2013 Campaign
Family Friends of Scouting

Guidance for Unit Coordinators

A Scout is Reverent

Colonial District
National Capital Area Council, BSA

2013 Colonial District Campaign
Guidance for Unit Coordinators

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2013 Colonial District Campaign
Executive Summary

Situation: NCAC must find $200 for each registered Scout to deliver the BSA program.

- We need $200 per Scout to fund program delivery in our council, NCAC.
- NCAC does not receive a magic appropriation from BSA. We have to find those funds ourselves.
- Friends of Scouting (FOS) is the method we use to obtain those funds.
- $200 is the "Fair Share" of the program cost for each registered Scout.
- All FOS funds stay right here in our local council.
- FOS funds do not go to BSA Headquarters, which has a different funding plan.
- The $200 is not for NCAC salaries or overhead.

Objective: Every Colonial District unit achieves 100% participation in the 2013 program.

Execution: In order to achieve the objective, each family in each unit participates in the campaign.

- **"Each family participates"** means every family in the unit submits a pledge card.
- Example: If the unit has 51 Scouts, and 2 of them are brothers, the unit has 50 families and needs 50 pledge cards to achieve 100%.
- Although a $0 pledge card (i.e., there is no donation) technically counts toward the participation objective, the desired outcome is for every card to have a donation, no matter how small.
- Remember, we have to find $200 per Scout to deliver the program. No matter how many $0 pledge cards are submitted, NCAC still has to find $200 per Scout to deliver the program.

The unit is the focal point of the campaign.

- Although an FOS presentation will be scheduled for each unit, the focus is on the unit to achieve the objective.

- **THE LEVEL OF UNIT PARTICIPATION IS NOT A FUNCTION OF THE ABILITY OF THE PRESENTER WHO TYPICALLY MAKES AN FOS PRESENTATION TO THE UNIT. THE LEVEL OF UNIT PARTICIPATION IS A CLEAR REFLECTION OF THE COMMITMENT AND EFFORT OF THE UNIT LEADERSHIP.**
- Do not expect the presenter to accomplish the unit's objective.
- The unit (Unit Coordinator, Committee Chair, Scoutmaster, etc.) set the example.
- The Unit Coordinator should keep track of pledges in the unit and maintain a simple roster of which families have/have not participated.

Note the list of companies (attached) that will donate money for volunteer hours of their employees and match employee donations, and **distribute the list** to the families.

- We can obtain significant funding from donations for volunteer hours.
- We can obtain significant funding from donation matches.
- **Stress the matching opportunities**.

Administration.

- The Colonial District coordinator is Holly Dougherty, hollydougherty@mtvernon-leechamber.org 703-360-6925 office or 703-855-5661 cellphone.
- Turn in all pledges with the large envelope that shows each participant's name and the form of the pledge (check, cash, credit card, etc.).
- Explain that a donation can be broken up in monthly payments and this can be done easily by credit card.
- Explain that pledges and credit card donations can be made online through a VeriSign Secure server. Monthly credit card payments by credit card are easy. Go to the District website for the link, or directly to www.colonial.kintera.org/fos. It is important to specify Colonial District and the specific unit when donating online.
- Ensure families know that a Combined Federal Campaign pledge will NOT go to NCAC. Those funds go to the National BSA and do not filter to NCAC program.
- Units that participate in FOS will receive a streamer for the unit flag at their FOS presentation.

2013 Colonial District Campaign
FOS Unit Coordinator
Job Description

Position Concept: Lead your unit's Family FOS Campaign. Coordinate all aspects of the unit campaign. Ensure participation by all families of your unit plus additional participation (by relatives, friends, colleagues.

Responsibilities:

1. Assume leadership of your unit's Family FOS campaign.

2. Communicate at every opportunity and meeting, and by email and letter, that the FOS campaign has begun, what FOS is and why it is important, and the objective is for every family plus additional people to participate. Send updates and reminders.

