

# 2021 UNIT FLIGHT DIRECTOR



# Friends of Scouting

Friends of Scouting is the annual fund investment campaign through which our Scouting families join with others in the community contributing toward the council's annual operating expenses. The annual FOS campaign is vitally important to the continued successful operation of the Bay Lakes Council and is particularly important this year as we all work through the challenges and impact of the pandemic. Our council is supported by funds from generous businesses, individuals, and large percentage of this comes from those who benefit most from Scouting, our Scouting families. Families who see the value in Scouting and what it does for their child.

## The Need

All youth and family activities require a financial investment. This is true of after school programming, youth serving organizations sports, church camps, and it is true of Scouting. The Bay Lakes Council is an independent non-profit organization serving Scouts, their families and adult leaders throughout much of Wisconsin and Michigan's Upper Peninsula. A volunteer board representing all areas of our council meets regularly to develop programming, manage camp properties, identify and secure resources, support unit leadership and the delivery of a high-quality Scouting experience to every registered Scout and his or her family. The Council is divided into eight Districts, each with a volunteer committee that plans events and programs and works to support individual units on a local level. Our Council employs professional staff members to maintain and operate our camp programs and properties and support the work of our unit and District volunteers. Funding is essential to providing our young people who are growing up in a challenging world, a positive developmental experience.

Each unit develops an annual program of meetings, activities and outings with the help of volunteer leadership and input from Scouts and their families, then determines how to raise the funds needed to support and deliver that program. Our Council follows that same process, but in addition to program expenses, must also plan for:

- Fees to the national BSA to maintain our Council Charter
- Program, personal injury and property insurance
- Maintenance of office and camp facilities
- Professional staff to support units and District operations
- Provide volunteer training and support
- Plan for product sales to support both individual units and the Council

Everything done at the Council level is meant to support individual units, the Scouts and the volunteers who experience Scouting firsthand. It is no secret that the global pandemic has impacted unit programming, membership recruiting and retention. It has also impacted our Council. Many of the sources of funding upon which the Council depends have also been impacted, including reductions in summer camp, year-round programming, fund raising programs and product sales. None of the registration fees paid by individual Scouts or Scouters go to the Bay-Lakes Council; they are all paid directly to the National BSA. Our Council does not assess annual fees along with charter renewal as many other Councils do. It is more important than ever that we hold a successful Friends of Scouting campaign.

# The Flight Director's Role

The purpose of a Friends of Scouting Flight Director is to work with unit leadership to plan and prepare the Pack, Troop or Crew for a successful FOS appeal in which the unit reaches or exceeds their stretch goal and involves most families. Traditionally, each unit hosts a presentation, often by someone outside of the unit. It is more effective when the unit takes ownership for its appeal and manages the process. The Flight Director will help determine the most effective way to reach families and invite their participation in the campaign. This may take the form of individual calls or contacts with each family including support materials, or presentations either in person or virtually. Units will have two formats of presentation to choose from while adapting to a COVID environment. Flight Directors will bring their enthusiasm for Scouting into doing the planning, communicating, and execution of the unit's Friends of Scouting campaign. With the support of district professionals and volunteers we will make the 2021 Friends of Scouting Campaign successful.

## Goals

1. Every Scouting family will be contacted directly by the Flight Director or others within the unit, with follow-up and support materials as needed.
2. Every Scouting family has an opportunity to give – it is essential that all families are made aware of Friends of Scouting, the need, unit goals, and has an opportunity to participate whether or not they can attend a presentation
3. Every Scouting unit hosts a campaign appeal – the nature of the presentation or appeal, timing within a range of dates, and control reside with you and your unit.

In order to receive the greatest value through the incentive program, at least 60% of the unit's registered families must contribute something and the unit must achieve its stretch goal. Family participation is essential to the success of the campaign.

## Where to Start

- Meet with your unit leaders to decide if the unit will have a virtual or an in-person presentation or contact each family individually and determine what steps you will take.
- Decide on who will do the presentation; a unit volunteer or someone from the district leadership. Often, a unit volunteer or leader will provide a more effective presentation to families and can tailor it to the local unit experience.
- Plan Date, Time, and Location/Method of delivery.
- [Register here for the Unit FOS Presentation](#)



# Resources

All materials are available on the 2021 FOS webpage:

[www.baylakesbsa.org/2021friendsofscouting](http://www.baylakesbsa.org/2021friendsofscouting)

- 2021 FOS brochure (available electronically and in print)
- Pledge cards (available in print). New this year – each unit has their own individual FOS link. All are found on webpage. Also available – Text to give. Each unit has an individual code, Text “Pack 0001” to 844-615-4269 to be directed to units giving page
- FOS Video
- Sample Email to send to families before the presentations (linked to FOS webpage)

