

# FOS: Friends of Scouting

Or

How I Learned to Stop Worrying and Love  
Raising Money for Scouting

Presenters: Mike Dennehy and Marcel Clnquina  
Columbia-Montour Council



**AREA 5 LEADERSHIP FORUM 2009 • THE NEW BSA**

# Why FOS?

- Most Councils don't have enough rich uncles



# Why FOS?

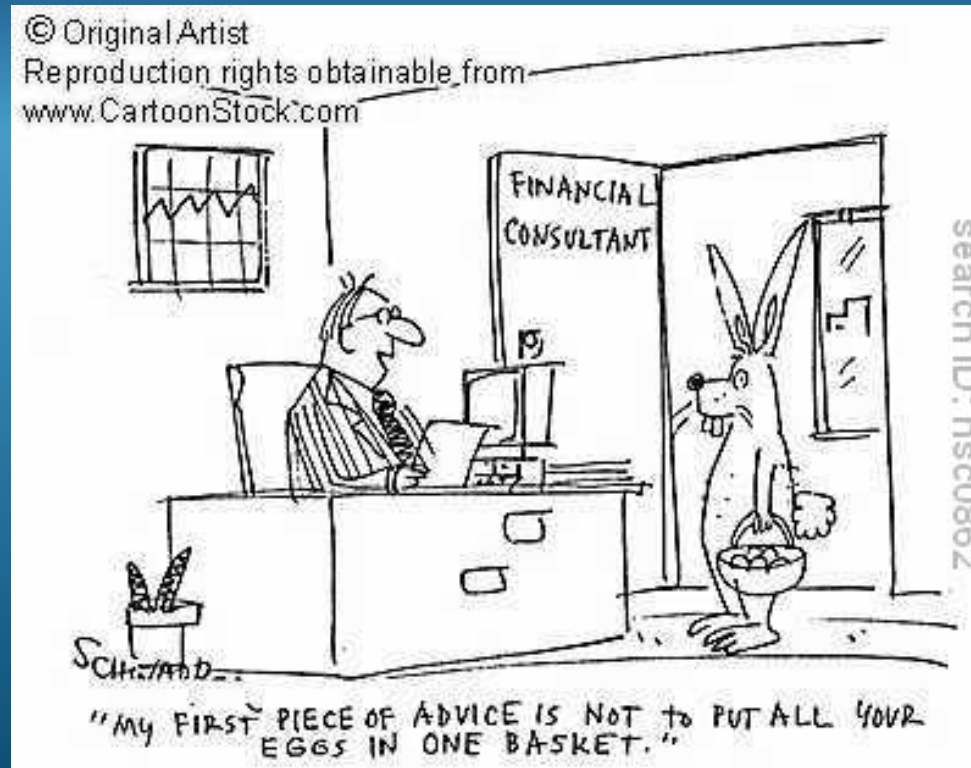
■ Quality Programs require funding



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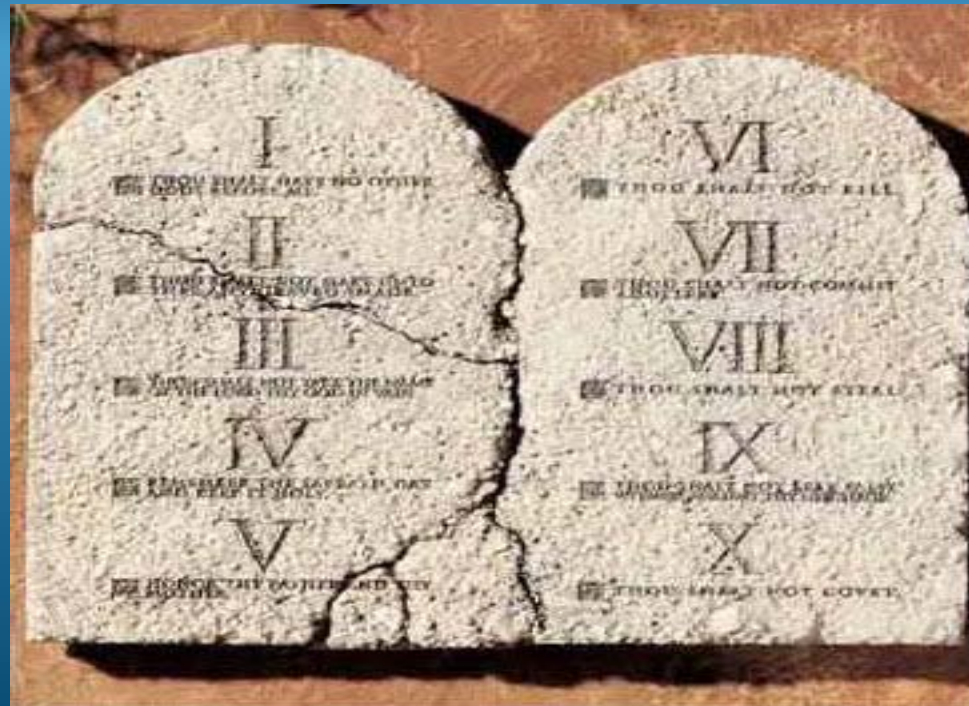
# Why FOS?