3. Select a date for your unit presentation in the Jan-Mar 2011 period. Communicate it to Joe Pallone so a presentation can be scheduled. Publicize that date within the unit.

4. Conduct an actual unit campaign that culminates in achieving the 101% objective.

5. Communicate with your assigned presenter, handle physical arrangements for the meeting, and arrange for introduction at meeting.

6. Orchestrate the unit presentation. Ask unit leadership to submit their pledge cards to the presenter during the introduction and have unit leadership ask all to participate.

7. Use an accurate unit roster to serve as your control list. Follow-up and ensure 100% contact with the families of your unit.

8. Contact unit alumni. The families of Scouts who turned 18 and held leadership positions typically will respond to your FOS request.

9. Enjoy the feeling that you did your best.

Timeline for FOS Unit Coordinator

December 12:	Schedule an FOS presentation and confirm/recruit presenter. Tell the district coordinator the time, date, and place of the presentation. Court of Honor or Blue & Gold are good events for the presentation.
December:	Send an email or letter to each family that explains FOS, the 101% objective, the $185 "Fair Share" and that pledges and donations may be submitted before the end of the year to be deductible on 2010 tax returns.
15 days before presentation:	Send warm-up email or letter to unit families. Prepare them for the presentation.
7 days before presentation:	Send warm-up email to unit families. Ask unit leader and committee chair to make a leadership level gift of $200 or more when introducing the presenter.
3 days before presentation:	Call presenter to confirm date, time, and place.
1 day before presentation:	Send reminder email to unit families about the FOS presentation and suggest they bring checkbook or credit card. Remind leadership level giver about making his or her gift when introducing the presenter.
At the presentation:	During the presentation, distribute the FOS brochures to all families present. A label with the family's name on the brochure is an effective way of keeping track of who received a brochure. Keep the brochures for the families that are not present and follow-up with them. Before the end of the event, announce the total raised so far. Ask the unit leader to remind families to turn in their pledges to you **before they leave**.
Day after presentation:	Send thank you emails to unit families, letting them know the total raised and remind them how they can make their gift if they have not done so yet (online, through the mail, in an emailed pledge).
Subsequently:	Follow-up to achieve the objective.

A Sample “Warm Up” Letter

Friends of Scouting
Boy Scout Troop 1234

Dear Troop 1234 Parent,

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

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

Each year, our Scout parents are asked to support some of the hidden costs of Scouting. The National Capital Area Council (NCAC), which serves more than 67,000 youth, provides numerous benefits to all of our boys and adult volunteers.

Friends of Scouting provides these benefits to our Scouts as well as numerous at-risk youth throughout the local area. Our objective for FOS this year is for every family to participate by submitting a pledge card, preferably with a donation. The NCAC annually spends about $185 per youth to deliver the program to each registered Scout. That $185 “Fair Share” is the amount we have to raise through FOS to provide the program for each Scout.

I agreed to serve as our Unit Family FOS Chairman and ask for your support because I believe in the Scouting program and its positive impact upon my family and our Nation. I urge you to join me in this effort to keep the Scout program the dynamic experience for youth that it has been in recent years. Thank you for your support.

Sincerely,

Name
Address
Telephone, email

Dear Parents of Pack ___,

Welcome to the annual Blue and Gold Banquet and the presentation of the Arrow of Light, Cub Scouting's highest advancement recognition, to our senior Webelos who have completed the Arrow of Light requirements.

During tonight's event, you will hear about Friends of Scouting (FOS), the campaign through which we raise the funds required to deliver our local Scouting program. Every dollar contributed to FOS goes to the program that your son enjoys year-round. FOS contributions do not go to our council's (low) overhead, or to salaries, or to National Headquarters; they stay right here for local program.

The cost for our council to deliver the Scouting program works out to $185 per boy. The brochure at your table contains a pledge card, which you can use to make a contribution today, or in monthly payments, or ask to be billed later.

In order to reach the $185 average amount, we depend on the generosity of people who can afford this "fair share" or more. However, not everyone can afford to contribute at the "fair share" or higher levels, and so we ask that you contribute any amount, no matter how small or large, that you can afford.

