



Friends of Scouting 2023: Unit Coordinator Training





Tonight's Agenda

- 1. Campaign Overview**
- 2. Council/District Goals for 2023**
- 3. Recognition & New Elements for 2023**
- 4. Unit Coordinator Roles and Goals**
- 5. Tools for Success**





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.

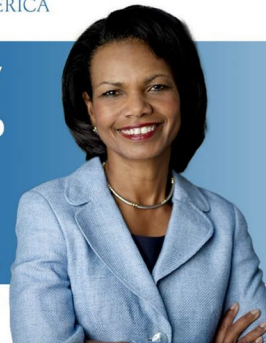


BOY SCOUTS OF AMERICA
Silicon Valley Monterey Bay Council

COMMUNITY LEADERSHIP BREAKFAST

Keynote:
Condoleezza Rice
66th U.S. Secretary of State

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



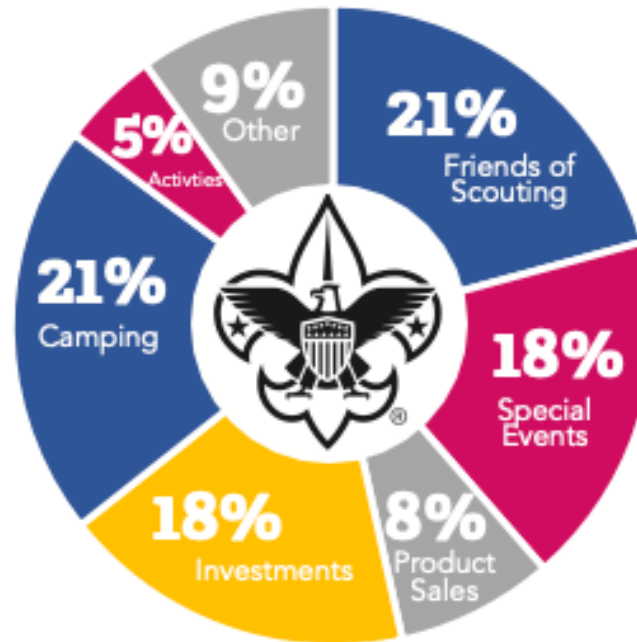
We are pleased to welcome keynote speaker Condoleezza Rice, 66th U.S. Secretary of State. She is the Tad and Dianne Taube Director of the Hoover Institution and the Thomas and Barbara Stephenson Senior Fellow on Public Policy. In addition, she is a founding partner of Rice, Hadley, Gates & Manuel LLC,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



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Impact on Council Budget



- **6.5 Million in budgeted revenue in 2023**





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





Unit Goals

- Units want transparency and parity.
- “No Good Deed Goes Unpunished” mindset.
- Goals do not take membership shifts into consideration

Proposed Solution:

$$\begin{array}{c} (3\text{yr avg donation amount per scout} + X\%) \\ \times \\ (\# \text{ of scouts chartered for 2023}) \end{array}$$

Note:

Many districts choosing to create standardized minimums for Packs and Troops to ensure parity and accommodate for inconsistent historical record keeping.





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



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Unit Recognition

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





FOS Packets

Made for the Presenter, left with Unit Coordinator

Unit: 4444 Friends of Scouting Goal: 50000 Presentation Date: _____ Presenter: _____	Unit Historical Giving Amount 2019: 60000 2018: 50000 3 Year Gift Average per Scout: 6000
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FRIENDS OF SCOUTING PACKET

POLARIS DISTRICT **BOY SCOUTS OF AMERICA** **100**
SILICON VALLEY MONTEREY BAY COUNCIL

PLEASE TURN IN ALL COMPLETED PLEDGE CARDS WITHIN 2 WEEKS OF RECEIPT

Friends of Scouting Packet Contents:

- FOS Welcome Letter
- Personalized Pledge Cards
- Blank FOS Brochures
- Unit Roster (Based on Recharter)
- FOS Transmittal for recording donations
Digital Copy: <http://bit.ly/FOStransmittal>
- Corporate Matching Info Sheet
- FOS Unit Coordinator Patch

Best Practices for Following Up with Families to Achieve 100% Participation:

- Ask unit leaders to send out reminder messages
- Email and then call parents reminding them to contribute or to return the cards
- Let parents know to bring their checkbook to the FOS presentation meeting
- Give parents a deadline to contribute and to return the cards
- Text to Give
- Publish the unit's overall FOS results regularly

NEW FOR 2020!

