy document



## **2023 FOS Brochure**



**Front** 

Back







### **Personalized Pledge Cards**

Count life in as a FRIEND OF SCOUTING	with the chartable girt
District	GIFT & RECOGNITION LEVELS
Unit	\$2,100 All Items Below In Tent Canvas Tote
Unit Goal: \$	\$1,400 CSP + Bamboo and Metal Bento Box
Parent:	☐ \$700 CSP + Brass Pocket Sundial Compass
Scout:	☐ \$350 CSP + Deck of Hi-Sierra Playing Cards
Address: , ,	\$200 Scoul Law Shoulder Patch (Year 1 of 3)
	\$ Custom Amount
CC#	PAYMENT OPTIONS
Exp. Date: Visa/MC/DISCOVER/AMEX	☐ GIVE TODAY
Signature:	o Cash o Check
Does your company match gifts? Yes No Unsure	o Online Gift o Credit/Debit
, , , ,	<ul> <li>○ Giving through my Company portal</li> </ul>
Company Name:	Company:
You must follow up with your company for matching gifts	
Please make checks payable to SVMBC-BSA	o 1 Time on
Other Ways to Give:	o 2 Installments
Www.GiveToScouts.org	o 4 Installments
Text "SVMBC" to (844) 615-4269	o Monthly (Through December)
	o Monuny (Through December)



Silicon Valley Monterey Bay Council Boy Scouts of America

Amount:	<b>&gt;</b>	

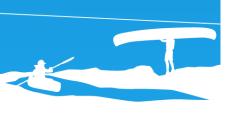
Date: \_

Thank you for your support of the 2023 Scouting program.

Please remember to ask your company about matching gifts and DOUBLE your impact in Scouting.

Your gift is fully tax-deductible as all recognition is given in accordance with IRS rule 1771, stating that the cost of these recognition items is within the limit for "low-cost" articles. Tax ID 94-1156254

Please return card and payment to your FOS coordinator or mail to: SVMBC, BSA -Attn: FOS 2023 970 W. Julian St., San Jose, CA 95126





# **Additional Ways to Give**

#### SELECT YOUR OPTION

#### GIVE NOW

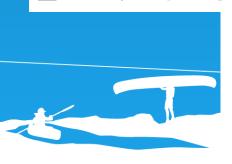
Full/Partial payment included
(cash/check/credit card)
I donated online at givetoscouts.org
☐ I texted SVMBC to (844) 615-4269.
I am giving online through my
company portal.
Company:

#### GIVE MONTHLY

 I enrolled in Monthly Giving at www.givetoscouts.org.

	40*	10
GIVE	LATER	
Bill	me once: Month	of
Bill	me monthly thro	ugh December.
☐ Bill	me quarterly thro	ough December.

- Make a Pledge
- www.GiveToScouts.org
- Text to Give
- Through company giving portals (i.e. Benevity)
  - Note: There is a space to designate this on the pledge card. Ask the family to fill out the card and return it anyway.







# **Google Tracking**

Presentation Info fo	or P 457		TOTAL DONATIONS PLEDGED	\$1,050			
Date			TOTAL DONATIONS RECEIVED	\$0.00	2021 Donations		
Time			Unit \$ goal		2021 Unit \$		:
Location			\$ remaining to goal (Pledged)	-\$1,050	% of \$ goal achieved		-
Presenter Name			\$ remaining to goal (Recieved)	\$0			
Presenter Contact Info			% of \$ goal achieved		_		
Youti	h Members						Donation A
Scout last name	Scout first name	Patrol/Den	Parent name	Recognition Item earned	Recognition Recieved	Total Gift Amount	\$ Amount of Donation
			Beth Agnew	Shoulder Patch + Deck of Playing Cards		\$350.00	350
				Shoulder Patch + sundial		\$700.00	700
						\$0.00	
						\$0.00	
						\$0.00	
						\$0.00	
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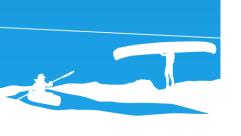
# "Recognition Items" Tab

#### Recognition Items will auto populated the count

This tab helps keep track of how many recognition items you will need to provide to your families.

