



# 2020 Family Friends of Scouting Unit Leader Guide



## Dear Unit Leader

Thank you for the important leadership you provide to the youth of the Bay-Lakes Council, Boy Scouts of America. Your efforts have a positive impact on the youth of our community and your support is greatly appreciated.

### What is Friends of Scouting (FOS)?

Friends of Scouting is the Bay-Lakes Council's annual fundraising campaign that helps support quality programs for youth throughout the council service area. We rely upon philanthropic support, earned revenue, and our Friends of Scouting Campaign to provide year-round activities and programs for our youth. In addition, we operate several summer camp opportunities, provide support for professional and volunteer training, maintain registration records, and produce program materials to support all these activities. On average it costs \$214 to provide these crucial local support services for just one Scout for one year of program.

### How can you help?

**Our goal is to have 100% participation from all our units and families.**

We are asking for your help by scheduling a presentation in this year's Friends of Scouting Campaign and appointing a Unit FOS contact. We need this support to ensure these vital components of the Scouting experience are possible. We have established an attainable council wide goal of \$300,000 to support the numerous programs of the Bay-Lakes Council. These programs exist to give our youth the opportunity to grow as leaders, citizens, and themselves.

The presentation will be conducted by a volunteer member of your district Friends of Scouting team. This presenter is a unit or district volunteer who inspires leaders, parents, and relatives of your Scouts to invest in the Scouting program. This presenter will share a personal story about Scouting and ask those in attendance to consider an investment of \$214 to support the programs in which your scouts could participate in.

In addition to the programs, training, and camp operations mentioned above, the Bay-Lakes Council is also investing in our facilities through capital projects.

Projected and/or completed renovation projects:

- Construction of the new Welcome Center at Camp Rokilio.
- Plans for a new dining hall at Gardner Dam Scout Camp
- New boat house at Camp Hiawatha
- New shooting sports facility at Bear Paw
- Wi-Fi across camps to help our Scouts and Scouters stay connected
- New Phone system
- New Kitchen equipment
- Kayaks for Gardner Dam Webelos camp
- Bear Paw Dining Hall Sound System
- Storm recovery beyond what insurance coverage



## How your Unit Can Support Friends of Scouting (FOS)

### Unit Presentation

The unit FOS coordinator will be contacted by the District FOS volunteer to establish the base and stretch goal for the unit. During the campaign, the unit FOS coordinator or a district FOS volunteer will explain the campaign and goals at the unit presentation. Families and Unit Leaders will be asked to make a tax-deductible pledge to support the Bay-Lakes Council.

We invite you to take an active role in this endeavor. The results of this support will benefit the Scouts, their families, our communities, and provide a tremendous feeling of accomplishment.

Our professional staff is always accessible to assist your unit with the Friends of Scouting (FOS) plan. By reviewing this guide, you will take the first step to help make the Scouting program sustainable for your unit and the Bay-Lakes Council.

### Unit Fundraising Pages - **NEW**

New for the 2020 campaign the Bay-Lakes Council will provide each unit their own personalized fundraising page to assist in achieving their unit Friends of Scouting goals. This page should be shared with families who miss the presentation, friends and/or family who live outside our local area, alumni from your unit and anyone else who may be willing to make a gift to Scouting, to ensure your unit achieves the 2020 goal.

### Text to Give - **NEW**

New for the 2020 campaign, donors will have the option of making a gift to Friends of Scouting through their smartphone. It is a quick, easy, and convenient way to support Scouting! Donors will simply text the number listed on the pledge form, enter your unit keyword, and be directed to a mobile friendly version of your unit fundraising page.

**Once again THANK YOU for your efforts, and support of Friends of Scouting.**



## How Scouting is Funded

### Bay-Lakes Council is Funded Through:

- Special events – Golf and Clays outing
- Golden Eagle Ask Events
- Product sales (popcorn and nuts)
- Activity fees, camporees, etc.
- Project sales (donated goods & services)
- Foundation grants
- Friends of Scouting donations
- Investment income and endowments
- United Way
- Summer camp fees\*

\*Camping and activity revenue does not cover cost to maintain our facilities. We invest \$950,000 annually in our facilities and Friends of Scouting helps to fund that investment.