## ■ Diversification of Funding Base



# Why FOS?

- Stealing money violates several points of Scout Law, as well as another set of Laws



# Who Are We Doing This For?



The Golden Rule of BSA Finance

Most Councils are not  
over-expensed; they  
are under-revenued.



# How Are We Doing? % of 6/30/09 Goal Raised

Council	%
Bloomsburg, PA	100
Doylestown, PA	91
Lehigh Valley, PA	90
Christiansted, VI	85
Toms River, NJ	79
Williamsport, PA	77
Rancocas, NJ	63
Philadelphia, PA	62
Morganville, NJ	56
Guaynabo, PR	49
Moosic, PA	49
Millville, NJ	44



# Elements of a Successful FOS Campaign

“You eat an elephant one bite at a time”

- ❑ Divide your campaign into manageable units
  - ❑ Geographic—District or Town
  - ❑ Similar Types of Donors—Business or Individual
  - ❑ Affinity Groups—Eagle Scouts or Friends of Camp
  - ❑ Size of Gifts—Major or Small



# Don't Forget Your Board!!

“We're behind you 72.4%!”

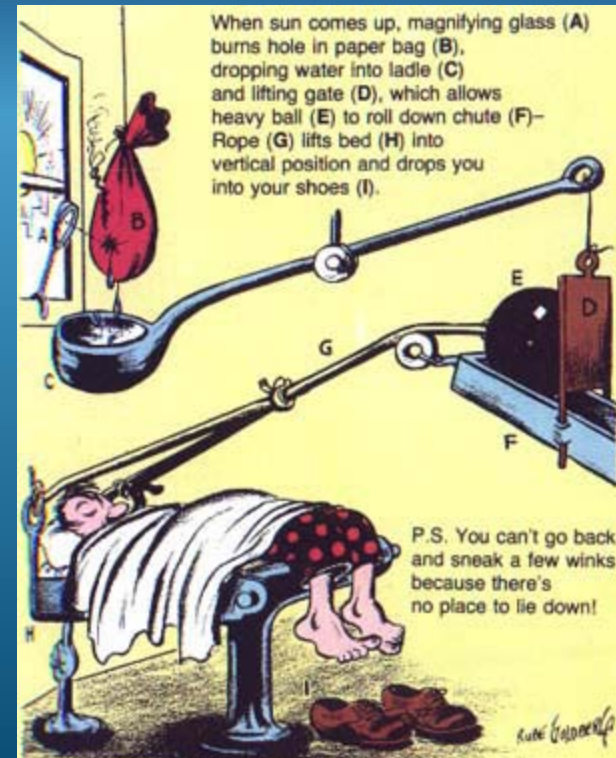
- The Executive Board must take the lead
  - Standard for Board Members
  - Don't forget your Advisory Board
- Do boys follow a Scoutmaster who doesn't set a good example?



# Campaign Structure

K.I.S.S.

- ❑ Council or District Chair
- ❑ Key Leader for Sub-campaigns
- ❑ Goals for each Group
- ❑ Staff Advisor



# Set Your Schedule

“Get me to the church on time”

- ❑ Kickoff
- ❑ Progress Reports
- ❑ Follow-up



# The Last Word

*Think Outside the Box...*

