

## SAMPLE "WARM-UP" LETTER TO UNIT FAMILIES AND DONORS

(Date]

Dear Parent:

We hope that you and your family will be able to join us at our (Blue and Gold Banquet, Troop Court of Honor, etc.) scheduled on (Date, Time, and Location). We are very proud of all of the boys' achievements and extremely appreciative of all the parental involvement.

During the (banquet, Court of Honor), a volunteer from (enter community) will very briefly discuss the annual Friends of Scouting (FOS) campaign which helps underwrite the cost of Scouting for all involved. We thought it might be beneficial to send out this letter in advance for your information.

Each year, our Scout unit is asked to support the administrative side of Scouting. The Yankee Clipper Council, Boy Scouts of America currently supports over 4000 volunteers who develop and enrich the lives of more than 8,000 boys and girls, ages 6 through 20, from 52 communities including (enter your area). The council provides numerous benefits to all of our youth and adult volunteers. A few of these benefits include:

- **Great youth camps, activities and programs in the country at a reduced fee.**
- **Professional guidance and support that mobilizes several hundred volunteers in our immediate area who work with more the children from our community.**
- **Free or greatly reduced fees for adult leader training.**
- **Supplemental accident insurance for all registered youth and adults.**
- **Free primary liability insurance for all registered volunteers.**

Friends of Scouting provide these benefits and many more to our children, as well as numerous at-risk youth throughout our 52 communities. Our Pack/Troop/Crew goal for FOS this year is \$\_\_\_\_\_. If we achieve that goal through donations from parents like you, our Scouts will receive free rank advancement for the next 12 months. In past years, parents have contributed gifts ranging from \$\_\_\_\_\_.

The Scouting organization annually spends in excess of \$150 per boy while the registration fee is only \$15, which goes directly to the national organization. Compared to most activities like hockey, basketball and even piano lessons, Scouting is a great investment and truly a bargain. During the banquet, you will receive a pledge brochure and form.

We hope all parents and Friends of Scouting will consider a gift and turn in their pledge form during that time. Please remember that **any gift** will be greatly appreciated regardless of the amount. Thank you for your support of Scouting.

Sincerely,

Pack/Troop/Crew Committee



BOY SCOUTS OF AMERICA  
YANKEE CLIPPER COUNCIL

## 2011 FAMILY FRIENDS OF SCOUTING PRESENTATION BOOKLET

# Prepared. For Life.™

Prepared for Unit Leaders  
to Assist in Planning and Conducting  
Friends of Scouting Unit Presentations



Prepared. For Life.™

## 2011 FAMILY FRIENDS OF SCOUTING

Prepared for:  
Unit Coordinators/ Unit Presenters

**Thank you for your willingness to serve as a Unit Coordinator or Unit Presenter.** Your involvement will make the difference for the programs Scouts in your unit enjoy. This is designed to help you be successful! You will find a list of items below that are included in this unit presentation booklet and packet.

### **Presentation Booklet: Table of Contents**

- Page 3 Family Friends of Scouting Fact Sheet: For your use to educate yourself and others about Friends of Scouting (FOS).
- Page 4 Unit Presenter Position Description: A list of your responsibilities in this campaign.
- Page 5 How to Prepare for Family FOS in your unit/presentation script: Step-by-step script for conducting a unit presentation.
- Page 9 Iceberg Analogy: This should be used as part of the presentation to convey the services and support that are sometimes not directly "visible" to Scouting leaders and parents.
- Page 10 Donor and unit recognition item descriptions: Thank you items for individuals and units.
- Page 12 Sample "warm-up" letter to your unit donors: Many units send this letter prior to the unit presentation.

### **Support Materials Available for Friends of Scouting Presentation**

(Available at District Training)

- Return envelopes: For returning pledge forms and donations to the Scout office. .
- Unit Growth Goal recognition item order sheet: Deadline for ordering is 6/30/11.
- FOS donor informational brochures
- FOS donor pledge cards
- List of past FOS contributors for the unit.
- Current unit adult and youth roster: For your use in asking everyone to consider a donation.