### Local Units are Funded Through:

- Weekly or monthly dues paid by the Scouting families
- Unit product sales such as popcorn.
- Chartered organization contributions
- Other money-earning projects approved by the chartered organization and your District Executive

### Bay-Lakes Council Investments:

- Maintenance of 5 camp facilities
- Council Service Center for program support
- Scout Shop that provides recognition, advancement, uniforms, literature, equipment, training etc.
- Insurance to protect Scouts & Scouters
- Processing of registration, advancement, and Eagle Scouts
- Support for disadvantaged Scout families
- Purchase program supplies for youth activities sponsored by Bay-Lakes Council
- Training and recruitment materials for 4,600 volunteers
- Professional Staff

### Local Units Investments:

- Unit activities such as camping and other activities
- Program supplies for unit activities
- Equipment such as tents, camp stoves, and pinewood derby tracks
- Advancements and awards such as rank emblems and merit badges
- Boys' Life magazine subscriptions



## Building a Financially Sustainable Program

*The mission of the Bay-Lakes Council is to instill in young people lifetime values and develop in them leadership skills and ethical character as expressed in the Scout Oath and Law.*

The Scouting program takes place across our Council service area, from the Northern border of Milwaukee County through the Upper Peninsula of Michigan, by providing support to all aspects of the program. There are countless activities taking place all year long. The Bay-Lakes Council offers numerous training opportunities that are just as rewarding, like National Youth Leadership Training, Wood Badge, BALOO and many other leader specific trainings. Despite this high volume of activities, we are one of the leanest Councils in the country.

Ninety-One percent of our operating budget is spent on Program. We are fortunate to offer opportunities that youth in other parts of the country can only dream of. Sadly, our current giving trends are not sustainable. We serve over 19,000 youth in our year-round program but only 19% of families give to Friends of Scouting. There are 519 Traditional Units (Packs, Troops, Crews) in the Bay-Lakes Council but only 328 of those units sells popcorn. We maintain five properties, with four operating summer camp programming but only 31% of eligible Bay-Lakes Council Scouts camp at OUR summer camps. This math leads to reduced opportunities, reduced properties, reduced services, and possibly reduced staff. If we can count on your unit to participate in Friends of Scouting, participate in selling popcorn, participate in Summer Camp program at one of our awesome facilities, we can turn this trend around! Furthermore, as our membership grows, the gap between what we offer and what is sustainable will widen.

### Three ways to make our program sustainable.

- Participate in our Council Summer Program. Camping revenue is 30% of the Operating Budget: We have great facilities that keep getting better and better. Sign up today and promote participation in our summer programming, at one of our great facilities.
- Participate in the Council Popcorn Sale, as your unit fundraiser. We offer a generous commission structure, one of the highest in the country, to help fund every aspect of your unit program. Participation also helps fund the Council so we may continue to provide facilities, staff, and materials necessary for an outstanding Scouting program.
- Participation in Friends of Scouting is vital! With an annual operating budget of \$4.7 Million, approximately \$214 is invested per Scout. During your presentation each family will be asked to support one Scout at \$214. 100% participation is the key to campaign success. Some families will not be able to give at the one scout level, others will be able to give much more. Whichever level suits your families, we ask that they participate at that level.



## Building a Financially Sustainable Program

### Frequently Asked Questions

**Q1. Doesn't the \$60 Annual Registration fee cover the needs of the Council?**

A. The \$60 annual registration fee goes entirely to the national office.

**Q2. How are Friends of Scouting funds used?**

A. Friends of Scouting represents approximately 14% of annual operating budget. These funds are used to provide year-round activities and programs, support and operate camp facilities, provide opportunities for professional and volunteer training, maintain registration records, and produce program materials to support these activities. On average it costs \$214 to provide these crucial local support services for just one Scout for one year of program.

**Q3. What about families in need? An additional gift is a lot to ask.**

A. We know that families cannot all give at the same level. We ask each family to consider giving at whatever level feels most comfortable.

**Q4. I support the council with my time, do I have to give my money?**

A. Thank you for everything you do to help provide an outstanding program. Where do you work? Many companies will donate for every hour that you volunteer or contribute a matching gift for your donation.