- Text to Give: Text "Polaris" to (415) 615-4269
Follow link in responding text to lead to online donation portal
- Digital FOS Transmittal for easy gift recording
- FOS Unit Coordinator Uniform Patch
Wear it with pride!
- Units who achieve 100% participation will be acknowledged at the Polaris Awards Dinner: 11/20

Individual Contribution Levels

- Any Gift Amount- Bumper Sticker
- \$175- Centennial FOS Patch
- \$300- Centennial Ceramic Mug
- \$500- Centennial Neckerchief
- \$1000 and up- Recognition Event

Explanation of the Goal Making Process

Unit Goal: (3yr avg donation amount per scout X # of scouts chartered for 2020) + 3.5%

New Girl Troop Goal: (Linked troop 2020 Goal X # of scouts chartered for 2020) - 15%

Polaris District FOS Team Contact Information

- ❑ Betty Chou, Family FOS Co-Chair: bettychoutw@gmail.com | 510-676-6820
- ❑ Karen Dillon, Family FOS Chair: karen@kidsourc.com | 408-421-3426
- ❑ Anthony Pulliam, District Executive: anthony.pulliam@scouting.org | 408-638-8321
- ❑ Junaid Shabbeer, Finance Chair: mjshabbeer@msn.com | 408-781-4123
- ❑ Yvonne Wang, CASA FOS Chair: yihong_wang@yahoo.com | 408-220-4714

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



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2023 FOS Brochure

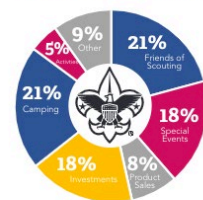


LIFELONG BENEFITS OF SCOUTING

A recent study by Harris Interactive indicates that youth with at least five years of Scouting are more likely to:

1. Go to College.
2. Earn Higher Annual Household Income.
3. Highly Value Relationships.
4. Enjoy Strong Lasting Friendships.
5. Consider the Needs of Others First.
6. Assume Leadership Roles.

HOW ARE WE FUNDED?



HOW MUCH SHOULD I GIVE?

The Silicon Valley Monterey Bay Council will invest approximately \$350 per Scout annually with 82% of all investments used to support programming.

\$350 One Scout	\$700 Two Scouts
\$1,400 Four Scouts	\$2,100 Den or Patrol

Give securely online now.

Text SVMBC to (844) 615-4269 or visit www.givetoscouts.org

www.svmbc.org

Levels of Recognition When You Give

1. **\$1 - \$199:** Holographic Sticker
2. **\$200:** Collectible Scout Law Council Shoulder Patch (CSP) (Year 1 of 3)
3. **\$350 - Support 1 Scout:** CSP + deck of Camp Hi-Sierra playing cards
4. **\$700 - Support 2 Scouts:** CSP + brass pocket sundial/compass
5. **\$1,400 - Support 4 Scouts:** CSP + bamboo and metal bento box
6. **\$2,100 - Support a Den/Patrol:** All items listed above in an upcycled tent canvas tote

www.givetoscouts.org

WAYS TO GIVE!