Our objective is for ALL of our families PLUS additional friends and relatives to participate in the program. The objective is for 101% participation in this, the 101st Anniversary of the Boy Scouts. If you cannot make a contribution, please complete and submit a signed card without a contribution.

Thank you for being a Friend of Scouting.

Eagle is the highest advancement recognition in Boy Scouts.

FOS Unit Follow-up

Follow-up a unit FOS campaign in the following ways (in order from most to least effective):

1. In person
2. Over the phone
3. Through the mail
4. Through email

In person: In the weeks after an FOS presentation there may be an opportunity to see unit families at Troop/Pack meetings or perhaps at other community events (school PTA meetings, sporting events, etc). The in person solicitation is the best method of follow-up. Approaching a potential donor in person shows the family that they are a valued member of the unit and that the unit cares specifically about their donation. Make sure to give the family the brochure with their family's name and address already on the pledge card. This helps to reinforce the fact that their family's specific donation is valued.

Over the phone: It is not always possible to see each family in person. The next best thing is to call on the phone. A personal phone call is a good way to let the family know that the unit and council value their participation in the FOS campaign. Try to make the process of donating simple: be ready to take a pledge over the phone using the FOS pledge form.

Personal Letter: This is a method upon which many successful unit FOS campaigns were built. A personal letter with a pledge card is a great way to let folks know about the importance of FOS to the Scouting program that they receive. There are a few important keys to a good solicitation letter:

- Send a self-addressed envelope (not to return to the council, but to the Unit Coordinator) with the letter and brochure in order to make return of a pledge or donation easy for the donor.
- The Unit Coordinator should personally sign the letter and perhaps even put a handwritten note on the bottom of the letter.
- Let the donor know that the Unit Coordinator will be following up with a phone call to see if the donor has any questions and to thank the family for their support.

It is important this letters and brochures sent in the mail are followed by a phone call.

Through email: This is a primary way many families communicate with their unit leaders, and it can be used successfully in follow-up to a presentation. However, email typically is successful only in conjunction with in person contact or at least a personal phone call. By itself, email has proven to be not effective in obtaining FOS participation.

Best Practices and Tips

Unit Effort Directly Correlates to Unit Performance. Families will participate in FOS if the unit leadership and the unit coordinator make the effort to:

- Conduct an effective campaign;
- Communicate the expectation that every family will participate;
- Set the example by their own participation.

Run a Campaign. Participation is typically low if your unit campaign consists of one presentation by a district presenter. Units that follow a timeline like the one above are typically successful. The quality of your personal effort and the unit campaign are reflected in your unit's participation.

Personal Contact is Critical to Success. Time and again, the results of unit campaigns have been determined by the level of personal contact carried out by the unit leaders and coordinator. Units whose coordinator made a point of approaching families on a face-to-face level resulted in much higher levels of participation and support than those units that did not. MOST EFFECTIVE FOS CAMPAIGNS ARE LINKED TO THE COMMENTS MADE BY THE UNIT LEADER. When the Cubmaster says he or she expects every family to participate, and sets the example by personal participation, the families will respond.

Online Donations Are Effective. Pledges and credit card donations can be made from the District website, or directly from www.colonial.kintera.org/fos. This is VeriSign Secure.

December Presentations Donations. A number of units will request presentations in December. This may be the only opportunity to do an FOS presentation in the Winter/Spring period. We can accommodate these requests. Just ask.

December Donations. A number of families and individuals will want to make donations in December in order to take a deduction on 2010 taxes. Sure. December donations are welcome. Make sure families know.

Use the Turn-in Envelopes and Keep a Copy. You should turn in pledges only in a turn-in envelope with the unit information, and the names and donation amounts by category of all participants. You can keep a copy of pledge cards if you want, however, **YOU MUST NOT KEEP A COPY OF ANY CREDIT CARD INFORMATION**. The envelopes are also useful in maintaining records of support and they form the basis for follow-up actions. Having this information at our fingertips enables rapid verification of unit totals and individual participation.

