

*2019 Family  
Friends of Scouting*



*Unit Guide*



## **What is Friends of Scouting (FOS)**

Friends of Scouting (FOS) is an annual giving campaign planned, directed, and conducted by volunteers. Annual charter fees and membership fees collected do not support the Northern New Jersey Council (NNJC) and are all directed to the National BSA. This giving campaign is an opportunity for families, friends, alumni, business and community organizations to support Scouting. The Friends of Scouting Campaign is a six-month campaign beginning in January and ending in June. During this time, volunteer presenters should visit every Scouting unit - sharing with them the resources the Northern New Jersey Council provides to help support their unit. They will also share how participating in the FOS helps the Northern New Jersey Council reach more youth and positively impact lives.

During the presentation, the volunteer presenter will collect pledges from the unit's families as well as hand out donor recognition items. FOS cards are collected, and your Unit Coordinator is made aware of the results of the presentation.

The Unit Coordinator should follow up with the families that were not able to attend the presentation to attain 100% Friends of Scouting participation. Even those who are unable to give should return a card, so their family is marked as 'worked' in the fundraising database of the BSA. This way they will avoid an unwanted solicitation as the campaign clean up takes place.

From January 1<sup>st</sup> – June 30<sup>th</sup> a bi-monthly drawing for a \$50.00 gift card to the scout shop is held. Your unit will be eligible during the weeks after your presentation is held as a thank you for delivering this very important message to your unit's families.

The Family Friends of Scouting campaign provides the opportunity to tell the story of the Northern New Jersey Council, its programs and services as well as why family financial support is needed. We realize that not everyone may be able to support the Scouting Program, but we feel that it is important that an opportunity is provided so that parents can learn more about the program that their sons are enrolled in.

## **Friends of Scouting Dollars Provides:**

- Operation and maintenance of eight camping properties including NoBeBoSco, Floodwood, and Turrell.
- Activities and events with affordable fees such as Camporees, Weboree, and Klondikes.
- Nationally recognized summer camp programs: Cub Scout Day Camp and Boy Scout Resident Camp.
- Paid training so that every youth in the Council can have a trained adult leader.
- Paid accident and liability insurance for all youth and adult leaders.
- Program support including: annual re-chartering, full time staff, AV equipment, e-news, website, Roundtable materials, advancements, Eagle Scout processing, and a service center with a Scout Shop.

## **SIX EASY STEPS TO ATTAIN YOUR FRIENDS OF SCOUTING GOAL**

### **1. Appoint a Unit Friends of Scouting (FOS) Representative**

Your unit FOS representative ensures each family in the pack or troop has been asked to participate in the annual FOS campaign. This person will work with the unit committee to schedule an FOS presentation and coordinate with the Communities Family Friends of Scouting Chair or Service Area Executive.

### **2. Schedule a Unit FOS Presentation**

Units plan to conduct an FOS presentation prior to June 30<sup>th</sup>. The unit presentation will last around 10 minutes and be scheduled at the meeting with the most parents and families in attendance. For Packs this often means a Blue & Gold Banquet, for Troops a Court of Honor (never an Eagle Court of Honor) works best for the presentation. Please submit the presentation date to your Service Area Executive by December 30<sup>th</sup>.

### **3. Set a Goal**

- Each unit has an FOS Goal. Units that achieve their FOS Goal will receive free rank advancement for the year.
- A unit's FOS Goal is calculated based on a couple key factors:
  1. The unit's FOS history (how much was contributed in prior years)
  2. The number of families in the unit.
- Your Service Area Executive will be in-touch with you to discuss the unit's goal by December 30<sup>th</sup>.

### **4. Send a Letter—Inform the Parents**

One to two weeks prior to the Friends of Scouting presentation the unit FOS representative or another unit leader should send a letter, email or both, to all the families. The letter explains the benefits of FOS and lets families know that at the upcoming meeting you will be having a presentation. A sample letter is provided.