GIVE NOW | GIVE MONTHLY | GIVE LATER

- ☐ \$200 ☐ \$350: Support 1 Scout
☐ \$700 ☐ \$1,400 ☐ \$2,100
☐ \$5,000 ☐ Other \$ _____
☐ Match Amount \$ _____

Total Contribution \$ _____

District: _____ Unit #: _____

Company _____

Email Address (required) _____

Signature (required) _____

DONOR INFORMATION

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: (_____) _____

CREDIT CARD INFORMATION

Name on Card: _____

Card #: _____

Expiration Date: _____

Make checks payable to: SVMBC, BSA
Attn: FOS 2023
970 W. Julian Street, San Jose, CA 95126

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.

GIVE LATER

- ☐ Bill me once: Month of _____
☐ Bill me monthly through December.
☐ Bill me quarterly through December.

MATCH YOUR GIFT

Double the impact of your donation.

To find out if your company has a matching program, visit:

www.SVMBC.org/matching



You donate. They match. Double the impact.

RETURN ON INVESTMENT IN 2022

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Your INVESTMENT Supports:

PROGRAM

- 51 in-person TRAINING OPPORTUNITIES
- Over 1,000 participant hours of FIRST AID TRAINING for Scouts & Adults
- 354 nights under the stars by adults at HANDS-ON OUTDOOR TRAINING
- Over 6,000 participants at our ANNUAL SCOUTO-RAMA

PROPERTIES

- CAMP MAINTENANCE and updates at our two stellar camps
- 14,888 nights camped at Camp Hi-Sierra and 17,976 nights camped at Chesebrough Scout Reservation in 2022
- Two council SERVICE CENTERS located in San Jose and Monterey

PEOPLE

- 28 TRAINED PROFESSIONAL STAFF providing guidance and support to over 4,350 adult volunteers
- Our caring adults invested 10,470 hours into TRAINING FOR YOUTH PROTECTION in 2022.

CONNECT WITH US

www.svmbc.org
info@svmbc.org
(408) 638-6300 or (831) 287-2020

Council Service Center
970 W. Julian Street
San Jose, CA 95126

Monterey Trading Post
187 E. Dorado Street, Unit F
Monterey, CA 93940

Front

Back

Fillable PDF version available



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Personalized Pledge Cards

Count me in as a FRIEND OF SCOUTING with my charitable gift

District: _____
Unit: _____
Unit Goal \$ _____
Parent: _____
Scout: _____
Address: , , _____

CC# _____

Exp. Date: _____ Visa/MC/DISCOVER/AMEX

Signature: _____

Does your company match gifts? Yes No Unsure

Company Name: _____

*You must follow up with your company for matching gifts

Please make checks payable to SVMBC-BSA

Other Ways to Give:

www.GiveToScouts.org

Text "SVMBC" to (844) 615-4269



GIFT & RECOGNITION LEVELS

- ☐ \$2,100 All Items Below In Tent Canvas Tote
- ☐ \$1,400 CSP + Bamboo and Metal Bento Box
- ☐ \$700 CSP + Brass Pocket Sundial Compass
- ☐ \$350 CSP + Deck of Hi-Sierra Playing Cards
- ☐ \$200 Scout Law Shoulder Patch (Year 1 of 3)
- ☐ \$_____ Custom Amount

PAYMENT OPTIONS

☐ **GIVE TODAY**

- ☐ Cash ☐ Check
 - ☐ Online Gift ☐ Credit/Debit
 - ☐ Giving through my Company portal
- Company: _____

☐ **INVOICE ME:**

- ☐ 1 Time on _____
- ☐ 2 Installments
- ☐ 4 Installments
- ☐ Monthly (Through December)

Please retain this stub for your records

**Silicon Valley Monterey Bay Council
Boy Scouts of America**

Amount: \$ _____

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



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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: _____

