

**Narragansett Council,  
Boy Scouts of America  
2020 Friends of Scouting**



**Unit Coordinator Guide**



## **WHAT IS FRIENDS OF SCOUTING (FOS)**

- Friends of Scouting is an important annual fundraising campaign planned, directed, and conducted by volunteers.
- Friends of Scouting provides an opportunity for families, friends, alumni, business and community organizations to support the Scouting program they believe in.
- More than 3,000 people, businesses and civic organizations donate to Friends of Scouting.
- Friends of Scouting accounts for approximately \$500,000 in support!

## **FAMILY FRIENDS OF SCOUTING**

- This is an appeal to Scout individuals and families to donate directly to the Narragansett Council, Boy Scouts of America.
- Presenters share with Scout families the resources the Narragansett Council provides to help support their unit at Blue and Gold ceremonies, Court of Honors ceremonies, and other well attended events.
- Presenters share how participating in Friends of Scouting helps the Narragansett Council reach more youth and improves the program their child receives.
- During the presentation, the presenter will distribute and collect pledge cards from the unit's families as well as hand out donor recognition items.
- While some may choose not to support the Friends of Scouting campaign, most parents appreciate learning more about the program that their Scout(s) enjoys.

## **WHY FRIENDS OF SCOUTING IS IMPORTANT TO YOUR SCOUT'S EXPERIENCE:**

Friends of Scouting dollars help the Narragansett Council support a strong Scouting program by providing:

- Operation and maintenance of 9 camping properties with nationally recognized and accredited summer camp programs and free tent camping at 9 locations in Massachusetts and Rhode Island.
- Affordable activities such as Camporees, Klondikes and Merit Badge Days.
- Training so that every youth in the Council can have a trained adult leader.
- Accident and liability insurance for all youth and adult leaders.
- Program support including: 2 Scout Shops, Scoutbook for every unit, AV equipment, newsletters, website, Roundtable materials, and advancements.

## **THE UNIT RECOGNITION PROGRAM AND HOW TO EARN IT:**

The incentive recognition for achieving the unit FOS goal is a unit voucher for each registered Scout to enjoy our new Adventure Base Camp at Camp Champlin. This voucher is to be used on a single unit activity.

Here's how it will work for 2020:

1. **Schedule your FOS presentation date with your District prior to December 31;**
2. **Hold your presentation by March 31;**
3. **Hit your goal within 30 days of your presentation date or by April 30;**
4. **Around May 1, qualifying units will receive their coupon for a free adventure to attend Adventure Base Camp.**

## **THE UNIT FOS COORDINATOR**

The Unit FOS Coordinator is tasked with implementing the FOS Action Plan. Their support and discipline are critical to help the unit achieve its goal. The following are some of the traits of the person who should fill this critical role:

- **Be the best person for the job even if they don't currently volunteer**
- **Believe in the power of Scouting to shape lives**
- **Be reliable and a good communicator**
- **Commit to achieving the unit goal on time**
  
- Suggested sources to recruit from:
  - Current Committee Members
  - Recent Contributors
  - Grandparents/Extended Family
  - Eagle Scout Alumni and Eagle Parents
  - Former adult leaders

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

- 1. Appoint a Unit Friends of Scouting (FOS) Coordinator**
- 2. Schedule a Unit FOS Presentation**
- 3. Understand the Goal**
- 4. Inform the Parents**
- 5. The Presentation**
- 6. Follow-up**

- 1. Appoint a Unit Friends of Scouting (FOS) Coordinator**

Your unit FOS coordinator will schedule an FOS presentation and coordinate that date with the Family Friends of Scouting Chair or District Executive. This person will ensure that each family in the Pack or Troop has been asked to participate in the FOS campaign.

- 2. Schedule a Unit FOS Presentation**

Units plan to conduct an FOS presentation prior to March 31<sup>st</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 a Troops a Court of Honor works best for the presentation. Please submit the presentation date to your District FOS Chair or on the Narragansett Council website by December 31<sup>st</sup>.

- 3. Understand the Goal**

Each unit has an FOS Goal. The FOS Goal uses the formula:  $6/30 \text{ members} \times \$65 = \text{Goal}$   
Ex:  $25 \times \$65 = \$1,625$

Some units may have a history of far surpassing this year's goal. Great! Thank you for believing in the power of Scouting. We truly appreciate the support we receive from all

our supporters. Whether a first-time or a long-time supporter, your contribution helps ensure Scouting in Southeast New England thrives.

#### **4. Inform the Parents**

Prior communication is critical to a successful unit presentation. The unit FOS coordinator 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. (See sample).

#### **5. The Presentation**

A Scouting volunteer will be happy to come and tell the story of Scouting during your scheduled presentation. Your unit FOS coordinator should be there to assist. The presenter will be in contact with your unit FOS coordinator prior to the date.

Prior to the presentation, please provide pledge cards to all adults. The unit leader introduces the presenter to the families, who will share why Scouting is impactful to them and play our Friends of Scouting video, which shares how individuals can help improve the Scouting program by donating. After the presentation, please help to collect all pledge cards and complete any pledge cards missing critical information.

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

After the presentation the unit FOS coordinator should contact those who did not give to give them the opportunity to support FOS. They should send a notice to all families thanking them for helping support Scouting. That notice should also let them know the unit's total level of giving and how it relates to the unit recognition. All cards, even for those that do not donate, need to be turned in to your Friends of Scouting Chairman or District Executive.

