

FOS 2019 PRESENTATION OUTLINE

SIMPLIFIED PRESENTATION W/ 2019 VIDEO

- Introduce yourself (as a volunteer and a supporter of Scouting)
 - Share 2018 unit FOS numbers & thank unit for support last year
- Show video
- After video, cover these main points
 - We need **to average \$100 per family** (that's only \$8 per month). We are hoping that 100% of families give at least something (even \$25) to FOS.
 - We encourage families to sign up for sustainable giving program (ongoing, periodic giving) – our **Evergreen Circle**. We have thank you awards for various giving-levels.
 - If they choose not to give at this time, please write \$0 on FOS form and return
 - We would like to collect as many FOS forms tonight as possible
- Stress the importance of Fundraising for MDSC
 - **40% of the operating revenue for our local council comes from fundraising.**
- **Approach A** (warm, good feeling stories, etc.):
 - Give examples of scouting success stories, etc.
- **Approach B** (use this if you have used Approach A in past years but the unit is not reaching their goal/potential.):
 - **When we fail to make our goals bad things happen**
 - In 2015, MDSC fell short of our total fundraising goal by \$85K. As a result the council board had to:
 - Laid off one Field Support staff (she did advancement records, insurance, popcorn orders, etc.) and combined two districts. That means less staff to support cubmasters, scoutmasters, and their packs & troops.
 - Stop paying for Accident and Sickness Supplemental Insurance for all units. Now they have to buy it on their own for 3x the cost.
 - In 2016, MDSC fell short of our total fundraising goal by \$120K. As a result the council board had to:
 - Lay off two more people (our comptroller and our finance clerk). Our clerk did among other things, all the unit requested Certificates of Insurance, reimbursement for volunteer leader program expenses, field support, etc.
 - In 2017, MDSC fell short of our total fundraising goal by \$85K.
 - In 2018, MDSC fell short of our total fundraising goal by \$175K.
 - **We can't afford to keep cutting staff, program, and supplies and still have an effective Scouting program in our area.**
 - **In the U.S. 260 scout councils average more than 50% of families donating to the FOS campaign. MDSC averages 28%. The key to our success is having more families contributing to FOS. If we could have twice as many families supporting Friends of Scouting, we could have an extremely strong local Scouting program! Please help us achieve that result!**
- Thank everyone for their support of Scouting and FOS

Text to Give: TO: enter **41444**, then text **FOS023**. (as in **F**riends **o**f **S**couting, council # **023**).

Online w/ QR Code: <https://app.mobilecause.com/f/cxh/n>



For more information, please contact:

- Meridian District: FOS Chairman, Adrienne Watkins, at adriennewatkins@hotmail.com; C: 925.984-3770;
- MDSC Development Director, Trish Ferenz, at trish.ferenz@scouting.org; O: 925.674.6115.

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PRESENTATION WITHOUT 2019 VIDEO

(NOTE: showing the video is highly recommended)

- Introduce yourself (as a volunteer and a supporter of Scouting)
 - Share 2018 unit FOS numbers & thank unit for support last year
- When you pay your child's BSA registration fees and unit dues, this money only goes to:
 - BSA National Office (\$33) for national scouting programs, high adventure camps, and training development
 - Your pack/troop/crew/team to help pay for operations, awards, and activities.
 - **None of that money helps MDSC for Scouting on the local level.**
- MDSC spends approximately \$250 per Scout each year for the local Scouting program
- So the REAL TOTAL COST of Scouting is \$350-\$450 per scout per year
 - Your registration fees and unit dues only cover about half the REAL COST of Scouting
 - That leaves MDSC with a deficit that needs to be met
 - MDSC depends on families and others help meet that need
- Why does Scouting do funding this way?
 - To keep the fees and dues as low as possible to include all Scouts in the Scouting program regardless of their economic resources
 - To allow families that have the resources to help make donations, each giving to their ability
 - As a donation, your gift is tax deductible to a 501(c)(3) organization
 - It provides an opportunity for families to give back to Scouting and show their support
- Friends of Scouting (FOS)
 - FOS is the annual campaign to raise critical funds that pay operating expenses of our local council
 - FOS provides about one third of the money for MDSC to operate the programs, staff, camps and facilities for the local Scouting program
 - FOS is absolutely vital to the operation of our local Scouting program
- How does MDSC use its donations and why is it important?
 - Maintain and operate great camps and training facilities that offer
 - "Outdoor classrooms" in which Scouts have fun, learn leadership skills, and develop into better young men and women
 - Summer camp for Cub Scouts, Boy Scouts and Venturers
 - Facilities for year-round weekend camping
 - Weekend camping for Cub Scouts and their families
 - Outdoor training for adult leaders and Scouts
 - Support parents and volunteer leaders
 - Program development and resources
 - Council and district activities
 - Training and advancement support
 - Scout trading posts and customer service centers
 - Provide Scouting to youth in at-risk neighborhoods
 - Provide a trained professional staff
 - Program support and assistance to our 5,500 volunteer leaders
 - Organize membership recruitment
 - Support charter partners
 - Advise and support district committees
 - Create Scouting contacts in the community

- Protect volunteer leaders with liability insurance
- Provide camp scholarships

- The importance of Fundraising for MDSC
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- Approach A (warm, good feeling stories, etc.):
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- Approach B (use this if you have used Approach A in past years but the unit is not reaching their goal/potential):
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 - We can't afford to keep cutting staff, program, and supplies and still have an effective Scouting program in our area.
 - In the U.S. 260 scout councils average more than 50% of families donating to the FOS campaign. MDSC averages 28%.
 - The key to our success is having more families contributing to FOS. If we could have twice as many families supporting Friends of Scouting, we could have an extremely strong local Scouting program! Please help us achieve that result!
- Thank everyone for their support of Scouting and FOS
- Suggested donation amount
 - For 2019 we need to average \$100 per family, that's only \$8 per month!
 - We encourage families to sign up for sustainable giving program (ongoing, periodic giving) – our **Evergreen Circle**. We have thank you awards for various giving-levels.
 - A donation of \$250 is ideal and helps average out donations for families that are unable to contribute as much in our council. If that is not possible, any amount helps support Scouting.
 - Our goal this year for Pack/Troop/Crew/Team _____ is to have 100% of families to contribute to Scouting and to average \$100 per family.
- Donations to the FOS program may include:
 - Payment by check or credit card
 - Online payment via credit card
 - Pledge now and pay later (MDSC will send a reminder)
 - Consider distributing your donation over the year – either monthly or quarterly
 - Encourage the families to make a donation or pledge that night

- Matching gifts
 - Many corporations match gifts made by their employees
 - Some companies give financial contributions on behalf of the time given as a volunteer.
 - Check the Matching Gifts section to see if your corporation is on the list
 - If you are unsure of company matching, check the “don’t know” box and list your company. MDSC will find out for you.
- FOS Forms and Brochures
 - Use the FOS Pledge Cards or FOS Brochure forms for ALL families. Don’t forget unit leaders with no scouts, too.
 - If using the FOS Brochure forms, put the FOS label for each family (available from Adrienne based on your unit roster) on the FOS Brochure form.
 - Information and the FOS Brochure is also available at: <https://www.mdscbsa.org/giving/>
- Thanks
 - Thank the families and the Scout leaders for their support of FOS and the Scouting program

FILE: FOS 2019 Presentation Outline.docx