### **Support Materials Not in the Packet, But Available from Your FOS Chair or District Executive**

- Council FOS Patch (instant recognition): To be given to every person that returns a pledge form, including those not contributing.
- Council "Brave" Shoulder Patch (instant recognition): To be given to every Family level contribution \$100 and above
- Council FOS Travel Mug (instant recognition): To be given to every FOS contribution \$250 and above.
- FOS Art Print: To be given to every FOS contributor who pledges and pays \$500 or more.
- Participation ribbon: Attach to your unit flag to show your support of Friends of Scouting (FOS).

## 2011 FOS Unit Recognition

*Units achieving their BASE and GROWTH Goal:*

Each unit achieving its **BASE** goal **BY 04/30/2011** will receive free cloth rank advancement badges (except Eagle and does not include advancement cards or pins). Units will receive advancement recognition from 11/01/2011 until 10/30/2012 for 2011 FOS campaign. **To receive the free badges of rank, a unit must have its base goal in cash by 10/31/2011.**

Each unit achieving its **GROWTH** goal **BY 05/31/2011** can choose from one of the following recognition items from the Scout Shop (listed below). Incentive selection order forms need to be in to the council by 06/30/2011. **Growth goals must be paid in cash by October 31, 2011 to receive growth goal incentive selection.** The growth selections will be available after November 1st for pick-up.

Units must also use the internet advancement program to qualify. (Many third party advancement software interface with internet advancement.) Information about the internet advancement can be found at: <http://www.yccbsa.org/program/Advancement/internet.htm>.

### **Growth Goal Recognition List**

Available through the National Supply Scout Shop

Each unit achieving its **Growth** goal can choose one of the following items:

- New Unit Flag** including the first twelve letters of any lettering. Personalize your Official 3' X 5' Troop, Pack, Venturing, or Sea Scout Ship flag made of heavy-duty, colorfast nylon. Additional lettering is \$2.55 per letter or number and \$1.40 for any punctuation. Allow 6 weeks for delivery.
- Custom Unit Numbers** (one set per registered Scout). Minimum of 12 patches per order; allow 3 weeks for delivery.
- Pinewood Derby Car.** One car per registered Cub Scout. Official Grand Prix kit, including one car body, axles, and wheels. It comes ready to carve, sand, and win!
- Free Merit Badges.** A troop could have free merit badges from November 1, 2011 through October 31, 2012 along with the free cloth rank advancement badges.

**Deadline for ordering Growth recognition is 06/30/2011**

**Base and Growth recognition selections are available after 11/01/2011**

Once your unit's Growth goal incentive order form is received at the Scout office and verified, you will be mailed a Scout Shop voucher for the respective item you indicated.

### **Base and Growth Goal Formulas**

Base Goal Formula: 50% of Unit Membership as of 10/31/10 x \$25 = Base Goal.  
Example: 50% x 50 Scouts x \$25 = \$625

Growth Goal Formula 75% of Unit Membership as of 10/31/10 x \$25% = Base Goal.  
Example: 75% x 50 Scouts x \$25 = \$937.50

# 2011 Friends of Scouting Donor Recognition Items

## Friend of Scouting Patch:

To be given to every person who returns a pledge card at your presentation.



## Friends of Scouting Scout Law

### Yankee Clipper Council

## Collectible Shoulder Patch:

Every contributor at giving levels of \$100 or more will receive the "Brave" Shoulder Patch.



## 2011 Boy Scouts of America

## Collectible Travel Mug:

Every donor who contributes at a level of \$250 or more will receive the Friends of Scouting collectible Travel Mug.



## Friends of Scouting Art Print:

Donors at the \$500 and above will receive a unframed Yankee Clipper Ship art print.



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# 2011 FAMILY FRIENDS OF SCOUTING FACT SHEET

## What is Family Friends of Scouting?

Family Friends of Scouting (FOS) is an annual, council-wide presentation conducted in every pack, troop, crew, team or post between the months of November through March. The Family FOS Campaign asks parents and families to consider financially supporting the Scouting program in an effort to offset the cost of providing Scouting to their child.

