



BOY SCOUTS OF AMERICA® ALUMNI AND BUSINESS DEVELOPMENT



FRIENDS OF SCOUTING—THE FAMILY APPEAL

indirect support • asset • project sales • expense • asset • temporarily restricted • capital appeal • liability

Friends of Scouting – The Family Appeal: Quick Access Guide

This Quick Access Guide has gathered the most frequently used main topics surrounding a successful Friends of Scouting Campaign and puts them at your fingertips. Simply click on the topic of your choosing and you will be transported to that section in the book.

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INTRODUCTION

Annually, Scout districts in local councils conduct a family enrollment appeal among the parents of Scouts and volunteer leaders as part of their total Friends of Scouting strategy. District and unit volunteers conduct the appeal in order to give all Scout families the opportunity to support the Scouting program. This appeal constitutes approximately 20 percent of the total Friends of Scouting monies. On average, only 25 percent of the families of our Scouts are ever asked to make a financial contribution in support of the local council.

Objectives

The objective of this manual is to assist you in developing a successful *Family Friends of Scouting appeal*. This manual gives an overview of the Friends of Scouting appeal profile, explores the Pacesetter program model, and provides sample letters and job descriptions of key volunteers.

THE FAMILY FRIENDS OF SCOUTING APPEAL PROFILE

Family Friends of Scouting Prospect Sources

- Families of Scouts registered in the district.
- Leaders within units who have no children in Scouting.
- Unit alumni.
- All district Scouters (committee and commissioners).
- Council Market Analysis report (see Professional Scouter). A Great resource for identifying areas in your council via zip codes and its “Buying” Power.

Role of the Appeal Manager (Professional Scouter)

- Provides technical assistance, materials, and information on people and units in the district.
- Trained in fundraising techniques.
- Primary source of information, advice, and support to volunteers in the appeal.
- Is accountable for the success of the appeal.

Family Appeal Chairman Responsibilities

The primary job of the *District Family Enrollment Chairman* is managing the steps to ensure successful appeal preparation. These steps include:

HAVE FUN

- Recruiting the appeal leadership with the assistance of the appeal manager. The positions to recruit are: Pacesetter Chairman, Zone Chairmen, and Vice Chairmen of presentation and scheduling.
- Following a appeal calendar.
- Prioritizing units based on last year's contributions.
- Identifying *Pacesetter Units* (Pacesetter Units are the ones with the greatest giving potential).
- Assigning presenters.
- Completing two training sessions for unit presenters by December 15.
- Scheduling presentations for December through April
- Initiating cleanup plan in May.

- Achieving goal by June 30.
- Follow the plan.

Preparation

The preparation steps for the *Family Appeal* are vital to your success.

- Select and recruit all the key positions (Vice Chair of scheduling/presenters, Pacesetter Chairman, Zone chairs, and the presenters).
- Recruit your unit appeal coordinators.
- Begin scheduling unit presentations and have schedule completed by December 1.
- Provide several opportunities for your presenters to be trained. (The story tellers)
- Also conduct unit appeal coordinator training.
- Conduct FOS presentations at key district meetings (*district and commissioner meeting, etc*).
- Communicate your vision (*what is the vision?*) of appeal success to all district volunteers at every opportunity.

Presenters—Whom Should They Be?

As a representative of the council, *presenters make the presentations directly to the families*, asking them to become investors in Scouting. With this in mind, presenters should have the following traits:

- A Story teller. Who has one? “This is what Scouting did for me”. *Luckily, human beings are not set up to understand logic. They are set up to understand stories. Stories, not facts and figures, engage emotions.*
- *Weave emotion and empathy into your story*
- *Personalize your story to make it relatable*
- *Present the issue, problem or challenge (the “before”).*
- *Discuss the decision or choice*
- *Define the action and the result (the “after”).*
- *Have a villain and a hero.*

THE STORY NEEDS TO BE APPROVED BEFORE PRESENTATION BY THE APPEAL CHAIRMAN AND APPEAL MANAGER. YOU DO NOT WANT TO BE SURPRISED.

- Well-spoken. Able to speak to a large or small group.

- Dependable. Will follow through with commitment.
- Personable. Enjoys meeting people.
- Organized.
- Committed to the Scouting program and knowledgeable about program attributes.
- Contributes personally to the appeal.

How the Appeal Works

The appeal begins in early December with the first unit presentation, and all presentations should be completed by April 30.

The following are appeal procedures:

- Conduct district kickoff at a district committee meeting in December. Ensure all presenters, zone chairs, unit appeal coordinators, Vice Chair of scheduling and presenters, Pacesetter Chair, and district family FOS chair are in attendance.
- For a Pacesetter Unit, a letter and a brochure ([back date 30 days](#)) should be sent to each family in advance of their presentation so that they will be prepared to make a gift.
- The presentation is made to a unit by the presenter, (*the story teller*).
- ***Presentations should take no more than eight minutes.***
- Present recognitions to all family enrollment givers
- Once a presentation is complete, the presenter meets with the unit appeal coordinator to share the results of the presentation and plan follow-up contacts with families not present. It is imperative that all families who do not respond to the solicitation or who were not present are ***contacted in person*** and asked to participate.
- The unit presenter and unit appeal coordinator should make arrangements to get pledge cards and contributions to the district family enrollment chairman or appeal manager.

Report Meetings/Communication

- The FOS family chairman should schedule regular weekly contacts (conference calls, email reporting, or live meetings) throughout the appeal time frame.
- The district FOS chairman should conduct monthly district FOS report meetings with all appeal volunteers. Meetings serve to focus attention on progress, to recognize outstanding volunteers, to share successes, to solve problems, and to redistribute recognition items.

Cleanup

- During April, a concentrated effort should be made to ensure that all units have conducted a appeal and, if needed, to do a second presentation in selected units.
- In the units receiving presentations, the cleanup should be an ongoing process, beginning immediately after the presentation. All cleanup efforts should be completed by the end of May.
- The unit appeal coordinator is responsible for contacting all families who were unable to attend or did not respond. Ongoing follow-up will ensure early successful completion of the family enrollment appeal.
- Another tool that is available to your council through the Blackbaud Sphere is the Friends Asking Friends tool.