### **TIMELINE TO A GREAT UNIT PRESENTATION**

- **1 month prior to presentation:** Unit FOS Coordinator sends announcement as part of monthly calendar/events notice.
- **2 weeks prior to presentation:** Unit FOS Coordinator emails Scout families reminding them of presentation and confirms details of presentation with the Council.
- **3 days prior to presentation:** Unit FOS Coordinator sends reminder email about presentation to families with goal and online giving link. Presenter confirms details with unit.
- **4 days after presentation:** Unit FOS Coordinator sends thank you email and reminder to families announcing status of unit fos goal and provides online giving link.
- **25 days after presentation:** Unit FOS Coordinator sends announcement of its current giving amount and how much more support will take the unit to goal and online giving link.
- **30 days after presentation:** Unit FOS Coordinator makes an announcement of whether the unit achieved goal and thanking everyone for helping.

## **2020 PLEDGE CARD**

### **ABOUT YOU** (PLEASE PRINT)

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ ST \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Unit # & Community \_\_\_\_\_

Employer \_\_\_\_\_

First time giving?

### **BECOME AN ANCHOR DONOR**

By making a recurring monthly credit card donation, you will be helping Scouts for years to come.

This is a recurring gift that will continue until you request otherwise.

**JOIN TODAY!** (Please complete credit card information.)

\$13/month  \$19/month  \$24/month  Other \$ \_\_\_\_\_

### **SUPPORT ONE SCOUT FOR ONE YEAR! MY GIFT WILL BE:**

\$78 (support 1 Scout for 4 months)

\$684 (support 3 Scouts for 1 year)

\$156 (support 1 Scout for 8 months)

\$1,596 Eagle Club (support 8 Scouts for 1 year)

\$228 (support 1 Scout for 1 year)

Other \$ \_\_\_\_\_

\$456 (support 2 Scouts for 1 year)

### **PAYMENT OPTIONS**

Check # \_\_\_\_\_ -or-  Cash \$ \_\_\_\_\_

Credit Card:  Mastercard  Visa  Discover  AMEX

Card number: \_\_\_\_\_

Exp Date: \_\_\_\_\_ CVV: \_\_\_\_\_

Bill me. I will pay my gift with:

one payment  two payments  four payments

**SIGNATURE:** \_\_\_\_\_

**DATE:** \_\_\_\_\_



Please make checks payable to Narragansett Council. Mail your gift to: Narragansett Council, PO Box 14777, East Providence, RI 02914

Donate online at [www.ncbsa.org/donate](http://www.ncbsa.org/donate)

The pledge card is our primary means of collecting pledges and recording the intent of our donors. It is critical that the pledge cards are properly completed and submitted within 48 hours of a presentation. This helps us protect the information of the donor and allows us to process the gifts and send our thanks immediately.

Please distribute the pledge cards in advance of the presentation and collect afterwards with the assistance of youth Scouts. Every adult in attendance should receive a card so that they can choose to support Friends of Scouting. Once received, please review to ensure that all donor information is provided and that the card is signed. The Council cannot process a pledge if the card is not signed.

### **ANCHOR DONORS**

Monthly giving is a convenient way to provide a steady stream of support that leads to a better program. These donations will continue until the Anchor Donor informs the Narragansett Council that they choose to no longer give through this program. All Anchor Donors will receive a commemorative keepsake.

Individuals can sign up to become Anchor Donors on their pledge cards or online. To sign up to become an Anchor Donor, the donor must provide a credit card and approve recurring monthly donations.

### **THE EAGLE CLUB**

The Eagle Club is a new and exciting program to thank those who donate \$1,596 (supporting 8 Scouts for 1 year) or more. Members will receive a unique Narragansett Council Eagle Recognition item and will be invited to celebrate Scouting's impact at an exclusive dinner on June 25, 2020 at Aldrich Manor.



## 2020 Friends of Scouting Patch Series

Who loves patches? We do we do! We're excited to unveil the 2020 Friends of Scouting Patch featuring creatures of Southeastern New England. Your support will increase the fun and the impact for more than 10,000 Scouts.

Patches are cumulative so you get every patch up to your level of giving.

- \$78 gets you the White Whale
- \$156 gets you the Quahog
- \$228 gets you the Rhode Island Red
- \$456 gets you the Black Bear
- \$684 gets you the Lobster

Become a friend today at:  
[www.ncbsa.org/donate](http://www.ncbsa.org/donate)

## **MATCHING GIFTS AND CORPORATE COMPENSATORY GIFTS**

Many companies match their employees' donation to organizations they choose to support; some do a dollar-to-dollar match, other use a formula. Some may have minimum and maximum giving levels to receive the match, and they all have unique reporting requirements. Other companies choose to provide a donation based on the time an individual volunteers to a cause.

Companies, like Amica, will match dollar for dollar and others like CVS and State Street will provide grants for volunteer time up to \$1,500 and \$5,000! You may be shocked how easy it can be to help your Scouts. We have an online portal that will help you learn if your employer has a matching program and the guidelines available at: [www.ncbsa.org/double](http://www.ncbsa.org/double). To help with the process, we have updated the pledge card to have the donor indicate their "Employer" to help the Narragansett Council identify potential matches.

Some but not all companies that support this program include:

***AAA Northeast***

***Citizens Bank***

***FM Global***

***Hasbro***

***National Grid***

***UBS Financial Services***

***Amica***

***CVS Health***

***General Electric***

***Johnson & Johnson***

***State Farm***

***Verizon***

***Bank of America***

***Fidelity Investments***

***Gilbane***

***Microsoft***

***State Street Bank***

***Walmart***

## **THANK YOU!**

The Friends of Scouting campaign provides the opportunity to tell the story of the Narragansett Council, its programs and services, as well as why family financial support is needed. Thank you for doing your part to help make Scouting thrive!