## Why is Family FOS important?

The true cost of Scouting is greater than the \$15.00 registration fee or the dues that your pack, troop, crew, team or post may require, and even greater than the fee charged for camp. Activity fees and camping costs, for instance, are kept low so that all youth can experience the fun and excitement of the Scouting program. Family FOS support ensures that quality Scouting can happen by supporting the cost of camp upkeep and expansion, training of adult leaders, advancement record keeping, professional staff guidance and support, and more!

## Should every family in my pack, troop, crew, team, ward or post give to FOS?

Every family should be given the opportunity to experience an FOS presentation, learn more about the ways in which FOS benefits the program their child enjoys, and consider making a gift dependent on their giving ability. The true cost of support the council provides for each child is approximately \$150.00 annually.

## But I'm a leader and give my time, why should I support FOS too?

As a leader, you've dedicated a lot of time and energy to the Scouting program that you believe can make a positive impact on young people. Family FOS helps make the following resources possible: four quality camping facilities, training for leaders, monthly roundtables, professional support and guidance, and a service center with resources. When compared with the cost of many other programs that young people join, Scouting is relatively inexpensive. Your participation in the Family FOS program is critical for the continued success of Scouting.

## What benefits does my unit receive?

Other than the benefits mentioned previously (lower activity fees, quality camping facilities, etc.), your unit will receive free rank advancement (this does not include advancement cards) for one year if you reach your FOS base goal of **04/30/2011**. You will receive another recognition item if you reach your growth goal by **05/31/2011** as established by your District FOS Chair.

## How do we conduct a successful Family FOS program?

It's simple. Follow the steps of the presentation preparation and suggested script within this booklet. Setting a presentation date/time/location is the first step! Upon completion of the presentation, forward the results to the District FOS Chair or your District Executive within **TWO BUSINESS DAYS**.

## How is the goal determined for our unit?

The goal for your unit takes into consideration the following factors: your unit's 2010 goal or what was actually raised, the percent of families giving in your district, the average Family FOS gift in your district, and the number of families registered in your unit on October 31, 2010. Your unit goal will be set fairly and be a motivator. If you have questions, call your district Family FOS Chair.

For additional information, call your district executive at (978) 372-0591 or your District Family FOS Chair.

# UNIT FAMILY FOS PRESENTER Position Description



1. Attend your district's training. Consult your district's section of the council Website, your District Family Friends of Scouting Chair, or District Executive for date, time, and location.
2. Communicate with parents and leaders about the upcoming FOS presentation and its importance. Ideal presentation dates should be set anytime **between December and March**.
3. Make the presentation and tell the Scouting story using the script to inform parents of:
  - ✗ The importance of the program.
  - ✗ The benefits of FOS to parents, leaders and youth.
  - ✗ The different giving levels and the appropriate recognition items (baseball cap, Scout Law Shoulder Patch, art print, etc.)
  - ✗ Please stress **“Any gift will be greatly appreciated regardless of the amount.”**
  - ✗ The need to turn in a pledge card at the presentation.
  - ✗ Incentive: Everyone who turns in a pledge card at the presentation, will receive a Friend of Scouting static cling window sticker.
  - ✗ Additional funds available through Matching Gift and Gift-in Kind programs.
  - ✗ Your personal belief in the program!
4. Organize the pledge forms and donations; then record them on the unit ledger sheet. Keep the PINK copy of the completed ledger for the unit. Turn in the pledge forms, donations, and the WHITE copy of the unit ledger within TWO BUSINESS DAYS of the presentation in the WHITE #1 envelope. Donors expect their checks to be cashed or their credit cards billed in a timely manner. This is especially true, if your presentation occurs in November or December because of the end of the tax year.
5. Follow up with any families who did not attend the presentation to solicit their gift. Subsequent pledge forms and donations can be sent to the Scout office in the extra follow-up MANILA #2 pledge envelope in the FOS packet. Be sure to include the YELLOW copy of the ledger sheet.

\*If you do not have a leader or parent who is comfortable conducting the presentation, please contact the District Family Friends of Scouting Chair or the District Executive for assistance.

## The “True” Cost of Scouting “The Iceberg Analogy”

What you see above the water is only about 20% of the cost of providing Scouting to a youth.

Such as: Books, Uniforms, Boy's Life, Equipment, Registration, Activity Fees, Meeting Place Costs, etc.

