

## ***What You Can Do to Make Your Unit's Friends of Scouting Campaign Successful***

### **Prior to the presentation**

- Set a date for the presentation. The Blue & Gold Banquet or a Court of Honor is an ideal time for the presentation - people come to these events to celebrate scouts achievements which generates enthusiasm for supporting scouting.
- Compile a list of former members who may be interested in supporting Family Friends of Scouting. This list may include former adult leaders and families of Arrow of Light recipients or Eagle Scouts.
- Talk to the leaders in your unit about the importance of Friends of Scouting.
  - Talk about how FOS helps the council bring scouting to kids (such as those in after school programs) who would never otherwise be exposed to scouting (a cause near and dear to every leader's heart).
  - Explain the Gold Star program and how your unit might benefit directly from reaching its FOS goal.
  - Encourage leaders to decide what they are going to donate so they can be among the first to turn in their commitment cards after the presentation (even if they choose not to donate).
  - Encourage den leaders to talk to the parents in their den about supporting Friends of Scouting.
- About a week before the presentation, send an email to your unit talking about the upcoming presentation and explaining why it is important for your unit to reach its Family Friends of Scouting goal. Be sure to include your unit's goal - the total dollar amount and how much is needed per scout to reach that target.

### **At the presentation**

- Make sure the presenter can be seen and heard by everyone.
- Distribute council brochures to everyone in your pack. The council representative making the presentation will have these labeled and ready for you to distribute.
- If your unit has met its goal in the past, make sure everyone knows how your unit benefitted from meeting that goal by taking advantages of promotions offered by the council.
- Make sure families know that employers may match their donation and to indicate such on their commitment card when they turn it in.
- Encourage everyone to turn in a commitment card regardless of whether or not they are able to donate.

### **After the presentation**

- Send a follow-up email to your unit and contact list updating them on the total raised, thanking everyone for their donations and asking for more donations, if needed, to reach your goal. Send this within a day or two of the presentation and then every couple week as needed until your goal is reached.
- Personally follow up with those who have not turned in their commitment cards.
- Contact former unit members on the list made prior to the presentation and ask for their support. Generally, the more personal the contact, the more positive the response.
- Send a final thank you email once your goal has been reached.