In April and May a phone-a-thon should be conducted to all un-worked past contributors. Council guidelines for conducting a phone-a-thon should be followed. A second phone-a-thon date also should be set. Weekdays (Monday–Thursday) from 7 p.m.–9 p.m. have yielded favorable results.

Council Coordinated FOS Victory Celebration

In June, the council will conduct a council wide coordinated FOS Thank you event. These could include a dinner, come and go social, hamburger cookout, or what you feel best meets your council/district needs. This is an occasion to recognize districts and individual volunteers for a job well done and to say "thanks" for their help. Everyone who served as a volunteer in the family enrollment appeal is invited and encouraged to attend.

Recognition Plan

By offering desirable recognition, we can continue to raise more money each year. The key concepts are to set the desired level of giving, present immediate recognition, and let others know how to receive the same recognition.

- Patch
- Coins
- Norman Rockwell Prints
- You Create Something

THE PACESETTER PROGRAM MODEL—A PERSONALIZED SOLICITATION

How the Appeal Works

The *Pacesetter appeal focuses on the top packs, troops, and crews* in the district based on their fundraising potential (wealth, size, quality of program) and the unit's relationship with the district. The appeal is designed to gain a higher-than-average number of givers per unit and a higher giving level compared to the traditional family appeal. This represents a "deep" vs. "broad" approach to the appeal.

Key Strategic Points

- Move the "ownership and commitment" of the solicitation of parents from the council (district) level to the unit level, based on their belief in supporting a quality program.
- Unit leaders are asked to set a goal of 100 percent participation by families.
- A unit appeal coordinator is appointed by the unit committee chairman with involvement from the Pacesetter Chairman and appeal manager.
- The presentation becomes the kickoff for the unit appeal rather than the "beginning and end" of the appeal.
- Organizational work and follow-up is done by unit appeal coordinators to solicit each family.
- The appeal manager works personally with the program and works personally with unit appeal coordinators and the Pacesetter Chairman.
- "Warm-up" letters are used before the presentation and follow-up letters are sent to those who do not attend the presentation.

The Unit Coordinator—Key to Pacesetter Success

With responsibility for raising the dollars moved to the unit, the unit Friends of Scouting coordinator becomes the key to a successful appeal. Important attributes of the unit coordinator are:

- Has a child in the unit.
- Recruited by the unit leader and committee chairman specifically for the job.
- Well-recognized, liked, and respected by the parents in the unit.
- Able to contribute to the appeal personally.
- Committed to the Scouting program.
- Personable
- Dependable

NOTE: It is important that the Pacesetter chairman and appeal manager build a good relationship with each unit coordinator.

Unit Appeal Coordinator Guide—The Solicitation Plan

- Review the Pacesetter program at a unit committee meeting. Solicit contributions from those present.
- Set an ambitious goal based on potential. Potential is defined as an optimum level (a perfect appeal) and assumes that all parents give at the desired level. Desired level is defined as what it costs annually per Scout, participant, and registered adult leader to receive the benefits of a Scouting program.

Example: Pack 0000 with a membership of 100 Scouts:

100 Scouts X 80% =	80 families
80 families X 160.00 =	\$ 12,800 (full potential) - 100%
Goals (for example)	- 75% of potential = \$9,600
50% of potential =	\$6,400
25% of potential =	\$3,200

- Turn in unit information form to your Pacesetter Chairman or appeal manager.
- Recruit other families, as needed, to help with the solicitation.
- Solicit increased giving from past givers in advance of the kickoff meeting (the date of the unit presentation).

- Set date for kickoff meeting (the date of the unit presentation). Be sure a unit presenter is available to make the unit presentation. Packs are encouraged to hold their kickoff meeting in conjunction with their blue and gold banquet and troops are encouraged to hold their kickoff meeting in conjunction with a court of honor.
- Send letter and brochure to parents at least one week before the kickoff meeting (the date of the unit presentation). This letter (sample available) should show why the money is needed and inform parents that they will be solicited at the meeting. The same information also could be included in the unit newsletter.
- Hold the kickoff meeting (the date of the unit presentation):
 - Unit appeal coordinator introduces the unit presenter.
 - Unit presenter makes the presentation.
 - Unit leader endorses program and encourages contributions at suggested level.
 - Pledge cards and brochures are distributed.
 - All pledge cards (including refusals), checks, and cash are collected.
 - Everyone is thanked.
 - Recognitions are distributed.
- Send letter, pledge card, and brochure, immediately following the presentation, to those families who did not respond and/or who did not attend the kickoff meeting. This letter (sample enclosed) informs them of the results to date, shows how the council supports the unit, tells why the money is needed, and requests a contribution within one week. The warm-up letter and the follow-up letter should be personalized and on the unit appeal coordinator's letterhead.
- Contact everyone personally who has not responded to the letter and request a contribution. Recruit others to help as needed.
- Turn in remaining results within one month after the kickoff meeting.
- To assure goal achievement, and in addition to the solicitation of parents, contributions might be secured from the following areas:
 - Unit alumni and parents of alumni.
 - The chartered organization.
 - Companies and businesses of parents.
 - A special event.
 - Company matching gifts for personal contributions and volunteer time.

THE 100 PERCENT PARTICIPATION PLAN MODEL

Some districts have had excellent success with a variation of the Pacesetter program, called the “100 Percent Participation Model.” In this model, the district makes every unit a Pacesetter and sets the goal that every family pledges in an amount that is right for them. The monetary aspiration is that across all donations in the district, the annual cost of one Scout, participant or registered leader is the mean donation. Each unit coordinator owns and runs his/her unit appeal, but with coaching and support from district-level volunteers.

By the district’s November monthly roundtable, each pack and troop committee chair turns in to the appeal manager the name and contact information for their unit coordinator and the date of the unit’s FOS presentation at a meeting with high attendance by parents (court of honor, pinewood derby, blue and gold banquet, etc.). This should ideally fall **between January 11 and the feeder school’s spring break**. Presentations can begin in November and December for the following year.

First week of December: Unit coordinators attend training from district.