**But there is a whole lot more below the waterline!**

### Volunteer and Staff Training

Training for more than 4,000 volunteer leaders every year.

### “Needy” Youth Scholarships

The council provides camping and membership scholarships for “needy” youth so that no youth is denied a Scouting program due to financial reasons.

### Insurance Coverage

General liability to protect our volunteers, staff, members and property.

### Reference Publications and Resources

Everything from program planning kits and program helps to camping information books.

### Camp Equipment

Tents, cooking equipment, building repairs, canoes, equipment replacement and repair, and upkeep of your council camps – Lone Tree Scout Reservation and Wah-Tul-Ca Scout Reservation.

### Camp Promotion

For the Boy Scout Summer Camp, Day Camp, Family Camps and Youth Leader Training programs.

### Recognitions

For leaders who attend training, volunteers that conduct special projects and help out in many roles throughout Scouting.

### National Charter Fees

For every Scouting youth, leader, and unit.

### Administrative Needs

Postage, computers and link-up to the National Computer System, copy machines, folding machines, print shop.

### Service Center

Utilities, insurance, repairs and care for our headquarters, and the inventory in the Service Center Scout Shop

### Audio Visual Supplies

Used in training and camping support.

### Support Staff

For registration, typing publications, and program support.

### Postage

Mailings to leaders, parents, and youth members.

### Council Website/Online Registrations

Go online to [www.yccbsa.org](http://www.yccbsa.org) to learn more about our council and its program

### Professional Staff

Our full-time staff who work with volunteers to organize new units, manage fund-raising programs, conduct trainings, administer the membership recruitment campaigns, provide counseling and advice for your district, manage our camps, and plan the council and district youth programs.

### Unit Program Calendar

The development and coordination of the yearly Scouting calendar of events.

And many other items provided to help you provide a premier Scouting program.

The majority of the costs (80%) of the Scouting program, like running our camps, record-keeping, supplies, training programs, support staff and insurance are hidden beneath the surface, just like an iceberg. The eighty percent that isn't visible is what keeps the rest afloat.

## STEP C - FOLLOW-UP

Check off the names of the parents who have contributed on the enclosed unit membership roster. Audit and record results on the ledger found in packet, leave one copy with unit leader. Follow up with families who did not return a form is a key function of the Unit Family Friends of Scouting Chair. This person should personally follow-up with everyone who has not given before the due date.

1. Utilize the list of last year's donors and contact them to renew their pledges. (This list, provided in this packet, is confidential and should be used with discretion.)
2. Visiting with them (best), phone contact (second best). Letters rarely produce results.
3. Having den leaders, assistant Scoutmasters, or committee members help in follow-up efforts.
4. Make sure to send thank-you letters to unit leadership.

*Please make sure donations from the initial presentation are turned into the District Family FOS Chair, District Executive, or the Scout office WITHIN TWO BUSINESS DAYS in the White #1 envelope.*

**Donors expect their checks to be cashed or their credit cards billed in a timely manner.**

**Please do not hold on to your packet until "everything is in." Delays can be costly.**

Unit FOS coordinators should **follow-up with everyone else within two weeks of the presentation.**

Subsequent collections are encouraged to be turned in regularly throughout the campaign using the "FOS Follow-Up Report Envelopes" (manila envelopes) in the unit packet. Extras are available upon request.

**Make checks payable to: Yankee Clipper Council, BSA.**

**Visa, MasterCard, and Discover credit cards are accepted. Include Expiration Date.**

**Recurring credit card payments are scheduled for mid-month.**

**THE FASTER YOU DO IT,  
THE QUICKER YOUR UNIT REACHES ITS GOAL!**

### KEY DATES TO REMEMBER:

FOS Presentation Completed	April, 2011
Unit Base Goal Achievement in Pledges Deadline	April 30, 2011
Unit Growth Goal Achievement in Pledges Deadline	May 31, 2011
Recognition Order Form Due (Growth Goal)	June 30, 2011
Base and Growth Goal Cash Paid in Full	October 31, 2011
Recognition Item Pickup (Growth Goal)	After November 1, 2011
FOS 2012 -Rank Advancement Pick-up Ends	October 31, 2012

## PRESENTATION PREPARATION & SUGGESTED SCRIPT

### STEP A—PREPARATION FOR YOUR FAMILY FOS PROGRAM

#### General Planning Strategies for Success:

In order to help streamline the organization, efficiency, and timing of your Family FOS campaign, the following strategies have been suggested by Scouting units that have met or exceeded their unit Friends of Scouting goal for several years.