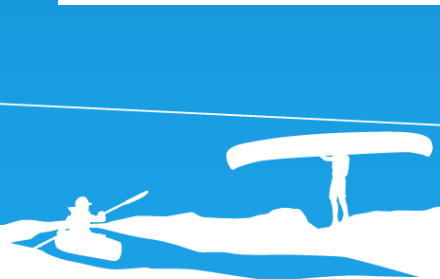
GIVE MONTHLY

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

GIVE LATER

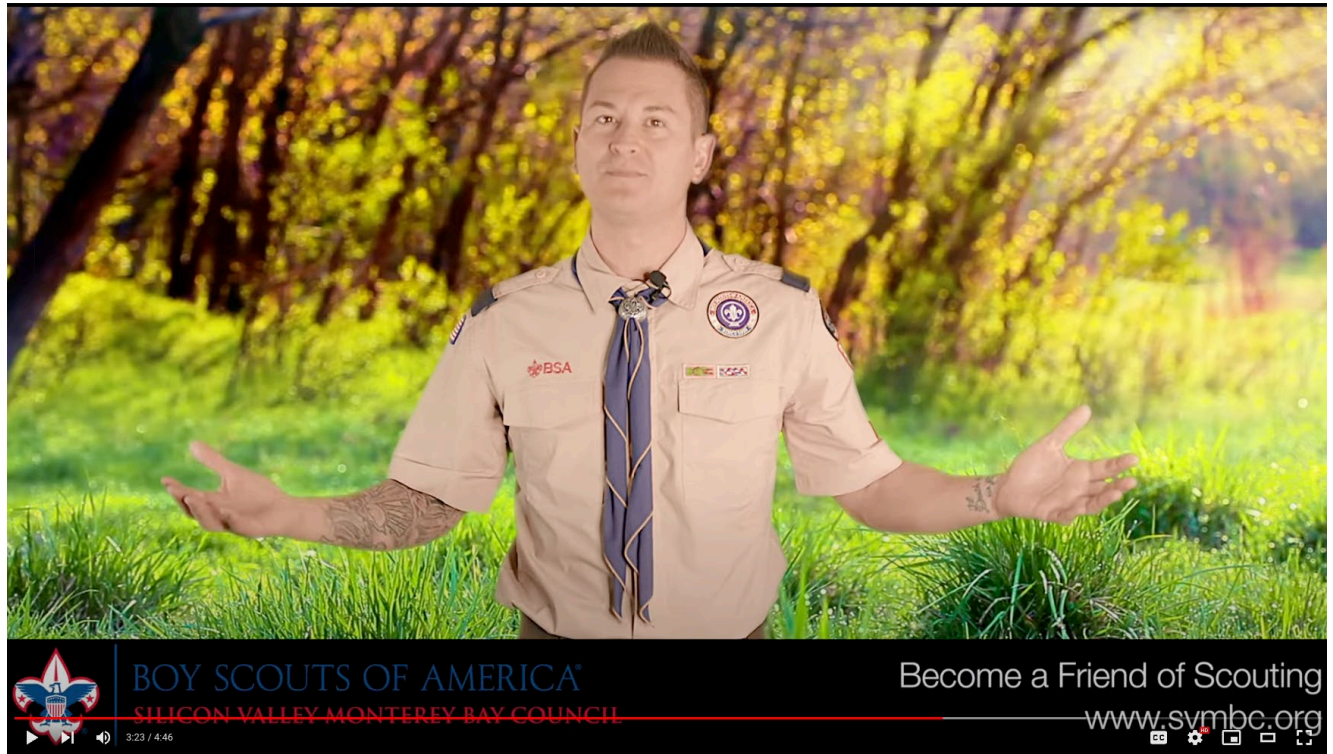
- ☐ Bill me once: Month of _____
- ☐ Bill me monthly through December.
- ☐ Bill me quarterly through December.

- 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.*





Brand New FOS Video



<https://go.svmc.org/FOS23>



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Commissioner's Challenge

☐ Yes ☐ No **Friends of Scouting:** *Our unit met our 2023 District determined Friends of Scouting goal.*

Units who qualify for the 2023 Commissioner Challenge are entitled to free cloth rank awards without charge from the Scout Shop for the next charter year (January 1, 2024 – December 31, 2024) if all the requirements are completed and submitted by December 1, 2023 by 5 p.m.