January: Unit coordinators pick up FOS materials from district quartermaster. This includes all thank-you premiums, brochures, pledge forms, pens, envelopes, audit sheets, and a roster and two sets of mailing labels for registered unit members (printed out by the appeal manager from council records).

One week before unit FOS presentation: The unit coordinator liaises with the assigned FOS presenter on logistics; sends an email or letter to the unit families, previewing FOS and mentally preparing them to give; sticks a set of preprinted mailing labels on the FOS pledge cards to have a complete deck ready; and drafts a follow-up letter to unpledged families and gets approval from committee (if needed). The letter is most effective if it goes out over the signature of well-known unit leaders (committee chair, Scoutmaster, or Cubmaster).

At FOS presentation: Unit coordinator hands out the preaddressed cards to adults as they arrive, hosts the presenter, accepts and logs in pledge cards, hands out thank-you premiums, and checks the family off the roster. The presenter coaches as needed.

Immediately after FOS presentation: Using the leftover preaddressed pledge cards (representing families not at the live meeting), the unit coordinator stuffs envelopes and mails follow-up letters, asking pledge cards to be returned to him/her in a timely manner, and turns in all collected pledges, checks, and money to the appeal manager.

Weeks following FOS presentation: The unit coordinator continues collecting pledges and distributing thank-you premiums, sends reminder email or telephones, or sends a second mail reminder to all unpledged families; and gets a resupply of thank-you premiums from the district quartermaster as needed to give every family its earned items.

Six weeks after FOS presentation: Unit coordinator turns in to district all remaining donations and any leftover thank-you premiums. All done!

Family Enrollment/Pacesetter Program

UNIT INFORMATION

Pack# _____ Troop# _____ Post/Team/Crew/Ship# _____

Unit appeal coordinator _____

Street address _____

City/Zip _____

Phone _____ (H) _____ (B)

Email _____

Amount raised in unit Friends of Scouting appeal last year \$ _____

Current active unit membership (Goal is 100% family participation.)

of registered youth _____ x 80% _____ number of families _____

Date of unit presentation _____

Location _____

Street address _____

City/Zip _____

Phone of whom to call on night of presentation _____

Presenter (will be assigned) _____

Being a Presenter—What Does That Mean

By accepting the invitation to become a family Friends of Scouting presenter, you are joining your district's team in representing the local council, Boy Scouts of America, to spread the Scouting message. Many of the families in attendance at a presentation do not know anyone else involved in Scouting outside of their unit. So, when they see you, they see someone representing both your district and the council.

Presenter responsibilities

- Make a contribution to the appeal.
- Attend the district presenter training.
- Follow the process in this guidebook.
- Make professional presentations (within the five-to-eight--minute time frame).
- Turn in audit forms and dollars raised after the presentation to the family chair or appeal manager in a timely manner.
- Help review the progress and attend report meetings.
- Attend the council-coordinated FOS dinner celebration.

All Presentations Done—Now What?

After all your assigned units have received the presentation, check to see that all families were contacted, either by presentation or by letter. Contact unit leaders after presentations to follow up, as there will always be a potential donor who was unable to be at the presentation. No one wants to be left out! When all presentations have been completed, and follow-up calls have been placed to unit leaders, phone-a-thons are scheduled to help bring the appeal to a close. Your district will have two phone-a-thons scheduled, most likely during May, and this is the opportunity for you to reach donors unable to attend your presentation. Use these steps to help the unit achieve its goal.

Materials Needed at Your Presentation

- Brochures/pledge cards
- Recognition items
- Script
- Introduction
- Pens
- Audit forms
- Large envelopes for pledges

Frequently Asked Questions—The Three Most Common Misconceptions

1. *"I pay dues to my unit. Doesn't that cover the council too?"*

No, the council does not receive any funds from your unit dues or registration fees.

2. *"We pay for summer camp. Why do I need to donate further?"*

The fees charged for council camps are only a fraction of the total annual cost of owning and maintaining the properties and running programs. Your usage fees are subsidized by Friends of Scouting donations, so when you donate you are just paying back for benefits you already received.

Consider inserting your actual camp finance figures. Most camps only operate during a few summer weeks. What is income and expense for those few weeks compared to 52 weeks? IF UNITS/VOLUNTEERS SAY "WE DO NOT USE THAT CAMP FACILITY". THIS INFORMATION NEEDS TO BE SHARED WITH THE SCOUT EXECUTIVE. This will allow the Scout Executive to present information to TOP Level board members about the concern.

3. *"I give through the United Way at work and check the box specifically for Boy Scouts. That counts the same as Friends of Scouting, right?"*

No, the allocation to the council from the United Way is budgeted annually and is not increased by a directed donation. If you put your dollars toward Scouts, the corresponding amount of others' dollars is subtracted. The net benefit to the local council is the same either way. (WE NEED TO EXPAND ON THIS.)!!

Matching Gifts—What Are They?

When a contributor makes a gift to a nonprofit organization, that gift can be increased if the place of employment participates with a matching-gifts program.

At the unit presentation, announce matching gifts as available.

4. If a company is not listed, have the donor check with his or her personnel department.
5. For example, if a contributor makes a \$100 contribution, the company would match with \$100 for a \$200 gift total.
6. The contributor must request the matching gift form from his or her employer.
7. The form is sent to the council office.
8. When a gift is confirmed, the company makes its matching contribution.
9. The time frame is important! A 90-day period is standard after a contribution is made. Please don't delay!

Early Planning

Phone the unit coordinator at least a week in advance of the presentation.

10. Verify the location, date, and time of the meeting. Get directions if needed.
11. Request that your presentation be scheduled right after they open the meeting.
12. Ask who will be introducing you at the meeting.
13. Let them know that you will need a small table near the exit of their meeting place to set up your materials.
14. Contact the family chairman or appeal manager to get the statistics on the unit's participation last year.