Due to IRS policies, SVMBC can no longer provide cumulative gifts for each giving level. See below for each recognition level

	Total Recognition Items	<b>Total Count:</b>	<b>Family Recieved</b>	Still Needed	
\$1	Sticker	0	0	0	
\$200	Shoulder Patch	0	0	0	
\$350	Shoulder Patch + Deck of Playing Cards	1	0	1	
\$700	Shoulder Patch + sundial	1	0	1	
\$1,000	Shoulder Patch + Bento Box	0	0	0	
\$2,100	All Items in a zip bag	0	0	0	





# **Received by Council Tab**

Pa	ack 0457		Goal	
Modified:	#REF!		Total Paid	\$0.00
			Total Pledged	\$0.00
	LastName	FirstName	Pledged Amount	Paid Amount
1				
2				
3				
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## **Unit Recognition**

- Gold: 10% Above Goal
  - Unit Ribbon and Recognition at Council Annual Dinner/ District Dinner
- Silver: 1-9% Above Goal
  - Unit Ribbon
- Bronze: Achieve Unit Goal
  - Unit Ribbon





## **Brand New FOS Video**



https://go.svmbc.org/FOS23



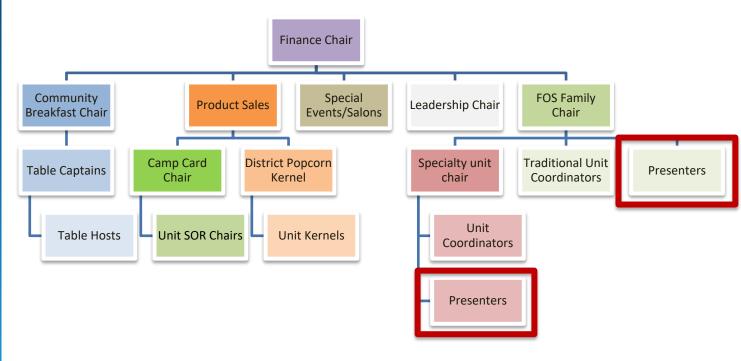


## The Role of Unit Presenter





## **The Team**







# Being An FOS Presenter, What Does That Mean?

### **Your Role**

- Represent the Council, District, and Scouting.
- Tell the message of Scouting and its impact.
- Connect with your audience.
- Partner with your unit coordinator to raise funds for the advancement of scouting.

### **Your Goal**

- Deliver a passionate Ask
- Get 100% family participation
- Meet the unit's FOS goal







# **Types of Unit Campaigns**

- Traditional FOS Campaign
  - Unit invites FOS Presenter to make an FOS ask at an in-person meeting
- Unit-Led FOS Campaign
  - Similar to Traditional FOS Campaign
  - Unit Provides FOS Presenter

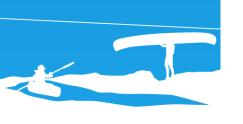






# COMPONENTS OF A SUCCESSFUL PRESENTATION

- 1. Understanding Fundraising
- 2. Preparation
- 3. Presentation
- 4. Call To Action
- 5. Wrap It Up
- 6. Turn It In





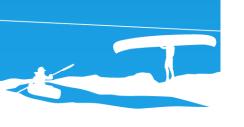


# 1. UNDERSTANDING FUNDRAISING



## The Laws of Fundraising

- 1. People give to people, not organizations.
- 2. Few people make a gift without being asked and . . . no one makes an increase without being encouraged.
- 3. No one has ever been asked for too much money many have been asked for too little.
- 4. The more intimate/personal the communication, the greater the rate of success.
- 5. Paper only informs, people inspire . . . only people raise money.