- Cub Scouts – Lion, Tiger, Wolf, Bear, Webelos, and Arrow of Light cloth badge and all required belt loops for each Cub Scout Rank. Elective belt loops are not included.
- Scouts BSA– Scout, Tenderfoot, Second Class, First Class, Star, Life, and Eagle cloth badge, Eagle recognition kit, and Merit Badges



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Recognition Items will auto populated the count

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





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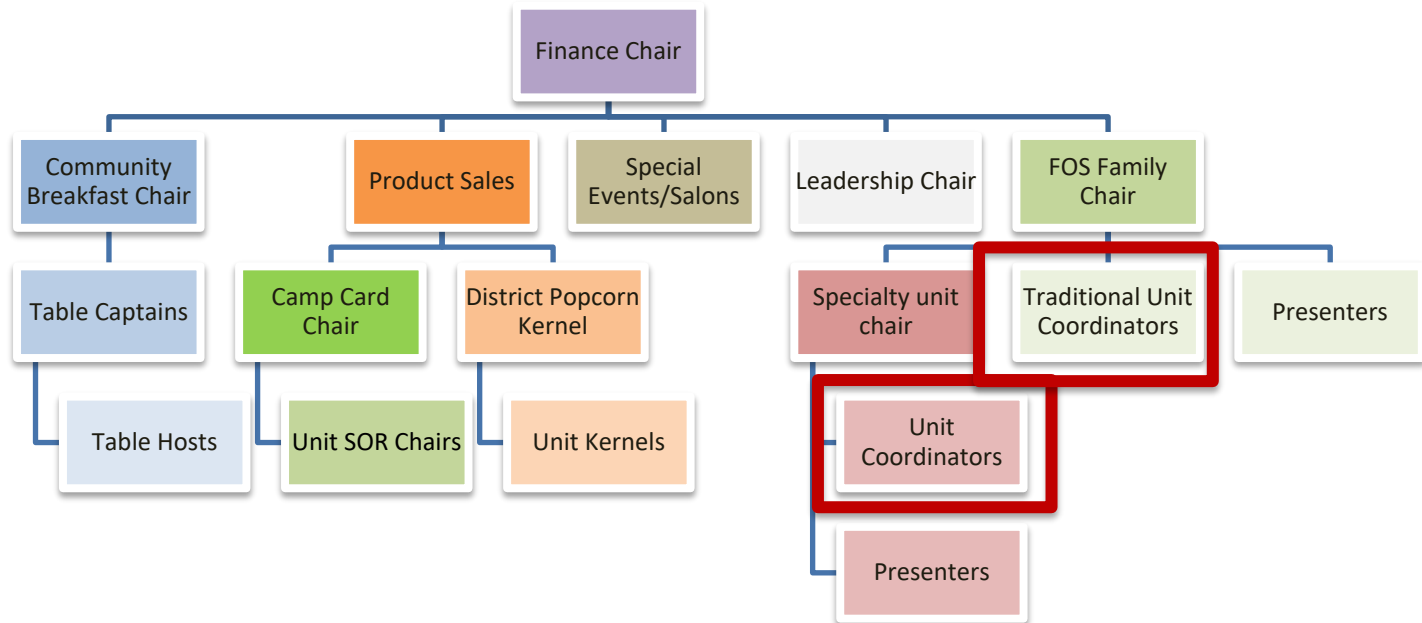


The Role of Unit Coordinator





The Team





Being An FOS Coordinator, What Does That Mean?

Your Role

- Provide leadership for your unit's 2023 Friends of Scouting campaign.
- Work with your district FOS team to schedule your presentation.
- Prepare families for their unit FOS presentation by sending out communication and information.
- Follow up with Families who have not given to ensure you reach your goal
- Confirm donations and corporate matches have been received by SVMBC

Your Goal

- Get 100% family participation
- Meet the unit's FOS goal by June 30.