The Big Day

- Arrive at the meeting place approximately 20 minutes early and make contact with the Scoutmaster or Cubmaster.
- Give your introduction script to the person who will be introducing you. Give him or her a blank pledge card. Request that they present you with their pledge card during the introduction, as mentioned in the script.
- Ask the contact person for two older Scouts to help pass out brochures/pledge cards. Explain to the Scouts that you will be making a presentation and you need them to begin passing out the materials soon after you are introduced.
- Tell Scouts to come back to your table once the presentation is concluded.
- Look around the room for a volunteer. Go to him and inform him that you are there to make a presentation and that you need his help (say it just like this! "I need your help" not "will you help me"?) Tell him that you have promised to keep your presentation under eight minutes and ask if he has a watch with a second hand on it so that he can be your timekeeper. Ask him to signal you when you have reached the five-minute mark so that you can wrap up your presentation.
- Set each of the recognitions somewhere close to the front so you can easily access them once you are introduced.

Your Presentation

Remember that the reason you are making this presentation is to provide everyone with an opportunity to participate in supporting the Scouting program!

- Remember to take your presentation notes and a blank brochure/pledge card up to the stage with you.
- Follow your presentation notes, since you effectively have five-eight minutes to make your point.
- The body of your presentation needs to be from the heart, so ... practice beforehand, trying not to "just read." Maintain eye contact.

- Stress that this is a pledge card and that if they want to pay later or even on a monthly basis, all they need to do is note the total gift and how they want to be billed. The council will send them a bill and they can pay whatever amount they want to pay each month until the pledge is fulfilled.
- At the end of your presentation, pause expectantly for about 20 seconds, or until you begin to see parents reaching for their pens. (*In other words: signal them that it is now time to complete their cards.*)
- Have the Scouts that you selected earlier come forward and ask them to pick up the pledge cards as people complete the forms.
- After a little bit, remind everyone that a team of volunteers will be following up with the families that are not present to provide them the opportunity to make a contribution, and that to ensure that they do not get another contact, please fill out a card tonight and turn it in.
- Thank them for their attentiveness.

Card Collecting

- Pay attention to their meeting and clap at the appropriate times as if you were a part of the unit.
- Each amount pledged is important. Do not make any judgments based on the amount that someone pledges, and give a sincere “thank you” with each card you receive.
- Look at the card and make sure that their name, address, and pledge amount are legible.
- If they are paying with a credit card, make sure they have checked which kind of card they are using.
- If they work for a matching gift company, give them another pledge card and explain that they will need to fill out another card and get the “matching gift” paperwork from their HR person at work. They will then mail the pledge card as well as the paperwork to the address on the card.
- Most people will not ask for a receipt, but if they do, tell them that their check will act as a temporary receipt. If they pay with cash, fill out a field receipt for them.
- Keep the pledge cards turned upside down so no one can see the amounts.
- Just before the end of the meeting, go back up to the front of the group and thank them for allowing you to make your presentation. Be prepared to tell the group what level of participation has occurred so far tonight. (*Last year 23 families participated and gave \$2,800 and so far this year we have had five families give me cards for a total of \$650. You are well on your way.*) Do not use language like “only five families,” rather use “already, five families.”

Wrap Up

- Leave all of the recognition items out on the table until the last few people are gone. Staying until the very end will give those people that have not turned in their card the opportunity to do so. Some people are so busy answering questions or cleaning up that they honestly forget you are there. They will notice you when the room has emptied and will probably turn in a card.
- Wait until you have returned home to fill out the contribution report.

Filling out the Audit Form

- Fill out the information requested at the top of the audit form.
- In the column labeled “Amount Enclosed Today,” write the amount that is paid with cash, check, or credit card and put an abbreviation of the method used (cash, write *cash*; check, write *ck*; Master Card, write *mc*; Visa, write *Visa*; American Express, write *ae*) next to the amount.
- Total each column in the appropriate box.
- Write the date you are completing the form in the “Date” line.
- The line that is listed “Currency Enclosed Today” is to be the amount of cash only.
- Complete the information requested on the envelope and transfer the amount in the “Pledge Totals” box from the contribution report to the line listed “Total Pledge Amount Enclosed.”
- In the columns provided on the form, write the number of recognition items given out at the presentation.
- Turn in audit forms and dollars raised after the presentation to the family chair or appeal manager in a timely manner.

The Script for Introduction

Once a year, a special guest visits us to make a Friends of Scouting presentation. Like us, _____ is a volunteer Scouter representing the local council. _____ is active in our district and in Scouting as a _____.

Our (*pack, troop, or crew*) receives important services from our council, and tonight is our opportunity to do our fair share to support the council and become a Friend of Scouting.

To demonstrate this, I want to make the “first gift” of our unit’s appeal (give check/pledge card to representative). Last year our families gave a combined \$_____, and I am hopeful this year we’ll do even better.

Now please welcome _____.

The Actual Presentation—What Do I Say?

Now that you know what to do, you need to know what to say. Presentation scripts for a pack and troop are included in this manual. The presentation notes don't have to be followed to the letter, and you don't want to read from paper. Practice. The presentation should flow. Remember, it's not only the words the families are hearing, but who they are seeing. Practice. Be comfortable and relaxed, the material is information you're familiar with.

Be excited and let your enthusiasm and passion for the virtues of Scouting be apparent to your audience. Practice a few more times and don't forget, you'll pick up all the how-to's at the presenter train

APPENDIX



Unit Presentation for a Cub Scout Pack

Pre-Presentation Information:

You will need to identify three Cub Scouts (preferably a Tiger Cub, a Wolf or Bear Scout, and a Webelos Scout) to help you during your presentation. FOS brochures and pens (If needed) are distributed as people enter the room by the unit leader.

Friends of Scouting Presentation:

Thank you for giving me a few minutes of your time to talk to you about the Friends of Scouting program. I have asked some of your Scouts to help me. Guys, come on up.

I think it is safe to say that boys join Scouting to have fun! As a parent, I am sure that you want your son to get more out of Scouting than fun. We all want our children to grow up and be a person with positive values and strong character. But developing character is a journey, not a destination.

Cub Scouts can be a positive first step on that journey.

(Reference a Tiger Cub :)

This Scout represents a Tiger Cub. He is just beginning to learn about friendship and family and to be part of a team. He is learning new words and concepts like search, discover, and share.

Your son's time as a Tiger Cub will be spent with an adult partner working together as a team in his Tiger Cub den. At this age, boys absorb everything like a sponge. Scouting helps to provide as many positive influences as possible.