## The Plan for In-person

### **Before the Presentation**

- Complete "WHERE TO GET STARTED"
- Communicate with parents by email and/or phone what the annual Friends of Scouting campaign is and when and how it will run in your unit. Ask them to consider whether they are in a position to support Scouting this year. In the communication, send the individual unit FOS link for parents and others to donate directly online (found on [www.baylakesbsa.org/2021friendsofscouting](http://www.baylakesbsa.org/2021friendsofscouting))
- Communicate with past donors from your unit and ask whether they will support the FOS campaign with a similar or larger gift again this year. You can obtain a list of donors from your District Executive. Those families whose youth members have aged out or are no longer in Scouting may still support your unit campaign.
- Talk with unit adult leaders about the importance of their support, both encouraging families to participate and making a personal donation themselves. You can share with the unit the dollar total raised from prior donors and leadership and how close to the unit goal you have already come as you prepare them for the presentation.
- Schedule the presentation to happen at a parent’s meeting like a Blue & Gold or Court of Honor with high parent participation
- Set a date and time before your presentation to get the materials needed for the in-person presentation.
- 1 week before presentation make sure the agenda for the meeting has the Unit FOS Presentation at the beginning or in the middle and is allotted 10 minutes (5-8 minutes for the presentation and the rest of time to get pledges and donations turned in).

## Day of Presentation

- Provide a warm introduction for the presenter or introduce yourself.
- Assist with the presentation and physical arrangements.
- Help distribute pledge cards to families and guests at the presentation.
- Conduct meaningful presentation via script outline or show video
- Track presentation attendance compared to your Unit roster and the pledge cards received.
- Record the pledges on the Audit Form. All money should be recorded on the audit form and then pledge cards, audit form and monies go in the envelope.
- Announce results, let unit know how close to goal they are, ask if anyone can help get there
- Follow-up with families that missed the presentation or didn't turn in a card.
- Within two weeks of the presentation take the envelope with the other FOS materials to the Scout Office or contact your district representative for pick up.



## The Plan for Virtual

As the Unit Friends of Scouting Flight Director you choose how you would like to do the Friends of Scouting presentation and unit appeal virtually. Make sure you have a plan to get resources to the unit's leaders, families, and alumni that you will be asking for Friends of Scouting donations.

### Before the Presentation

- Complete "WHERE TO GET STARTED" on Page 2.
- Communicate with parents by email and/or phone when the annual Friends of Scouting Presentation will be. In the communication, send the individual unit FOS link for parents and others to donate directly online (found on [www.baylakesbsa.org/2021friendsofscouting](http://www.baylakesbsa.org/2021friendsofscouting)).
- Communicate with past donors from your unit and ask whether they will support the FOS campaign with a similar or larger gift again this year. You can obtain a list of donors from your District Executive. Those families whose youth members have aged out or are no longer in Scouting may still support your unit campaign.
- Talk with unit adult leaders about the importance of their support, both in encouraging families to participate and make a donation.
- You can share with the unit the dollar total raised from prior donors and leadership and how close to reaching the unit goal you have already come as you prepare them for the presentation.
- One week before the presentation make sure the agenda for the meeting has the Unit FOS Presentation at the beginning or in the middle and is allotted sufficient time (5-8 minutes for the presentation and the rest of time to pledges and donations turned in.
- Conduct meaningful presentation via script outline or show video.

- Follow-up with any family not in attendance via personal emails and phone calls.
- Announce at the next meeting results and make another ask if need be to get the unit to stretch goal.

## Presentation

### Presentation Outline

- Intro
- Why Scouting (Personal story)
- What FOS Supports (Pick 2 or 3 from the following that are important to your unit).
- Make the Ask- at least something from each family, suggest \$401
- Place emphasis on family participation, helping Scouting to thrive during a difficult year as we deal with the impact of the pandemics Council, unit goals and benefits for reaching those goals.
- Share Unit Opportunities – this will be different for each unit
- Base Goal – unit receives free cloth rank advancement and \$50 trading post credit at any BLC summer Camp
- Stretch Goal – unit receives free cloth rank advancement, belt loops, merit badges and 1 free youth summer camp fee to any BLC Camp
- Thank Group

### What does Friends of Scouting Support?

- Strategic and long-term planning to grow Scouting
- Maintenance and operation of 5 camping properties
- District Activities (list a few)
- Processing of all membership and advancement records
- Leader workshops and training programs
- Recruitment materials, and plans
- The Council Service Center
- Scholarships for camp fees and registration
- Professional and administrative support for unit leaders and parents Subsidized accident insurance to all youth and adults involved in the program