Campaign Timeline

Date	Task
• Dec '22- Jan '23	Determine the time and date for your Friends of Scouting presentation
• January	FOS Presenter/Unit Coordinator Training
• January- May	Conduct Unit FOS Presentations and follow up
• June	Conclusion of 2023 FOS Campaign
• June - July	Conduct Clean-Up Campaign (follow up calls)
• Fall '23	Unit Recognition at District Award Banquets





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**
 - Like Traditional FOS Campaign
 - Unit Provides FOS Presenter
- **Best Meeting Options**
 - Court of Honor, Blue and Gold, Mandatory Parents Meetings. *Anywhere you will have critical mass and the highest turn out of families!*





Before the Meeting

1. FOS Unit Coordinator contacts District FOS Family Chair and District Executive to communicate:
 - FOS Coordinator name and contact information
 - FOS Presentation
 - Date
 - Time
 - Location (or Zoom link)
2. Obtain your Unit FOS Goal from your District Executive.
3. Introduce yourself as the FOS Unit Coordinator to all the families in your unit. *(Share your unit goal, include text-to-give and URL link to give information, and highlight the importance of Friends of Scouting).*
4. *You will be assigned a Presenter by the District. Be sure to communicate any changes or relevant details to them ASAP!*

1-week before the date of your FOS presentation.

Send a reminder to all the families in your unit about the upcoming FOS Presentation. Remind them to bring their checkbook, or credit card to the meeting.





The Night of Your FOS Presentation

- **Send a Thank You! note to all of the families for their contributions and communicate how much money was raised.**
- **Remind them about the ways to make their gift go further (corporate matching, Dollars for Doers, etc.).**
- **Be sure to log all gifts in your Google Spreadsheet.**





After the FOS Presentation

1-week after the date of your FOS presentation.

Follow up with the families that were absent the night of the FOS presentation; remember that every family deserves the opportunity to contribute to Friends of Scouting.

1-month after the date of your FOS presentation.

Send an e-mail update with the total amount of money raised, thank those that have contributed and encourage folks to donate if they have not done it yet. Don't forget to include the URL to give and highlight the importance of Friends of Scouting.

- ☐ Continue to share e-mail updates with all the families in your unit on a monthly basis.
- ☐ Regularly Check the Donations Received Tab of your Unit's Google Sheet. This will show you what gifts have been received and which ones still need to be followed up on.





Best practices for success:

- Continual communication with your District FOS Family Chair and District Executive
- Encourage families to give at a level they are comfortable.
- Update and review your personal Google tracking sheet to ensure that gifts are being recorded and received and that all record keeping is current.
- The best way to follow up is to make personal contact. If e-mails are not getting you the engagement you hoped for, pick up the phone and call people.
- There are lots of resources and volunteer support available to you, do not be afraid to ask for help if you need it.
- ***PLEASE: Turn in any additional FOS pledge cards ASAP. Your DE will come to your meetings to get them!***
- ***Celebrate your Victory!***





In 2022, SVMBC received \$177,532 in Corporate Giving

Corporate Matching

Provides the opportunity for employees to make a charitable donation which is then matched by their employer matching at a ratio of 1:1 or higher.



Dollars for Doers

An employer contribution program that donates cash grants to our council, based on the time that the employee volunteers in Scouting.

Examples:

Apple: \$25/hr volunteered

Microsoft: \$25/hr volunteered

Google: \$10/hr volunteered





Resources Available

- SVMBC FOS Resource Page
(<https://www.svmbc.org/resources/fos/>)
 - Unit Coordinator Guide
 - FOS Brochure
 - Email Templates and More
- Haven't Scheduled Your Presentation Yet?
 - *Please do so ASAP!*
 - <https://go.svmbc.org/FOSpresentations>
 - Automatically emails your DE and District Finance Team



INVEST In CHARACTER



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SILICON VALLEY MONTEREY BAY COUNCIL

Your Help Matters.

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



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