(Reference a Wolf and Bear Cub Scout :)

Now this boy represents a (Wolf/Bear) Cub Scout. He is a year or two older than the Tiger Cub. But what a difference that year or two makes. He has developed deeper friendships and is beginning to do more and more on his own.

At this age, he is learning the importance of ideals like "I promise," "helping others," "duty to God and country," and "teamwork."

Scouting helps your son learn that it's not whether you win or lose, what's important is doing your best and being respectful of others. These positive life lessons will continue to help him on this journey.

You've seen him grow, not only physically but as a person, as well.

(Reference a Webelos Scout :)

Our next boy represents a Webelos Scout. This young man stands at the door almost ready to graduate into the Boy Scouts. He understands the meaning of the Cub Scout promise and motto and is doing his best to live by those concepts every day.

Scouting has helped him learn the difference between right and wrong. Scouting has helped him learn new skills and abilities. He shows leadership and helps those younger than him. All Scouts, please be seated.

As I look at all the Scouts here I can't help but think what a remarkable journey each one of them will take as they grow up. I ask myself what will make the difference in their lives and keep them on the right path?

Several things come to mind ... family, church ... and Scouting. It is our role, our responsibility, as parents, community leaders, and caring adults to ensure that **every young person** has the chance for a positive future.

The local council is committed to providing positive, value-based programs and activities for our children.

Your pack receives support through the operation of the council service center, website, council newsletter, adult training courses, professional staff guidance, operation of Camp _____ Cub Scout day camp, Webelos camp, and all the great programs at _____.

I encourage everyone to invest in Scouting and become a Friends of Scouting contributor.

One question I receive a lot is ... what should I give? We encourage everyone to give at the \$_____ level or above. It is what it costs annually per Scout, participant, and registered adult leader to receive the benefits of a Scouting program. Regardless of the amount, all support is appreciated.

You don't have to make your payment tonight; you can make a pledge and pay it in monthly, quarterly, semi-annual, or in annual installments. Or, you can pay through a single payment using your check, Visa, MasterCard, American Express, or Discover card.

There are several levels of recognition for your gift:

(Insert local council recognition program.)

Please take a look at the brochure that was distributed earlier. Does every family have a brochure? (If not, give them one.) Attached to the brochure is a Friends of Scouting pledge card. Let's take a look at that now. (Hold up the pledge card.)

Please fill out your name and address on the card. The name on the card needs to reflect who is making the donation and not your son's name.

1. On the card you will see the boxes that indicate the level of support. Please indicate your level of support by filling in the appropriate circle.
2. Below that you should indicate the type of payment that you are including (today/tonight) and whether that is cash, check, or credit card.
3. If you are making a pledge, please refer to the "Billing Information" section and indicate the frequency you would like to be billed.
4. If you would like to contribute using your Visa, MasterCard, American Express, or Discover card, please fill out the credit card section. Please check the appropriate box and fill in your credit card number and expiration date.
5. Many companies in our area have a matching gifts program. A list of matching gift companies is listed in the brochure. If you work for one of these companies or suspect your company matches the Boy Scouts, please check the appropriate box on your pledge card and write in your company's name. Doing so lets us know you will be contacting your employer to apply. If you are unsure of your company's participation, please check with your HR department.
6. Last but not least, everyone needs to sign a Friends of Scouting pledge card.

When you have completed your card, have you or your son bring it to me and receive your recognition item. On behalf of the youth of this Cub Scout pack and the local council, thank you for your support.

At this time we will take a couple of minutes to complete and collect the cards.

(Also state that the amount raised will be announced later during the meeting.)



Unit Presentation for a Boy Scout Troop

Pre-presentation information:

You will need to identify three Scouts (preferably a Tenderfoot Scout, First Class Scout and Eagle Scout) to help you during your presentation. FOS brochures and pens (If needed) are distributed by the unit leader as people enter the room.

Friends of Scouting Presentation:

Thank you for giving me a few minutes of your time to talk to you about the Friends of Scouting program. I've asked some of your Scouts to help me. Scouts, come on up.

I think it is safe to say that boys join Scouting to have fun! As a parent, I am sure that you want your son to get more out of Scouting than fun. We all want our children to grow up and be young adults with positive values and strong character. But developing character is a journey, not a destination.

Scouting helps a boy on this journey.

(Reference a Scout with Tenderfoot signage.)

This Scout represents a Tenderfoot Scout. He is at the beginning of the Scouting trail and is learning the importance of the Scout motto, "Be Prepared." As it says in the Boy Scout Handbook, Be Prepared for life—to live happily and without regret, knowing that you have done your best. That's what the Scout motto means.

The Tenderfoot Scout is beginning a wonderful Scouting experience that will challenge him and help him grow. He will learn new skills and gain self-confidence as he conquers new challenges.

Scouting will help him to make many important decisions on his own.

(Reference a Scout with First Class signage :)

Now this Scout represents a First Class Scout. He has learned many important lessons about the outdoors such as how to find his way without using a compass and how to tie knots such as the bowline.

But Scouting also helps him learn about his rights and responsibilities as a citizen when he visits with an elected official as he earns his First Class rank. This experience helps him to appreciate the freedoms, as well as the responsibilities, we have as citizens of the United States.

In his Scoutmaster's conference, he will be challenged to help other Scouts along the Scouting trail and to "Be Prepared" for the challenges yet to come.

(Reference a Scout with Eagle Scout signage:)

Next, this Scout represents an Eagle Scout. He has achieved Scouting's highest rank and has distinguished himself with this honor.

People everywhere recognize what a tremendous honor the Eagle Scout Award is. The achievement of the Eagle rank will help your son as he applies to college, or on a job application.

But it is what he learned on the trail to Eagle that will help him throughout his lifetime. The importance of helping other people at all times, the skills he learned in merit badges such as personal management and first aid, and the experience of serving in a leadership role for other Scouts are just a few examples. All Scouts, please be seated.

As I look at all the Scouts here tonight, I can't help but think what a remarkable journey each one of them will take as they grow up. We know that not every Scout will be an Eagle Scout, but the amount of time that they spend in Scouting is valuable. I ask myself what will make the difference in their lives and keep them on the right path?

