



2018 FOS CAMPAIGN GUIDELINES AND TALKING POINTS

Materials Needed at your Presentation

1. DVD with 2018 video on it (4min 17 secs)
Video can also be accessed from internet at:
1. Copy of Presenters Script
2. Prepared FOS folders with pledge envelopes +20%
3. Address labels for registered families
4. DVD player, Projector, speakers for video presentation
5. Patches for unit leader and FOS chair
6. Pledge envelope turn in incentives if available

These items need to be requested with a minimum of 3 days in advance from your districts' Development Executive.

- ★ Coordinate with unit leadership an ENTHUSIASTIC presentation. This will set the temperature in the room. The happier they are to have you there, the more responsive the families will be.
- ★ Unit's leadership should hand in their envelopes at the end of the presentation. This must be coordinated in advance.

Hand out already prepared FOS folders prior to presentation.

FOS PRESENTATION SCRIPT / TALKING POINTS

Enthusiastically thank the unit leadership and introduce yourself

Hello, my name is _____ and I'm a *parent/volunteer (share your role in Scouting)*. I want to thank you for giving me a few minutes of your time to talk with you about Friends of Scouting for Patriots' Path Council.

Scouts, what do you like about Scouting?

Get Scouts to answer and become engaged in the presentation.

Parents, what do you hope your boys (Scouts) will get from Scouting?

Engage parents into the presentation.

Communicate these talking points to all in attendance.



TP#1 – Scouting is FUN with a purpose.

- ★ Through Scouting our youth learns positive values and build good character.
Remind them of the Scout Oath and Scout Law

TP#2 –

This is why we ask families to invest/support/participate/sponsor the youth's Scouting experience

TP#3 - What PPC believes and its mission / Scouting

- ★ We teach to enhance the learning experience/process – life skills
- ★ Grow as people
- ★ Become leaders for today and tomorrow
- ★ Face life challenges

Show video. After the video ask scouts what they saw in the video they liked. Share with parents that this is what Friends of Scouting is all about, seeing our scouts learn, develop leadership skills and have fun.

Say something engaging about the video – bring up the zipline, parents shown, activities, have a positive reaction about it.

TP#4 – Where the money goes

1. Annual fees cover
 - a. national support
 - b. liability insurance
 - c. a nominal activity fee
 - d. and Boy's Life if you subscribe
2. Friends of Scouting support provides:
 - a. youth recruitment material: flyers, posters, yard signs, etc
 - b. improving our camp properties
 - c. program and training resources
 - d. life skills and leadership building programs offered by the Council



TP#6 – About the folder

- ★ Councils achievements
 - 16,500 Scouts
 - 410 Eagle Scouts
 - 4 camp properties
 - Invite them to further review
- ★ Tufts University study findings
- ★ Pledge envelope

TP#5 – Costs of Scouting vs Pledges

- ★ **Our request: \$164**
- ★ We understand this may NOT be possible for some families, some can give more, some can give less
- ★ Any amount invested will greatly help Scouting program.
- ★ Scouting is the BEST VALUE youth oriented programs offered today.

Share WHY you feel Scouting is the BEST VALUE program offered today.

The Council's cost for a Scout per year is \$384 – this is for informational purposes only

TP#7 – Consider your contribution

- ★ We are only asking for a pledge from you today/tonight.
- ★ Be a Friend: \$75
- ★ One Scout: \$164
- ★ You may want to consider a small monthly pledge that can be set up as a recurring charge on your credit/debit card.
- ★ Visit the units site to complete your donation online
- ★ Key: Level of donation is based on a family's ability



TP#8 – Thank you gift and unit benefits

1. Family support thank you gifts:
 - a. 2018 FOS shoulder patches
 - b. camping equipment for the Scout to use.
2. Unit support benefits:
 - a. Increased commission from the popcorn sale
 - b. earn up to 50% off badges and advancements
 - c. up to \$150 credit at the Scout Shop

Insert a MEANINGFUL Scouting story – benefits for kids

Look for amazing stories that show the values and principles of Scouting

TP#9 – We are asking for your support today/tonight.

“Every dollar given will go directly to support Scouting.”

- ★ Encourage 100% unit family participation – remind them of benefits for the unit

TP#10- Double your Donation

- ★ Visit ppcbasa.link/doublethedonation
- ★ Your company might match employee donations or will make a gift based on volunteer hours

CLOSING

- ★ Invite the CubMaster/ScoutMaster/Venture Leader/Committee Chair and/or the Unit FOS Chair.

“I believe you have something for me?”

Unit leaders will present presenter with pledge envelopes and in turn the presenter will present unit leaders with a set of patches.

Thank the attendees ENTHUSIASTICALLY.

I'd like to thank you in advance for your generosity and thank you for joining me in giving to Friends of Scouting! At this time, I will ask the Scouts to collect the pledge cards. Thank you again for your support and pledges to Friends of Scouting. Goodnight!