1. Have at least one unit leader attend the district FOS unit leader training.
2. Plan to conduct the presentation at a Scout unit meeting that historically is highly attended (Blue & Gold Banquet, Holiday Party, Troop Court of Honor, Unit Family Event, etc.).
3. Promote the unit presentation date/time/location in the unit newsletter, or a special communication mailing, or email the information to maximize the attendance at the event.
4. Provide your parents and leaders with a brief, but informative presentation. Ask every family to turn-in their pledge form, even if they are unable to donate.
5. Inform parents about how the Scouting unit/youth benefit from the support of the council and district, as well as the goal achievement incentives. .
6. Achieve the unit base goal by 4/30/11 of the current FOS campaign.
7. Turn in the packet of unit donations in the white #1 envelope to the district Family FOS chair or either Scout Office within TWO BUSINESS DAYS of the presentation.
8. Make telephone follow-up calls to all historical donors who did not attend the unit FOS presentation to secure their donation (a list of historical donors is in the unit packet).

#### Three Weeks in Advance of the Presentation:

1. Inform the parents of the upcoming FOS program through the unit newsletter and email. Encourage parents to bring company matching gift forms to the presentation so that they may be credited to your unit's FOS goal. Make certain your Friends of Scouting presentation gets placed in your unit's planning calendar.
2. Talk with the unit leader and unit committee to make sure you are the first item on the agenda for the evening, after the flag ceremony and before any other program items.
3. Check with the unit leader in advance of the presentation date to make sure that physical arrangements are adequate. Is there a P.A. system? Do you have pens?
4. Be positive about the benefits the unit can receive -free rank advancement and a growth goal achievement gift.

#### The Night of the Presentation:

1. Arrive early to set up and greet people as they come in the door. Please ensure you set-up a table with the brochure and blank pledge cards and give them to the appropriate donors as they arrive for the meeting. You can even put the pledge forms into #10 size envelopes to keep it running smoothly.
2. Coach the unit leader to give you a brief, positive, and enthusiastic introduction and have them close the presentation by saying: **"This is a program I believe in wholeheartedly. Here is my pledge for 2011."**

*(continued)*

(Continued)

## STEP B - THE PRESENTATION

Follow this simple script to give your Friends of Scouting presentation to the unit. Remember, you only have **five to ten minutes** at most to do all of this! Please remember to acknowledge both young men and women if you are speaking to a Venturing Crew or Explorer Post.

**Introduction** -Have the unit leader introduce you, give the unit leader the unit participation ribbon and thank them for the invitation. Ask youth to help distribute brochure and pledge forms , if not already passed out as unit families arrive at the meeting).

1. **Yankee Clipper Council** -Everyone in this room is a part of the Yankee Clipper Council and has a vested interest in Scouting's health and ability to positively impact the lives of young people. Yankee Clipper Council partners with more than 200 community organizations who sponsor 250 Scouting units including Cub Scout packs, Boy Scout troops, Venturing Crews, Explorer Posts, and Learning for Life groups. Yankee Clipper Council also operates two premier Scout camps; Lone Tee Scout Reservation and Wah-Tut-Ca. This program has served our community since 1910 to make sure every youth has the opportunity to experience the fun and adventures of Scouting. Scouting has a proud past and a bright future.
2. **What is Friends of Scouting?** Scouting is like an iceberg (reference iceberg analogy). You only see a small part of it above the water. The expenses you pay in your pack, troop, or crew, like Pinewood Derby cars, uniforms, campouts, books, equipment, and awards are just the tip of the iceberg.

The **majority of the costs of Scouting programs** like running our camps, record keeping, materials, training programs, helpful support staff, and insurance **are hidden beneath the water**, just like an iceberg. Friends of Scouting helps pay for these expenses and many more that are critical in supporting your son's Scouting program. Your contribution is essential, because without the part of the iceberg under water, the tip just doesn't float.