Make the Presentation Exciting for the Youth. Anything you and the presenter can do to engage the Scouts—while still delivering a message to the adults—will help the presentation.

Monetary Matches for Volunteer Hours

Did you know that companies will not only match your monetary contributions, but will make a monetary donation in your name for the hours you have volunteered? That's right, a contribution will be made in your name, by these companies, just for the hours you volunteer with Scouting! Tell your HR about your hours served. Here is a list of those companies:

- Aetna $300 for 20 or more volunteer hours
- Allstate $500 for 20 or more volunteer hours
- Armstrong World Industries $250 for 36 or more volunteer hours
- Bank of America $250 for 50 hours or $500 for 100 or more hours
- Booz Allen Hamilton
- Capital One $500 for 100 or more volunteer hours
- Eli Lilly $250 for 25 or more volunteer hours
- Exxon
- GAP Inc. $150 for 15 or more volunteer hours
- General Motors $250 for 50 or more volunteer hours
- Intel $200 for 20 or more volunteer hours
- Lincoln Financial Group $500 for 50 or more volunteer hours
- New York Life $500 for 60 or more volunteer hours
- Pfizer $1,000 for 36 or more volunteer hours
- Starbucks $10 per hour up to 100 hours ($1,000)
- State Farm $500 for 40 or more volunteer hours
- Verizon Companies $750 for 50 or more volunteer hours
- Wachovia $100 for each 24 hours volunteered up to $500
- Washington Mutual $100 for every 20 hours volunteered up to $1,000
- Xcel Energy $5 per hour up to 100 hours ($500)

Monetary Matches for Your Donations

These companies will match your monetary donation to FOS. Some of the companies will even match double your donation up to a certain amount! Contact your HR.

Abell Foundation
3M Foundation
Abbott Laboratories
ACE INA Foundation (The)
ADC Telecommunications
Aetna Foundation
Air Products and Chemicals, Inc.
Alexander Haas Martin & Partners
Alliance Bernstein L.P.
Allstate Giving Campaign
Altria
American Airlines
American Express
American Express Foundation
American International Group (AIG)
Ameriprise Financial
AON
ARCO Foundation
Argonaut Group, Inc.
Associates Corporation of North America
AT&T Foundation
Automatic Data Processing (ADP)
Avaya Communications
Avon Products Inc.
AXA
Bank of America
BD Associates
Becton Dickinson Co
Billmatrix Corporation
Bituminous Ins. Co.
Black & Decker
Boeing Company (The)
BP Amoco
BP Pensioners
Brinks
Brinks Home Security
British Petroleum
Burlington North Railroad
Burlington North Sante Fe
Cadence Design Systems, Inc.
CAN
Cardinal Health Foundation
Carmax
Charles Schwab Corporation
Chase Manhattan
Chevron/Texaco
Chief Oil & Gas LLC
Choice Hotels International
Cigna Foundation
Cimarex Energy Co
Cisco Systems, Inc.
CITICORP Foundation
Citigroup
Coca-Cola Company
Colgate-Palmolive
Compaq
Computer Associates International Inc.
Cooper Industries
Corning Inc.
CPC International, Inc.
Dannon
Dell Corporation
Deluxe
Denbury Resources Inc.
Deutsche Bank Amer.
E*Trade Financial
eBay, Inc.
Ecolab Fdtn
Electronic Check Clearing House
Eli Lilly and Co. Foundation
Emerson Electric Co.
Encana Oil and Gas (USA) Inc.
EOG Resouces, Inc.
Equifax, Inc.
ERE Yarmouth
Ericsson Inc.
Erickson Retirement Communities
Esurance Inc.
Expedia, Inc.
Exxon Corporation
Fannie Mae
Federal Home Loan Bank of Dallas

