



BAY-LAKES COUNCIL, BOY SCOUTS OF AMERICA



2022 FRIENDS OF SCOUTING

UNIT COORDINATOR MANUAL



What is Friends of Scouting?

Friends of Scouting is the Bay-Lakes Council's annual fundraiser through which our Scouting families join with others in the community to contribute toward the Bay-Lakes Council's annual operating expenses.

The Need

The annual Friends of Scouting (FOS) campaign is vitally important and central to the continued successful operation the Bay-Lakes Council and is particularly important this year as we are still working through the challenges of the pandemic. The Council maintains 5 camp properties, our Center for Scouting, hosts trainings for both youth and adults, supports programs such as: Summer Camp, Dadventure, Camporees, Pi Day, Maple Syrup Days, Scouting for Food, Winter Amidsips, Bay Jammer, and much more! Without support from our families and friends, the Bay-Lakes Council won't be able to offer the quality programs, trainings and keep our camp properties & programs at the quality level our units, Scouts, volunteers, and families have come to expect.

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. 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 Plan

Each unit agrees to participate in the 2022 Friends of Scouting Campaign with the goal of reaching the unit's Stretch Goal. The District & Council will provide each unit with tools and resources to reach their Friends of Scouting goals and to do so in a timely manner. Each unit will confirm with Sally or Marlyn who their Friends of Scouting Coordinator will by Monday, January 10th (name, email, & phone number).

It is important that every family have an opportunity to support the Friends of Scouting Campaign. Of course, we would love for every family to make a donation, but we also know that isn't something all our families can do, so we are encouraging every family to invite others to support Scouting by sharing their unit's Friends of Scouting Website via email and or social media. This is best done by sharing what Scouting means to them or how their family has been impacted by Scouting. Here is your link: www.baylakesbsa.org/ship5050fos

The Friends of Scouting (FOS) Coordinator

Each unit should have a Friends of Scouting Coordinator. The coordinator will be the face of Friends of Scouting for the unit, they will be the main communicator and cheerleader.

- Responsibilities of the Friends of Scouting Coordinator
 - With unit committee chose to host your unit's FOS Campaign in February or March
 - Confirm with Sally via email which month you choose Sally.Bork@scouting.org
 - Once plan is set, communicate with unit families, leadership, & alumni the plan and what to expect.
 - Host a FOS kick-off the first week of the month you choose
 - Share unit goals & incentives with families, leadership & alumni with unit FOS website
 - Follow up & update Scouts & their families unit progress toward goals
 - Role model on social media and elsewhere what you are asking families to do

Timeline

- January 15th Confirm Unit FOS Coordinator & which month unit run their campaign with Sally
- Either 1st week or February or March Host Kick-off
- Reach goals by March 31st
- If goals not reached by March 31st communicate with Sally or Marlyn to set plan to get unit to goal

Goals

- The Lakeshore District has a Friends of Scouting Goal of \$28,000
- Each Unit in the district has a base and stretch goal, with incentives for reaching or exceeding those goals. Part of the stretch goal is a participation percentage. Please see the attached unit goal incentive document for details.

Your unit goals are: **BASE: \$XXX Stretch: \$XXXX**

Resources

All materials are available on the 2022 FOS webpage: <https://baylakesbsa.org/2022fosls/>

- 2022 FOS brochure (available electronically and in print)
- Pledge cards (available in print)
- Unit FOS Link: www.baylakesbsa.org/ship5050fos
- Text to give unit's code: "Pack 0001" to 844-615-4269 to be directed to units giving page
- Sample Email to send to families before the presentations

We have also attached those resources in the same email you received this document