B. If giving to Scouting would be too much for your family budget, will you ask friends, family, or Scouting Alumni to consider a gift to Scouting? Anyone can be Friends of Scouting contributor. The Bay-Lakes Council will provide each unit with their own personalized web page and text to give option that should be shared with friends and family anywhere to help achieve the unit goal.

**Q5. Why should I contribute to the Friends of Scouting Campaign? I didn't last year, and all the camps and events still took place.**

A. The Bay-Lakes Council needs your support to ensure Scouting is available to all youth who can benefit from the values taught. Scouting extends beyond your local den or patrol. The values of Scouting travel far beyond your pack, troop, or crew. Scouting will continue to be strong with the support of volunteers and families like yours.



## Unit Friends of Scouting Coordinator

### Position description:

Provide leadership for your unit's 2020 Friends of Scouting presentation. Ensure all members participate by giving the parents of all Cub Scouts, Scouts BSA, and Venturing the opportunity to make a donation to the Friends of Scouting campaign.

**Reports to:** District Family Friends of Scouting Chair

### Responsibilities:

- Assume leadership of your unit's Family Friends of Scouting campaign participation.
- Meet with the district FOS chair in December. Select a date for your unit presentation (January – March) timeframe and confirm your unit FOS Goal. Publicize that date within your unit using Scoutbook, emails, meeting announcements, etc.
- Prepare an accurate unit roster of active members and provide the list to the District FOS Chair or Unit Presenter two weeks before your presentation.
- Mail/Email out a family FOS letter of introduction.
- Attend the District Unit FOS Chair kickoff and orientation at **December Round Table.**
- Communicate with your assigned presenter, handle physical arrangements for the meeting and arrange for introduction at meeting.
- Attend the unit presentation and give your FOS gift.
- Using your roster follow-up and ensure 100% participation with the families of your unit as soon as possible, but no later than the end of March.
- Be a positive ambassador of the district at all functions and support the annual operations of the district.

## Building Heroes Campaign



### Donor Recognition

- Gifts of \$75 or more, donors will receive a round 2020 Friends of Scouting Heroes patch.
- Gifts of \$214 or more will be recognized with a Friends of Scouting Slushie Mug which can be used for \$1 slushies at all Bay-Lakes camps for 2020 summer camp sessions.
- Gifts of \$428 or more will be recognized with a 2020 Friends of Scouting Hero Council Shoulder Strip.
- Recurring gifts of at least \$18/month will be recognized with a 2020 Friends of Scouting Hero Council Gold outlined Shoulder Strip.

### Unit Recognition

#### REQUIREMENTS AND DATES TO QUALIFY FOR ALL AWARDS:

1. Unit signs up by January 11, 2020 for Family Friends of Scouting presentation to be conducted at a large meeting between November 2019 and March 2020.
2. Unit's goal is achieved and turned in to the Bay-Lakes Council Service Center by April 30, 2020.

Base Goal Recognition is available to units that achieve their base unit goal, as calculated by the District Friends of Scouting team, through pledges and cash donations submitted to the Bay-Lakes Council Service Center by April 30, 2020. These units will receive the following opportunities:

Recipients of this award qualify for **FREE CLOTH RANK ADVANCEMENT BADGES\*** only (does not include belt loops). Free advancement items apply from the date a unit achieves their goal (with donation totals turned into the Bay-Lakes Council Service Center) until March 31, 2021.

- Once the unit's achievement of its base goal has been verified, a letter will be mailed to the Unit Leader/Committee Chair confirming their award.

Stretch Goal Recognition is available to units that achieve their stretch unit goal, as calculated by the District Friends of Scouting team, through pledges and cash donations submitted to the Bay-Lakes Council Service Center by April 30, 2020. These units will receive the following opportunities:

Recipients of this award qualify for **free cloth rank advancement badges\*, Cub Scout Required Adventure belt loops, merit badges, TRUST Award, Ranger Award and Quest Award only**. Free advancement items supplied from the date a unit achieves their goal (with donation totals turned into the Bay-Lakes Council Service Center) until March 31, 2021.