Federal Home Loan
Mortgage First
Data Corporation
First Data Corporation
First Tennessee/First Horizon
FM Global Foundation
Freddie Mac
Fujitsu Network Comm.
Gannett Foundation
GAP
Gartner Group, Inc.
Gary-Williams Energy
Corporation
GATX Corporation
Geico
General Mills
General Re Corp.
GeoGraphix
Gillette Company
GlaxoSmithKline, Inc.
Goldman, Sachs and Co.
Goodrich Corporation
Grainger
Great-West Life and Annuity
Guaranty
National Companies
Halliburton Energy
Hampton & Harper, Inc.
Harley-Davidson Financial
Services
Hewlett-Packard
Home Depot (The)
Houghton-Mifflin Company
Hyperion Solutions
IAC Foundation, Inc. (The)
Illinois Tool Work (ITW)

Illinois Tool Works
Foundation
ING Community
International Flavors and
Fragrances
Inc. (IFF)
Intuit Foundation
IWIF
J.P. Morgan Chase and Co.
Johnson and Johnson
Johnson
Controls Foundation
Jones Lang LaSalle
Jostens
Kansas City Southern
Industries, Inc.
Kaplan Inc.
Kemper Insurance
Companies
Key
Kimberly-Clark
Kraft Foods
Land America Foundation/
LandAmerica Financial
Group, Inc.
Lennox International, Inc.
Levi Strauss Foundation
LexisNexis
Lubrizol Foundation
Maguire Oil Company
Massachusetts Mutual Life
Insurance Company
Mattel
Maverick Capital Charities
LTD
May Department Stores The)
McCormick and Company

McGraw-Hill Companies, Inc.
Meadows Foundation (The)
MediaOne Group
Mellon Financial
Merck Company (The)
Microsoft Corp.
Moody's Foundation (The)
Motorola
Murphy Oil Corporation
Mutual of America Life
Insurance
Company
NCR
NEC America, Inc.
Neiman Marcus
Network Associates
New Century Energies
Newmont Mining Corporation
New York Life insurance Co.
Nexen Inc.
Nissan
Nokia, Inc.
Nordson Corporation
Northern Trust Company
(The)
Novartis
Oppenheimer Funds, Inc.
Oracle Corporation
Pella Rolscreen Foundation
Pepsico
PepsiCo Foundation
Pfizer
Pharmacia
Phelps Dodge Foundation
Pitney Bowes, Inc.
PNC
PNM Resources

Prudential Financial
Prudential Foundation
Quadgraphics
Quest Diagnostics
R.U.S.A.
Rei-Recreational Equipment Inc.
Rescap
Rockwell Collins
Rockwell International
Rosewood Foundation (The)
Russell Corporation
Sabre Holdings
Safeco Insurance Co
Saint-Gobin Corporation
Sallie Mae Fund
Sammon Corporation
Square D Foundation
St. Paul Travelers Foundation
St. Paul Companies
Starbucks
State Farm Companies
Steelcase
STMicroelectronics
Sun Microsystems Foundation (The)
Synopsys
T. Rowe Price Associates
Tandy/Radio Shack Corporation
Tektronix
Telcordia Technologies
Tellabs Operations
Temple–Inland Foundation
Tenet Healthcare
Texas Instruments
Textron
Thomson Tax and Accounting
Thrivent Financial for Lutherans
Times Mirror Foundation
Tom Thumb Good Neighbor Program
Tomkins Corporation (The)
Tyco
U. P. S. Foundation
U. S. Bancorp Foundation
US West Foundation
UBS
Unilever United States, Inc.
Union Pacific Corp
United Technologies
Unumprovident Corporation
Verizon
Wachovia Bank
Washington Mutual
Wellpoint
Wells Fargo
West
Williams Company (The)
World Reach, Inc. - Blockbuster Inc.
Xerox
Yahoo
YUM! Brands Foundation Inc.
Zelle Hofmann Voelbel Mason & Gette

There may be other companies that we do not know about, please let us know if your company has a matching gift program, so we can add them to our list! Contact Peter.Johnson@Scouting.org, 301-214-9113