Several things come to mind ... family, church, ... and Scouting. It is our role, our responsibility, as parents, community leaders and caring adults, to ensure that every young person has the chance for a positive future.

The local council is committed to providing positive, value-based programs and activities for our children.

Your troop receives support through the operation of the council service center, website, council newsletter, adult training courses, professional staff guidance, and our great summer camp programs.

I encourage everyone to invest in Scouting and become a Friends of Scouting contributor.

One question I receive a lot is what should I give? We encourage everyone to give at the \$160 level or above. It is what it costs annually per Scout, participant and registered adult leader to receive the benefits of a Scouting program. Regardless of the amount, all support is appreciated.

You don't have to make your payment tonight; you can make a pledge and pay it in monthly, quarterly, semi-annual or in annual installments. Or, you can pay through a single payment using your check, Visa, MasterCard, American Express, or Discover card.

There are several levels of recognition for your gift:

(Insert local council recognition program:)

Please take a look at the brochure that was distributed earlier. Does every family have a brochure? (If not, give them one.) Attached to the brochure is a Friends of Scouting pledge card. Let's take a look at that now. (Hold up the pledge card.)

Please fill out your name and address on the card. The name on the card needs to reflect who is making the donation and not your son's name.

1. On the card you will see the boxes that indicate the level of support. Please indicate your level of support by filling in the appropriate circle.
2. Below that you should indicate the type of payment that you are including (today/tonight) and whether that is cash, check, or credit card.
3. If you are making a pledge, please refer to the "Billing Information" section and indicate the frequency you would like to be billed.
4. If you would like to contribute using your Visa, MasterCard, or Discover card please fill out the credit card section. Please check the appropriate box and fill in your credit card number and expiration date.
5. Many companies in our area have a matching gifts program. A list of matching gift companies is listed in the brochure. If you work for one of these companies or suspect your company matches the Boy Scouts, please check the appropriate box on your pledge card and write in your company's name. Doing so lets us know you will be contacting your employer to apply. If you are unsure of your company's participation, please check with your HR department.
6. Last but not least, everyone needs to sign the Friends of Scouting pledge card.

When you have completed your card, have you or your son bring it to me and receive your recognition item. On behalf of the youth of this Boy Scout troop and the local council, thank you for your support.

At this time we will take a couple of minutes to complete and collect the cards.

(Also state that the amount raised will be announced later during the meeting.)

KEY STEPS TO OUTSTANDING SUCCESS

- Be personally committed to the appeal's success.
- Recruit family FOS chair on time.
- Recruit Pacesetter Chairman on time.
- Conduct kickoff at district committee meeting (include commissioners).
- Secure and conduct two presenter trainings.
- Recruit at least one presenter for each three active units.
- Solicit previous large gifts (use previous unit appeal coordinator).
- Schedule presentation for ALL active units by December 1.
- Recruit and train sufficient quality volunteers early.
- Conduct a Pacesetter program with highest-giving potential units.
- Recruit unit appeal coordinators for 100 percent of the Pacesetter Units.
- In Pacesetter Units, see that enthusiastic "warm-up" letters are mailed before presentation.
- Secure a pledge card from every family at presentation.
- In Pacesetter Units, send follow-up letters (after presentation) to those not responding.
- In Pacesetter Units, have unit appeal coordinator call those families who received a letter but did not respond.
- Send reports to unit appeal coordinators and presenters weekly.

Job Descriptions

Family Friends of Scouting Chairman

The Boy Scouts of America has earned the reputation over the years of being one of the premier charitable organizations in the traditional annual giving appeal arena. The annual enrollment appeal called Friends of Scouting has evolved from the successful experience of local councils. Friends of Scouting has become the largest source of income for our council.

Reports to:

District Friends of Scouting chairman

Objective:

To have a Friends of Scouting appeal that successfully recruits and trains the necessary volunteers to adequately schedule presentations to tell our story and share our needs to these potential donors from the families in each unit within the district so that we raise the Friends of Scouting goal by _____.

Responsibilities:

- Accepts the responsibility for raising the district family Friends of Scouting goal of \$_____.
- Recruits a family Friends of Scouting team.
- Has adequate Vice Chairmen to oversee the appeal in the service areas of the district.
- Has adequate presenters to contact and tell the council story to the units in the district.
- Assures that each unit in the district is contacted and scheduled.
- Assures that each unit scheduled has a presentation on the date scheduled.
- Keeps the appeal on schedule by setting expectations and providing coaching for the appeal team when needed.
- Keeps volunteers motivated and committed to success.
- Hosts an orientation for presenters and other members of the appeal team.
- Hosts regular report meetings to make sure that team members have adequate supplies and opportunities to turn in contributions received.
- Contributes at a significant level to the Friends of Scouting appeal.
- Ensures that every prospect is contacted about contributing to the appeal.

Family Friends of Scouting Presenter

The Boy Scouts of America has earned the reputation over the years of being one of the premier charitable organizations in the traditional annual giving appeal arena. The annual enrollment appeal called Friends of Scouting has evolved from the successful experience of local councils. Friends of Scouting has become the largest source of income for our council.

Reports to:

District family Friends of Scouting chairman

Objective:

To have a Friends of Scouting appeal presentation to each unit to tell our story and share our needs to these potential donors from the families in each unit within the district so that we raise the Friends of Scouting goal by June 30.

Responsibilities:

- Attends the presenter orientation meeting.
- Contacts the assigned units and confirms the date, time, and location of the presentation.
- Works with unit to set a goal of 100 percent family participation.
- Makes the unit presentation to each of the assigned units.
- Turns in prospect cards to appeal manager or district family chairman in a timely manner after the presentation.
- Contributes at a significant level to the Friends of Scouting appeal.

Family Friends of Scouting Pacesetter Chairman

The Boy Scouts of America has earned the reputation over the years of being one of the premier charitable organizations in the traditional annual giving appeal arena. The annual enrollment appeal called Friends of Scouting has evolved from the successful experience of local councils. Friends of Scouting has become the largest source of income for our council.

Reports to:

District family Friends of Scouting chairman

Objective:

To identify and focus on the packs, troops, and crews in the district based on their fundraising potential (wealth, size, quality of program) and have a Friends of Scouting appeal presentation to each identified unit to tell our story and share our needs to these potential donors so that we raise the family Friends of Scouting goal by June 30.

