



## 2019 FOS CAMPAIGN GUIDELINES AND TALKING POINTS

### Materials Needed at your Presentation

1. DVD with 2019 video on it (4min 17 secs)  
Video can also be accessed from internet at: [www.youtube.com/xxxxxx](http://www.youtube.com/xxxxxx)
1. Copy of Presenters Script
2. Prepared FOS folders with pledge cards/envelopes + a few extras
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 Bullet Script

- Introduce yourself
- Thank Unit for past support
- Today: answer 3 questions – **What is FOS?, Why should I support FOS?, Who benefits from FOS?**
- Ask boys – what makes up FIRE ( Fuel, Oxygen, Heat)
- What happens when you take one element away? (Fire goes out)
- Friends of Scouting is just like FIRE
  - Our Youth are the Heat – learn skills, patrol method, leadership, community service, advancement
  - Our trained Leaders are the Oxygen – enable the spark to ignite, teach, challenge scouts



- Our great Programs are the Fuel – helps the fire grow hotter and hotter.  
Programs are organized at National, Council and District level
- Without these elements , the fire goes out, we have no more Scouting program
- You might ask - How is our Council funded? Just like the fire we have 3 primary sources of funds.
  - Endowments & Foundations
  - Our Scout Shop, Activity and Camper fees
  - Special Events and Friends of Scouting
- So, **What is FOS?** Simply put, it is a significant component of the funding of the Council to support Scouting through family and alumni contributions.
- You might ask, **Why should we all support FOS** with a financial donation or pledge?
  - Through your support of FOS, Scouts learn, grow & become leaders of tomorrow and are prepared to face life's challenges. Scouting is FUN with a purpose, builds positive values and creates a foundation of good character traits for boys and girls
- [Show Video - 4 min 30 sec](#)
- Scouts – what did you like in the video? (Let Scouts answer)
- Parents – what do you hope your scout gets out of scouting? (Let parents respond)
- So Parents, to answer the question, **Who benefits from FOS?** The answer is simple: our scouts do...
  - It is the: Best value program for your child
  - Scouts learn: Leadership development skills and Scout skills
  - Promotes diversity
  - Helps support a Family Scouting experience
- Parents – YOU are a very important component of our Scouting “FIRE”
  - I as a volunteer am a part of scouting because I see first-hand the transformation the “FIRE” brings about
  - We can only continue this with your help and financial support
    - No matter how large or small your gift, it all makes a difference.
    - Will you invest in Scouting?
    - I'm asking for your help today!



- Your Unit will benefit by your pledge if you reach your collective goal
  - Increased popcorn profit %
  - Scout Shop \$\$ to spend
  - 50% off rank advancement patches
- We are encouraging every family unit to make a pledge, large or small.
- At this time I'd like to ask you Cub/Scout master and Committee Chair to come forward. I believe you have something for me. (they will present pledge envelopes)

Invite parents to now complete their pledge envelopes/cards and then collect them. If a family wants to hold on to the card to fill it out later, instruct them to turn them in to Cub/Scout master to turn in to Scout Shop. (Discuss this with Scout leader)

Thank them very much for their time and support.