### **5. The Presentation**

A Scouting volunteer will be happy to come and conduct your scheduled presentation. Your unit FOS representative should be there to assist. The Presenter will be in contact with your unit FOS representative prior to the set date. The unit leader introduces the presenter, using the script provided, or something similar. Work with your Service Area Executive on finding the best volunteer to present. Communicate with that presenter in advance to be sure all details are worked out. Have scouts hand out the cards to your families and collect them when the presentation is complete. Accept the ribbon for your unit flag. Please consider leading by example by turning your card in publicly to the presenter.

### **6. Follow-up**

Some families will miss your presentation. After the presentation the unit FOS representative should call each family that was unable to attend and give them the opportunity to support FOS. All cards, even for those that do not donate, need to be turned in to your Friends of Scouting Chairman or Service Area Executive.

**Script for introduction (Unit Volunteer)**

Once a year, a special guest visits us to make a Friends of Scouting presentation about our Council's annual giving campaign. Like us, \_\_\_\_\_ is a volunteer Scouter representing the Northern New Jersey Council.

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 campaign (give pledge card to Representative). Last year our families gave a combined \$\_\_\_\_\_, this year our goal is \$\_\_\_\_\_ and I am confident that we will be able to reach it.

Now please welcome \_\_\_\_\_.

***Sample letter to be emailed or mailed to all families by the Unit FOS Coordinator  
1-2 weeks prior to the FOS presentation***



To the parents of (UNIT & NUMBER),

Our PACK/TROOP has been one of the strongest packs/troops in the \_\_\_\_\_ District for a long time. Behind the leadership of exceptional parents, the PACK/TROOP has established a tradition of excellence. That tradition will continue to grow as PACK/TROOP \_\_\_\_\_ continues to provide outstanding program to its Scouts. The Northern New Jersey Council is committed to helping PACK/TROOP \_\_\_\_\_ continue to build on its success.

On (DATE or EVENT) we will be having our Friends of Scouting (FOS) presentation. Friends of Scouting is the one time each year when parents are asked to contribute financially to support the Northern New Jersey Council. Donations are fully tax deductible.

At the presentation you will receive a Friends of Scouting Card. I ask that you be prepared at that time to make your donation or a pledge. You can write a check for the full amount or make a pledge and spread the tax-deductible donation's payments out over the year (for example \$20 per month). We want to meet our goal of \$\_\_\_\_\_ and have every family turn in a response.

I believe that supporting Friends of Scouting is important and I challenge you to help us ensure the adventure of Scouting is there for all youth.

Sincerely and in Commitment to Scouting,

FOS Unit Coordinator

*Follow up note to parents*

*To be mailed or emailed to all families in the unit by the FOS Unit Coordinator within a week after the presentation*



To the parents of (Unit & Number),

On (DATE) we held our annual Friends of Scouting presentation. I want to take this opportunity to thank all the parents that donated to the Northern New Jersey Council. Your support allows the Northern New Jersey Council to keep Scouting strong and affordable now and in the future.

Through your generosity we raised \$\_\_\_\_\_ on a goal of \$\_\_\_\_\_. As you can tell we are a little short of goal. If we raise our goal by June 30<sup>th</sup> we will receive all of our rank badges free for the year. Attached is a pledge card for you to fill out and mail to the Council at the address below.

Northern New Jersey Council, BSA  
25 Ramapo Valley Road  
PO Box 670  
Oakland, NJ 07436

Thank you in advance for your support.

FOS Unit Coordinator

***OR***

Congratulations! We raised \$\_\_\_\_\_ on a goal of \$\_\_\_\_\_. Thanks to all of you who helped reach the goal. Because of your generous support the Northern New Jersey Council is able to deliver the timeless program of the Boy Scouts of America that builds character and leadership in our young people.

I do want to encourage all of the parents who have not made a contribution yet to please do so. Attached is a pledge card for you to fill out and mail to the Council at the address below.

Northern New Jersey Council, BSA  
25 Ramapo Valley Road  
PO Box 670  
Oakland, NJ 07436

Thank you for your support.

FOS Unit Coordinator