Responsibilities:

- Contributes at a significant level to the Friends of Scouting appeal.
- Accepts the responsibility for raising the family Pacesetter Friends of Scouting goal of \$_____.
- Identifies, in conjunction with the family FOS chairman and the appeal manager, units to participate in the Pacesetter appeal.
- Recruits, with the assistance of the appeal manager, unit leader, and unit committee, a unit appeal coordinator in each Pacesetter Unit.
- Makes sure that assigned unit appeal coordinators are properly informed and oriented by providing unit appeal Pacesetter training.
- Assists each unit in setting a goal based on the giving potential of the unit.
- Follows the suggested Pacesetter Unit plan to effect a timely, effective solicitation of all families in the Pacesetter Units.
- Coordinates the assignment of presenters to Pacesetter Units and at the completion of the presentation, works with the unit appeal coordinators on all follow-up efforts.
- Reviews progress/results on a regular basis, attends district report meetings, and completes the unit solicitation within one month of the unit presentation.

Family Friends of Scouting Pacesetter Program—Unit Appeal Coordinator

The Boy Scouts of America has earned a reputation over the years of being one of the premier charitable organizations in the traditional annual giving appeal arena. The annual enrollment appeal called Friends of Scouting has evolved from the successful experience of local councils. Friends of Scouting has become the largest source of income for our council.

Objective:

To serve as a volunteer in a Pacesetter Scouting unit, responsible for soliciting the families within the Scouting unit.

Responsibilities:

- Makes a generous personal contribution to the Friends of Scouting appeal.
- Attends the unit appeal coordinator's training.
- Follows the Pacesetter plan to successfully achieve the unit goal of soliciting Friends of Scouting support from 100 percent of all families in the unit.
- Ensures that all families in the unit are given the opportunity to give, whether or not they are at the presentation.
- Contacts all families not responding at the kickoff meeting (the date of the unit presentation) by letter or telephone and gives them the opportunity to support Scouting. Recruits help to do this, as needed.
- Works closely with your appeal manager and Pacesetter Chairman.

Vice Chairman Scheduling/Presenters

The Boy Scouts of America has earned the reputation over the years of being one of the premier charitable organizations in the traditional annual giving appeal arena. The annual enrollment appeal called Friends of Scouting has evolved from the successful experience of local councils. Friends of Scouting has become the largest source of income for our council.

Reports to:

District family Friends of Scouting chairman

Objective:

A volunteer, recruited by the district family chairman, who is responsible for recruiting presenters and scheduling unit presentations.

Responsibilities:

- Makes a generous contribution to the Friends of Scouting appeal.
- Reviews Scouting units who have conducted a family solicitation in the past and identifies additional units with the potential to conduct a successful family solicitation.
- Schedules presentation dates from January through March in assigned units. Encourages packs to hold their presentation in conjunction with their blue and gold banquet and encourages troops to hold their presentation in conjunction with a court of honor. Those are the times when parent attendance is at a high.
- Recruits adequate number of presenters to achieve one presenter for every three units.
- Conducts training for family enrollment presenters.
- Communicates to appeal volunteers the mission, plan, and methodology of the family enrollment and gives appropriate direction, support, and recognition.
- Each week of the appeal, confirms unit presentation dates.
- Reviews progress/results on a regular basis and attends district report meetings.
- Attends the council-coordinated FOS dinner.

Zone Chairman

The Boy Scouts of America has earned the reputation over the years of being one of the premier charitable organizations in the traditional annual giving appeal arena. The annual enrollment appeal called Friends of Scouting has evolved from the successful experience of local councils. Friends of Scouting has become the largest source of income for our council.

Reports to:

District family Friends of Scouting chairman

Objective:

To serve as a volunteer who is responsible for unit appeal coordinators recruitment in their assigned zone and follows the family enrollment plan.

Responsibilities:

- Makes a generous contribution to the Friends of Scouting appeal.
- Attends the orientation and training meeting.
- Identifies new and existing Scouting units with the potential to conduct a successful family solicitation.
- Follows the suggested district family enrollment plan.
- Helps recruit unit appeal coordinators.
- Makes sure that unit appeal coordinators are properly informed and oriented.
- Verifies from the Vice Chairman of scheduling that the presentations are scheduled during January, February, and March.
- Reviews progress/results on a regular basis, attends district report meetings, and completes the unit solicitation by April 30.
- Attends the council-coordinated FOS dinner.

Sample Letters

PACESETTER REPORT TO UNIT COORDINATORS LETTER (FIRST LETTER)

Dear FOS Coordinator,

This report is being sent to all Pacesetter Unit coordinators in our district. It will continue to be sent out each week to inform you of our progress toward the _____ Friends of Scouting goal. As of _____ we have raised \$ _____. We are well on our way to reaching our goal of \$ _____. In order to meet this challenge there are some key tasks we all must complete.

1. If your unit plans to have a presentation, please let us know soon so we can have a presenter ready for you. Before your presentation, mail a letter to each family to make them aware of it. Also, talk to the key volunteers of your unit for their support.
2. After the presentation, mail a letter and a pledge card to the families who did not attend. In your letter, ask the families to return their pledge card to you. This way you can keep records of who has not contributed and be able to give them their recognition patch, mug, hat, or council shoulder patch.
3. After a week, contact each family that has not responded to the letter and ask them if they would be willing to make a contribution. Don't be afraid to ask them for a particular amount, and don't forget to remind them of the recognition items. Each unit goal is to have 100 percent of the families participate. Please make every effort to make this happen.
4. If you are aware of past givers who are no longer involved with your unit, please contact them as well. They will most likely renew their contributions.
5. If you did not keep a record of who has already given in _____ or need to know last year's givers, contact me at _____.

Thank you for your support in this very important program. If you find a mistake in the report or have any questions, please feel free to call me.