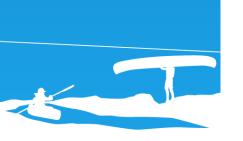
# 2. PREPARATION

**Understanding the Finances of Scouting** 



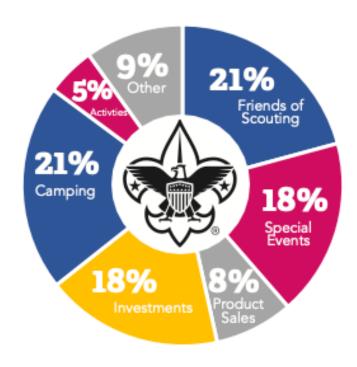
# What about Registration Money...







# Impact on Council Budget



6.5 Million in budgeted revenue in 2023







#### -The 'True' Cost of Scouting-Why Friendsof Souting Is So Important!



#### But there is a whole lot more below the waterline!

#### Volunteer & Staff Training

Training for more than 4,600 volunteer leaders every vear.

#### Insurance Coverage

The Council provides accident and liability insurance to our Scouts. leaders and Chartered Organizations at minimal cost.

#### Reference Publications & Resources

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

#### Camp Promotion & Maintenance

For maintenance and upkeep at Chesebrough Scout Reservation and Camp Hi-Sierra.

#### Administrative Needs

BOY SCOUTS OF AMERICA"

Postage, computers and link-up to National computer system, record keeping and in-house print shop.

#### Camp Equipment

Tents, cooking equipment, camp vehicles, building repairs, canoes, equipment replacement & rentals. and upkeep of our properties.

#### **Recognitions**

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

#### **Professional Staff**

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

#### Skilled Camp Rangers

To keep our beautiful camps and properties up-to-date and ready for all our Scouts.

#### **Postage**

Mailings to leaders and families.

#### Council Resource Center

Utilities, insurance, repairs and care for our headquarters in San Jose and our new office in Monterey.

#### **Council Charter Fees**

To register every Scouting youth. leader and unit with National BSA.

#### Audio/Visual Supplies

Used in trainings, camp promotion and program support.

#### The Stouter Weekly

Our Weekly Newsletter emailed to more than 24,000 households to inform you of our Scouting Programs.

#### Council Website

Go online to www.svmbc.org to learn more about our Council and programs.

#### **Council Calendar**

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

The rejority of the costs of the Souting program, the running our owns, record tegring, metalists trainings support staff andinsurancearchidden benauth the surface, just libean icoberg.

The 80 percent that isn't visible is what keeps the rest alloat.

Msitwww.GveTaStauts.arg toleam mare.





# Before the Meeting

- 1. Work with your District Executive to receive the Unit Packet and Presenter Kit.
- 2. Introduce yourself to the unit coordinator.
  - Verify time, date, location.
  - Determine the number of families attending (be sure to secure adequate supplies from your DE)
  - Review the unit's goal.
  - Know what they contributed last year.
- 3. Plan the presentation for the meeting.
- 4. Discuss follow-up plans and strategy.

\*\*If the Unit is using personalized pledge cards, they may need to be separated from each other. Please check the Unit Packet and verify before the presentation. \*\*







# **Preparation continued**

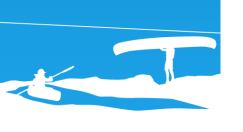
- Ask to be placed early in the program. This will enable you to make the presentation and collect pledges throughout the event.
- Ask for assistance from the oldest unit youth members in distributing and collecting pledge forms at the appropriate time.
- Verify who will introduce you and make the lead gift.
- Double check your presentation materials and supplies. BE PREPARED!





# Materials Needed at Your Presentation

- Enthusiasm and Charisma!
- Presenter Kit with recognition Items
- Donation Link and Pledge Cards
- Pens
- Unit FOS Packet







# 3. The Presentation – What Do I Say?

Key items to include in the presentation:

- Impactful story.
- Highlighting what the funds support.
- Highlight what scouts get out of the program.
- Asking the group to make a gift of \$350 or other amount.
- Asking them to commit today, even if it is only a pledge.
- Show recognition items.
- Highlight matching gifts.