- Once the unit's achievement of its stretch goal has been verified, a letter will be mailed to the Unit Leader/Committee Chair confirming their award.

\*Rank advancements only include: Cub Scout ranks: Bobcat, Lion, Tiger, Wolf, Bear, Webelos and Arrow of Light; Scouts BSA ranks: Scout, Tenderfoot, Second Class, First Class, Star, Life and Eagle; Venturing: Venturing Award, Discovery Award, Pathfinder Award, and Summit Award.

**\*\*ADVANCEMENT REPORT FORMS ARE REQUIRED TO BE SUBMITTED FOR ALL OF THE ABOVE ADVANCEMENT ITEMS\*\***





## FAMILY FOS LETTER OF INTRODUCTION - EXAMPLES – AVAILABLE ON FOS WEBPAGE TO COPY AND PASTE TO YOUR FAMILIES

Month/Day/Year

Dear Cub/Boy/Venture Scout 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 for (Date, Time and Location). We are very proud of all of the Scouts' achievements and extremely appreciative of all the parental involvement.

During the (banquet, Court of Honor) a volunteer from (special guest) will briefly discuss the annual Friends of Scouting (FOS) campaign which helps support the cost of Scouting for all involved. Therefore, we 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 Bay-Lakes Council, which serves more than 19,000 youth, provides numerous benefits to all of our youth and adult volunteers. A few of these benefits include: operating our summer camps including Bear Paw Scout Camp, Camp Hiawatha, Camp Rokilio, Gardner Dam Scout Camp. Some of the improvements this past year at our beautiful camps, include: Constructions of the new Welcome Center at Camp Rokilio, new boat house at Camp Hiawatha, new shooting sports facility at Bear Paw. Friends of Scouting provides these benefits to our Scouts, as well as numerous at-risk youth throughout the Bay-Lakes. Our Pack/Troop goal for FOS this year is \$\_\_\_\_\_. Our goal is to have 100% participation at the level you and your family are comfortable with. The Bay-Lakes Council annually spends in excess of \$214 per boy, while the registration fee is only \$60.

I agreed to serve as our Unit Family FOS Chair and solicit contributions because I believe in the Scouting program and its positive impact on my family. 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. If you aren't able to make it, please visit our unit's fundraising page to make a gift there, you can also share it with your family and friends, [www.uniqueuniturl.com](http://www.uniqueuniturl.com)

Thank you for your support.

Sincerely,

(Unit Coordinator's Name)

(Unit Leader's Name)





## **FAMILY FOS FOLLOW-UP LETTER - EXAMPLES – AVAILABLE ON FOS WEBPAGE TO COPY AND PASTE TO YOUR FAMILIES**

Dear (Scout parent),

Prior to our last unit (pack/troop/post/crew) meeting, you received a letter concerning contributing to the Bay-Lakes Council, Boy Scouts of America. At our Unit presentation meeting, we raised \$ \_\_\_\_\_ of our goal of \$ \_\_\_\_\_ from those parents who were present. We are pleased about our progress to date, but there is more to be accomplished.

As we have not received a contribution from you at this time, I wanted to emphasize once again the importance of your support of the Scouting program. The Bay-Lakes Council helps make our pack/troop/crew program a success. The Council provides the Center for Scouting, four first-class camps, program support, activities and training for youth, their leaders and professional support. The enclosed brochure explains more fully where funds come from, how they are spent and the services that are provided to your unit.

Please take a moment to examine this information and to complete and mail your pledge card at your very earliest convenience or you can give securely by texting (844) 615-4269 and using keyword unit. You can also visit our unit fundraising page at (link). As your pledge will affect our unit goal achievement, if we have not heard from you within a week, we will call you. We are eager to tally our results and submit them to the District.

Once again, thank you for your consideration of this request. If you have any questions, please call me at (\_\_\_\_) - \_\_\_\_\_ Together we can help deliver the promise of the Scouting program. please visit our unit's fundraising page to make a gift there, you can also share it with your family and friends, [www.uniqueuniturl.com](http://www.uniqueuniturl.com)

Sincerely,

(name)

Unit Friends of Scouting Coordinator