Family Campaign

Description and Rationale

WHO

The goal of the FOS Family Campaign is to educate parents on the purpose of Friends of Scouting and explain the benefits their unit, family and Scout receive from the Council. Although participation is voluntary, it is desired that every Scouting family contribute to the Friends of Scouting campaign to the best of their ability.

WHEN

Family presentations are scheduled during the months of January - May. Ideally, the presentation will occur at a gathering that attracts the greatest number of parents such as a Blue & Gold Dinner, Court of Honor, parent meeting or family orientation night.

WHERE

A meeting room with projection capabilities is recommended and internet access is ideal to gain maximum benefit from the presentation.

HOW

An email will be sent to all families indicating the date, time and place of the gathering with notification that the Friends of Scouting presentation will be held. Families are asked to consider their gift and a link to give online will be included in the email. Personalized pledge cards with a suggested donation amount will be distributed at the event prior to the presentation. An informative video explains the importance of supporting Scouting and the benefits of the Council on units and families. A trained presenter tells a personal Scouting story and makes the “ask.” Regardless of their ability to contribute, everyone that attends a presentation will have a better understanding about the resources available to them from the Council. A text-to-give option allows for immediate recognition with a projected thermometer indicating the name of donors. Concluding the presentation, pledge cards are collected and all pledges entered on an audit sheet before being returned to the district FOS chair. Tokens or prizes are an effective way to get immediate response.