# The Presentation – What Do I Say?

## Keys to A Great Presentation

- Its all about the story.
- Be creative!
- No death by power point.
- Use available presenter resources.
- Practice, practice!
- · End with a call to action.







### **Know Your Audience**

- Find out something about your audience to help you connect
- Ask a question that will get audience participation

## **Tell Your Story**

- Stories create emotional connections.
- Stories bring your presentation to life
- Tell how Scouting made a difference to you and your family.





### **Orate**

- You are on stage act like it.
- Be more perky than your normal self
- Project your voice
- Use your hands
- Speak clearly
- Enunciate
- Keep it Simple!









## 4. Ask for the donation



- The number one reason people give is that they are asked.
- Give everyone a pen
- Ask people to fill out the card!
  - Right here
  - Right now
- "Hold Your Pledge Card Up and the Scouts will come collect!"
- Coordinate an audience plant
  - Ask a Key Volunteer to be the first to give to inspire and motivate.







CONNECT WITH US

F O You Tube @SVMBC (408) 638-8300 or (831) 287-2020

# Fill Out the Pledge Card

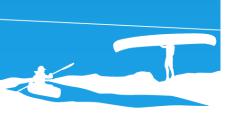
Count me in as a FRIEND OF SCOUTING	2 3	Please
Deshic: Unit Goal: \$ Parent Scout: Address: , ,	GFT 8. RECOGNITION LEVELS  \$2,100 All licens Below in Tent Canvas Tote  \$1,400 CSP + Bamboo and Metal Beato Box  \$700 CSP + Bambo And Metal Beato Box  \$350 CSP + Deck of H-Sierra Playing Cards  \$200 Scoul Law Shortber Patch (Year 1 of 3)	Sillicon Amount
CC#Exp. Date: Visa/MC/DISCOVER/AMEX	S Custom Amount PAYMENT OPTIONS GIVETODAY	Date: Than
Signature	o Cash o Check o Online Gift o Credit/Debit o Giving Through my Company portal	p com DO
Company Name: You must follow up with your company for matching gilts Please matchecks payable to SVMBC BSA Other Wage to Give: Www.Cive.to Scouts.org Text "SVMBC" to (844) 615-4269	Company:  DRYCOCE ME:  o 1 Time on  o 2 Installments  o 4 Installments  o Monthly (Though December)	Your gift is in occordo these reco Please reto or mail to





## The Ask.....continued

- Make the ask.
- Be quiet!
- Give them the uncomfortable silence to fill out their card.
- Have Scouts collect the cards and bring them to you.
- Don't rush away afterwards.





# 5. Wrap it up

- Stay for the entire meeting: many cards are turned in on the way out!
- Count pledges and money report back to parents with results.
- Thank everyone for their support.
- Present the recognition items to the donor or unit leader.
- Leave the Yellow Unit Packet with the extra personalized pledge cards with the unit leader for follow up.

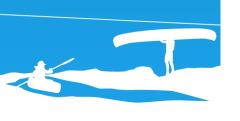


# 6. Turn it in After the FOS Presentation

- A. Call the unit leader and thank him/her for his/her cooperation in making the presentation a success.
  - Discuss the Unit's Follow Up Plan
- B. Complete the FOS Finance Transmittal and submit to your DE or the Office no later than 72hrs after the presentation.

PLEASE Do NOT mail to the Council Service Center.

If you cannot make it to the Office, Your district executive will pick up these items from you at a convenient time and place.



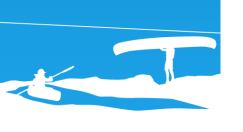




# After the FOS Presentation (cont.)

C. Review what went well and what did not go as planned. Refine your presentation as needed.

D. Replenish supplies in preparation for your next presentation, or if completed, return the excess supplies to your district executive.





**Your Help Matters.** 

Thank you for making this year's campaign a Success.