3. **Friends of Scouting** gives you the opportunity to help pay for some of these expenses that are provided to our unit such as:
  - Training for volunteer leaders.
  - A council website for use by all Scouting leaders and parents
  - Special events like Scouting for Food, Camporees, and Cub Day Camp.
  - Four of the best weekend camps in the country.
  - Support from an experienced professional staff.
  - Insurance protection for leaders and your Scouts, and the list goes on!

*All of these program supports add up to a cost of approximately \$150 a year for every youth in Scouting. Just imagine, for the price of a pair of hockey skates, a youth gets a full year of Scouting! It only costs \$2.88 cents a week for 52 weeks to support one Scout a year. Your contribution to Friends of Scouting helps make this possible.*

4. **Why and what should I give?** Many different people support Scouting including the United Way and local businesses. But almost 1/5 of Scouting's funding comes from parents and leaders just like you. United Way funding is just 2 % of the council's budget (you can reference the FOS brochure for budget, income, and expense information). You can help your Scout unit pay its fair share of the services that Scouting provides. Matching gift grants from Volunteer hours and Dollar matches can be applied to the FOS goal. Applying for matching gift grants can be done by completing the easy application process through the Internet, by mail or payroll deductions at your work. (Don't forget to inquire about your spouse's employer, too.)

***You need to ask for a Dollar amount—Be Direct.***

Some of you may ask, "How much should I consider contributing?" My response is that you should give generously, according to your means, but that you should give enough that it "feels good". It costs approximately \$150 a year to support a youth in the Yankee Clipper Council. Think about that as you consider your personal commitment. Some of you can give more, some less, but all of us can contribute in a meaningful way. Consider it an investment in your child's growth and happiness!

Everyone who returns a pledge form receives a special static cling Boy Scouts of America recognition sticker. Those who give at the \$150, \$250, or \$5000 will receive the appropriate recognition gift at that level (baseball cap, special patch, art print). For many families, FOS is an introduction to philanthropy.

5. **Filling out the pledge form** – Every family should complete a pledge form. All forms should list the district name, unit types and unit number.
  - Please fill in your name, address, phone number, name of Scout and email address.
  - Indicate the level of donation you wish to give and the pledge amount.
  - Indicate how you prefer to pay – cash, check, or credit card (All cards accepted with expiration date).
  - Indicate frequency of billing through mail or credit card preferably paid in full by October 31, 2011 (if applicable).
  - Please list your employer and that of your spouse. It is possible your employer has a matching gift program which can double the impact of your gift through a Volunteer Hours grant and/or a Dollar match. Verify if you can apply for this grant on-line or an application needs to be completed. If you brought a matching gift form, please complete the employee section. The form and 501(c)3 form will be completed and mailed by the council. Our unit will get full FOS credit when this paperwork is completed and the pledge is paid.

*Please fill out and turn in a pledge form even if you are unable to contribute at this time. If you are unable to give, please mark a zero as your pledge. This helps us save volunteer time in our follow-up efforts. We would appreciate a pledge form back from everyone here tonight.*

6. **Inform parents of the benefits to your unit if the base goal is achieved** -When your base goal is attained, your unit receives free rank advancement for a year (this does not include advancement cards or pins). **NOTE: Unit base goal must be achieved, and turned into the office by 4/30/11 to receive this incentive.** Your unit must be using internet advancement to qualify.
7. **Tell parents that every gift counts** and that the unit will receive a second benefit if it attains their Growth goal, in addition to the base goal.
8. **In addition, those units that achieve 100% participation (every registered family returns a card)** will receive, at no cost, a commemorative recognition patch which can be worn on uniforms by both youth and adults.
9. **Closing** -Thank everyone for their support and time. Extend special thanks for their contributions to the Scouting program. Many of them spend countless hours fulfilling a mission that gets results.
10. **As parents and leaders hand in their pledges, immediately present recognition items to all who should receive them. Involve youth in collecting forms immediately after the presentation.**

- Note—Unit Coordinator, if possible, should position themselves to one side to address any additional questions and to receive completed pledges.