

*2022 Family
Friends of Scouting*



Unit Guide



What is Friends of Scouting (FOS)

Friends of Scouting (FOS) is an annual fundraising campaign planned, directed, and conducted by volunteers. This 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 that the Northwest Georgia Council provides to help support their unit. They will also share how participating in the FOS helps the Northwest Georgia Council reach more youth and positively impact lives.

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

The Unit FOS Representative is highly encouraged to follow up with the families that were not able to attend the presentation to attain 100% Friends of Scouting participation. In doing so, the Unit is more likely to hit their Unit goal and earn incentives.

The Family Friends of Scouting campaign provides the opportunity to tell the story of the Northwest Georgia Council, its programs, and services as well as why family financial support is needed. We realize that not everyone may be in a position to financially 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 children are enrolled in.



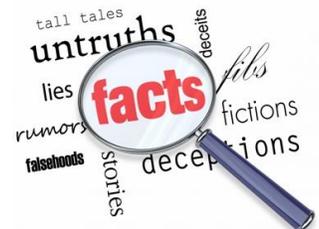
Where do the Friends of Scouting funds go?

- Operation and maintenance of two camping properties including the historical Camp Sidney Dew in Armuchee, Ga.
- Subsidize activities and events with affordable fees such as Camporees, Cub Scout Family Campouts, Merit Badge University, and District Pinewood Derby races.
- Nationally recognized Summer camp programs; Cub Scout Adventure Camp.
- Free training for every registered adult leader.
- Paid accident and liability insurance for all registered youth and adult leaders.
- Program support including: AV equipment, newsletters, website, Roundtable materials, Scoutbook Advancement system, and a Scout Shop

73% of Americans say they donated money in 2020 (*Gallup Poll*)

Chances are parents in your Pack or Troop are already donating to charity.

If we don't ask, someone else will.



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 unit 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 District Family Friends of Scouting Chair or District Executive.

2. Schedule a Unit FOS Presentation

Fill out the Family FOS commitment card. Units should plan to conduct an FOS presentation prior to June 1, 2022. 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 or cross over, for Troops a Court of Honor works best for the presentation, or a monthly parent meeting. Please submit the presentation date to your District Executive or FOS Chair.

3. Send an email—Inform the Parents

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

4. 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.

5. 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 Chair or District Executive the night of the presentation.





*The largest source of charitable giving came from individuals which is 71% of all giving.
You never know the true wealth of someone and their ability to give.
When we don't ask, people assume we don't need help.*

The average household contributed \$2,974 to charity according to The Center on Philanthropy at Indiana University.
Is the impact of the outdoor Scouting program worth \$1 a day?



Operational Partner

Friends of Scouting “Operational Partners” are those who make a three-year commitment to the financial support of operations through the Family Friends of Scouting Campaign. There are four levels of Operational Partners.

Guardian Partner \$100 per month for 3 years.

Patron Partner \$50 per month for 3 years.

Character Partner \$33 per month for 3 years.

Leadership Partner \$25 per month for 3 years.



Operational partners will receive a framed special edition three-patch set.

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



To the parents of (UNIT & NUMBER)

Behind the leadership of exceptional parents, the PACK/TROOP has a tradition of excellent support. That tradition will continue to grow as PACK/TROOP _____ continues to provide outstanding program to its Scouts. The Northwest Georgia 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 our Council, and the services that they provide our PACK/TROOP. Join us at the presentation to learn more about Friends of Scouting.

At the presentation you will receive a Friends of Scouting Pledge 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 payments out over the year (for example \$33 per month).

I believe that supporting Friends of Scouting is important and I challenge you to help us reach our goal.

Sincerely and in Commitment to Scouting,

FOS Unit Coordinator

Once a year, a special guest visits us to make a Friends of Scouting presentation. Like us,
_____ is a volunteer Scouter representing the Northwest Georgia Council.

Our (*pack, troop, or crew*) receives important services from our council, and tonight is our opportunity to do our part 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 _____.