



2020 INVEST IN THE XPERIENCE OF SCOUTING, FOS CAMPAIGN GUIDELINES AND TALKING POINTS

Materials Needed at your Presentation

1. DVD with 2020 video on it (4min 30 secs)
Video can also be accessed from internet at: PPCBSA FOS 2020 on YouTube
or the Council Website FOS Page
1. Copy of presenter's script
2. Prepared FOS folders with pledge cards/envelopes + a few extras
3. DVD player, projector, speakers for video presentation
4. Patches for unit leader and FOS chair

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.
- ★ Hand out already prepared FOS folders with pledge cards prior to presentation.
- ★ Unit leadership should hand in their envelopes at the end of the presentation. This must be coordinated in advance.
- ★ Leaders should let their families know their unit goal and encourage families to fill out with an emphasis on the ability to pledge their gift over multiple months during the year and hand in cards. Leaders should then collect the cards.



FOS Bullet Script

- Introduce yourself
- Thank unit for past support
- Today: Answer 3 questions – What is Invest in the Xperience of Scouting, FOS? Why should I Invest in the Xperience of Scouting? Who benefits from my investment?
 - Our youth learn skills, patrol method, leadership, community service, advancement, build character and strong values from Scouting
 - Our trained leaders teach, challenge and guide our Scouts
 - Our great programs are organized at national, council and district level
- You might ask - How is our council funded?
 - Endowments & foundations
 - Our Scout shop, activity and camper fees
 - Special events, and Invest in the Xperience of Scouting, FOS.
- So, what is the Invest in the Xperience of Scouting, 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 Invest in the Xperience of Scouting 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**
- At this time, the Cub/Scout master/Advisor and committee chair to come forward. (They should hand you their pledge cards and encourage parents to now complete their pledge envelopes/cards and then collect them.)



- 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 Invest in the Xperience of Scouting, 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 Scouting
 - I as a volunteer am a part of scouting because I see first-hand the transformation the scouting program brings about in our youth.
 - 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 percentage
 - Scout shop money to spend
 - 50% off rank advancement patches
- We are encouraging every family in the unit to make a pledge, large or small.
- At this time, I'd like to ask your Cub/Scout master/Advisor and committee chair to come forward. Thank them very much for their time and support and hand them their patches.