Sincerely,

District Pacesetter Chairman

PACESETTER REPORT TO UNIT COORDINATORS LETTER

(MAIL HALFWAY INTO APPEAL)

Dear FOS Coordinator:

Thank you for your continuing hard work in the Friends of Scouting appeal. So far we have raised \$_____ toward our \$_____ goal. In order for us to reach our goal we need every family in your unit to receive a letter from you and/or be called and given the opportunity to support Scouting. I have included a list of those families in your unit who have given as of _____. (If a list is not enclosed, it is because your unit's presentation has not yet occurred or no one in your unit has given.)

Please make every effort to contact each family that has not yet given. Also, do not forget to contact past givers who are no longer involved in your unit. They will most likely be willing to give again. (If you would like a copy of last year's contributors list, please call me.)

Remember, each unit goal is to have 100 percent of the families participate. We need everyone's cooperation to raise the remaining \$_____. This goal is attainable with teamwork and dedication!

Sincerely,

District Pacesetter Chairman

PACESETTER REPORT TO UNIT COORDINATORS LETTER

(MAIL AT THE BEGINNING OF APRIL)

Dear FOS Coordinator:

Currently we have raised \$_____ toward our \$_____ goal. We have a long way to go in a short amount of time. Our objective is to reach our goal by the council victory celebration. To do this we need everyone's help!

Please continue to make your contacts for Friends of Scouting. Since most of the presentations are complete, we are relying on your follow-up to bring in the remaining \$_____. Make an extra effort to contact every family in you unit. For those of you who feel that your appeal is at a standstill, try collecting five \$160 gifts over the phone between now and May _____ to finish out your appeal.

Thank you for your dedication to Scouting!

Sincerely,

District Pacesetter Chairman

P.S. Strive for 100 percent family involvement!

FAMILY ENROLLMENT WARM-UP LETTER

SAMPLE LETTER TO BE SENT PRIOR TO THE KICKOFF MEETING

Dear Scout Parent (or Personalized):

The local council, Boy Scouts of America, is currently conducting a Friends of Scouting appeal. I think you will agree Scouting is truly an important part of what makes America great. The principles that Scouting teaches are as relevant today as they were when the Boy Scouts first began more than 100 years ago.

By investing in our youth through the Friends of Scouting appeal, you can help direct young men into a program that stands for what is good and right in today's world. The Friends of Scouting appeal is designed to allow you to join hands with the local council to help ensure that a quality Scouting program is delivered to young people in the _____ area.

At our next pack meeting on _____ at _____ we will have a Friends of Scouting presentation conducted by a district volunteer representative. This meeting will be the kickoff for our annual Friends of Scouting Appeal.

Once again, thank you for your consideration of this request. If you have any questions, please call me. Together, we can help deliver the promise of the Scouting program.

Sincerely,

Unit Appeal Coordinator

FAMILY ENROLLMENT KICKOFF LETTER

SAMPLE LETTER TO BE SENT FOLLOWING

THE KICKOFF MEETING

Dear Scout Parent (or Personalized):

Prior to our last pack/troop meeting I wrote you a letter about making a contribution to the local council, Boy Scouts of America. At that meeting, we raised \$_____of our \$ _____goal from those parents who were present. We feel good about our progress so far, but there is more to be done.

We haven't heard from you yet, so I wanted to tell you once again how important your support is. For more than 100 years the Boy Scouts of America has been preparing for our youth's future. I am asking you to help the local council continue to deliver the values of Scouting to our youth.

Please take a moment to look over this information, complete your pledge card, and mail it to me at your very earliest convenience. If we have not heard from you within a week, we will call you. We are anxious to turn our results in.

Once again, thank you for your consideration of this request. If you have any questions, please call me. Together, we can help deliver the promise of the Scouting program.

Sincerely,

Unit Appeal Coordinator

LETTER TO PARENTS OF SCOUTS

PREVIOUSLY REGISTERED (ALUMNI)

Dear Scout Parent (or personalized):

Several years ago, your son was involved in the Scouting program. We trust that he can look back with pleasure and you with pride on the experiences and values Scouting provided during that formative time in your son's life.

I am writing to you as a volunteer Scout leader and on behalf of the Friends of Scouting appeal. The local council depends on the Friends of Scouting appeal for over a third of the funding needed to provide the values Scouting brings to young people throughout the greater _____ area. In fact, Friends of Scouting is the largest single source of funding for the Scouting program.

We need your help. In addition to the dues a Scout pays, it costs \$160 to support each Scout, participant, and registered adult leader for a year. Your contribution will play an important part in helping us to continue Scouting for other young people. While your son and mine may no longer directly benefit from Scouting, I hope that you can help us in this important work. I've enclosed a Friends of Scouting enrollment card, and ask you to complete and return it for whatever amount you are able to pledge.

On behalf of the young citizens of our nation in the _____ area, for whom the Scouting program is so valuable in their formative years, I'd like to say THANK YOU!

Sincerely,

Unit Appeal Coordinator

UNIT APPEAL COORDINATOR AGENDA

TRAINING

- I. Welcome and IntroductionsPacesetter Chairman
- II. Information on the Local Council and Your District.....Appeal manager
 - A. Council Annual Report (Council highlights)
 - B. District fact sheet
 - C. Budget
- III. Your RolePacesetter Chairman
 - A. Pacesetter Unit appeal coordinator position description.
 - B. Solicitation plan for Pacesetter Unit appeal coordinator.
 - C. Distribute and review list of previous contributors and unit's giving history.
 - D. Unit information form completed and unit goal set.
- IV. Materials and RecognitionsAppeal manager
 - A. Pledge cards
 - B. Brochures
 - C. Sample recognitions
- V. Distribute Roster of District Friends of Scouting Personnel.....Appeal manager
- VI. Adjourn.....Pacesetter Chairman

FAMILY ENROLLMENT PRESENTER AGENDA

TRAINING

- I. Welcome and Introductions Vice Chairman
- II. Information on the Family Enrollment Appeal Vice Chairman
 - A. Council annual report (council highlights)
 - B. District fact sheet
 - C. Budget
- III. Position Description Vice Chairman
- IV. Review ScriptAppeal manager
- V. Role Play Presentation Vice Chairman
- VI. Recognition Plan.....Appeal manager
- VII. Review Materials.....Appeal manager
- VIII. Assignment of Units to Presenters Vice Chairman
- IX. Adjourn..... Vice Chairman



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