



## 2019 Key Dates Planning Master Calendar All Campaign Divisions

	Date	Event / Opportunity / Action Needed	Division
On	8/16/2018	Staff FOS & Budget Planning Conference	Staff
By	09/15/2018	Council FOS Steering Committee meets to adopt and approve plan for Executive Board campaign and Prepared for Life FOS Dinner	Board/ FOS Steering Committee
By	09/30/2018	Council FOS Chair, Board, and PFL FOS Dinner Chair recruited	Board
By	10/15/2018	District FOS Chair, Family Chair, Leadership Chair, Prepared for Life FOS Dinner District Coordinator, District Community Chair recruited	All
By	11/20/2018	Family FOS Team of Presenters recruited	Family
By	11//10/18	Executive Board FOS Team meets to conduct Board Evaluation	Board
On	11/29/2018	Council-coordinated District Family FOS Team Presenter Training & FOS District Team Orientation <i>First Presenter Training Opportunity</i>	Family
On	12/13/2018	Board FOS Campaign Kicks off at December Board Meeting	Board
At	December 2018 District Meetings	District Leadership Enrolled at December Meetings	Leadership
By	12/30/2018	Unit FOS presentations scheduled, and presenters selected	Family
From	12/01/2018- 6/30/2019	Unit Family FOS Presentations held	Family
Around	1/15/2019	Community FOS Dinner Vice Chair Conference Call Briefing	All
In	January, 2019	District-coordinated Family FOS Presenter Trainings held <i>Second Presenter Training Opportunity</i>	Family
On	1/31/2019	Council-wide FOS Report Meeting #1 at Council Service Center	All
By	1/31/2019	District Leadership & Board Leadership Campaigns complete	Board/ Leadership
During	1/31- 6/30/2019	Follow up with all remaining Unworked Family Prospects	Family
On	2/22/2019	PFL FOS Dinner Table Host Briefing [in conjunction with annual meeting]	All
During	March-April, 2019	Community Program Partners Project Sales solicited and confirmed	All
During	March, April, May 2019	Districts conduct their Community Campaigns	Community
On	3/29/2019	Council-wide FOS Report Meeting #2 at Council Service Center	All
On	4/11/2019	Community FOS Victory Celebration Breakfast with Phil Simms	All
From	4/30- 6/30/2019	Follow up with all unrenewed community donors	Board/ Community
On	6/28/2019	Council FOS Thank You Celebration	All
By	6/30/2019	All Unit Family Presentations Complete at Council Service Center (with the exception of large Troops in the fall)	Family
During	Remainder of Year	Focus on Pledges being paid and planning for 2019 FOS campaign Ensure remaining Troops hold presentations at Court of Honor in Fall	All



# Friends of Scouting Campaign Discipline

- I. **Goal – To make people successful on schedule**
- II. **How – To communicate expectations and follow through on expectation**
  - Everyone has good intentions but tend to procrastinate
  - People will respect you for staying with the plan
- III. **Communicate expectations up front**
  - As part of recruitment
  - As part of training
  - Don't be so desperate as to take anyone – if they can't agree, don't accept them
- IV. **Hold training**
  - How to do the job – then ask
  - Expectations
- V. **Hold a great kickoff**
  - On schedule
  - Inspiring and fun
  - Communicate expectations
- VI. **Hold report meetings**
  - Call 24 hours ahead
  - Short, sweet, fun
- VII. **Communication...Weekly newsletters, email Friday's**
- VIII. **Keep to Key Meetings and Victory Party**
- IX. **Other Notes**
  - Record keeping – keep your own, be accurate
  - Pay attention to detail
  - If they don't act – take away responsibilities
  - Work out of respect – not friendship
  - Follow the plan
  - People want to do good – we need to help them succeed
  - Use your Steering Committee



## Realistic Campaign Planning

Realistic financial planning is of prime importance for a district to raise the necessary funds, expand its program, and have membership growth. The following is a proven five-step method for assuring financial growth.

### Five Steps

- Renew at least 80% of those who have contributed for two or more consecutive years.
- Ask all continuing contributors to upgrade by 10%--the upgrading objective is to have positive responses from at least half of those asked.
- Reinstate 25% or more lapsed donors (those who have not given in the last 12 months).
- Renew at least 60% of those who gave to the council for the first time in the last campaign.
- Acquire new donors equaling 25% of the existing prospect list.

If these five objectives are achieved, the contributor base will expand, total dollars will increase, and the size of the average gift will grow.