

Suwannee River Area Council, BSA

2021 Family FOS Kickoff



Thursday, January 14th, 2021
ZOOM

Family Friends of Scouting Kickoff

January 14th, 2021

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- Council Expenses

Allen Blay
Family FOS Chairman

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David Mwamba
Senior District Executive

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Terry Whitaker
Scout Executive

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Allen Blay



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Scouting is Free

Here's one interesting way to view Friends of Scouting. This is from Clarke Green, a Scouting volunteer who blogs and podcasts about Scouting.

"This is how I make our annual Friends of Scouting appeal to our families:

I volunteer on our borough planning commission. When someone complains about their water bill, I point out that our water is free; it's the pipes that cost money.

The system that makes water safe to drink, keeps the water mains flowing and treats waste-water all cost money, but the water itself is free. Your water meter measures the load you put on the system, and we charge accordingly.

Scouting, like water is free. Books, badges, uniforms and tents and food cost money, but the camaraderie, achievement and adventure, are all free.

The vast majority of people who deliver Scouting, the places we meet and even some of the places we camp come with no charge. We do have a Council service center, a staff and camps that all cost money to maintain and are vital to delivering Scouting. Each are important parts of a virtual pipeline.

Most people will never visit the waste-water treatment plant nor think much about the system that delivers water to their home. They simply turn on the tap and expect water to be there. Most parents will never see the network that supports Scouting - they simply expect Scouting to be there.

Delivering the promises of Scouting costs money. Water meters read the meter and decide what they owe to keep the pipeline maintained. Only you can measure what your son gets from Scouting and translate that into dollars and cents."

What are some of the things our council spends money on each year?

- Year-round Property, Building and Equipment maintenance at the Council Service Center and Wallwood Boy Scout Reservation
- Program supplies (for example: Council and District activities, flyers for sign ups, etc.)
- Utilities at the Council Service Center and Wallwood Boy Scout Reservation
- Program Support Staff, which includes nearly 40 part-time, seasonal, and full-time employees (this includes the summer camp staff)
- Printing (for example: Sign Up Flyers and Program Flyers)
- Camp and Activity Scholarships
- Postage and Shipping
- Telephones
- Liability Insurance for Officers, Directors and Volunteers
- Property Insurance
- Maintenance of Office Equipment (including service contracts)
- Training Equipment and Supplies
- Financial Assistance to Scouts in Need (Registration, Uniforms, and Camperships)
- Scouting For At Risk Youth (Camp Fees, Handbooks, Uniforms, and Program Supplies)
- Cost of Annual Popcorn and Camp Card Sale

IT'S FAMILY FOS TIME AGAIN!

At this time each year, Cub Scout Packs, Scouts BSA Troops and Venturing Crews are scheduled for a short Family Friends of Scouting presentation to be conducted during Blue and Gold Banquets, Troop Courts of Honor etc.

What is Family Friends of Scouting (FOS)? It is the opportunity for parents of Scouts to participate in the Friends of Scouting Campaign. Your Council relies on FOS dollars to stay in operation each year. In fact, FOS provides over 40% of the Council's operating budget, which is over \$600,000.

Family FOS is quite simply, dollars given by parents and leaders of Scouts and Venturers made by a pledge taken at a Blue and Gold Banquet or Court of Honor.

Each unit should designate an adult to be the Family FOS Representative who is responsible for Family FOS promotion within their unit and follow-up with parents who were absent for the Presentation.

The Presentation should be made by a member of the Council Family FOS Team, however, promotion in the unit should be made by the Family FOS Representative and endorsed by unit leadership.

The Family FOS Representative plus one other adult leader should plan to attend the Kickoff.

Who: Family FOS Unit Representative

What: Family FOS Kickoff

When: January Roundtable

Unit Family Friends of Scouting Representative

Job Description

1. Attend the Family FOS Kickoff at the January Roundtable.
2. Along with the unit leader, support and endorse Family FOS to your unit's leadership and families.
3. At the unit's presentation, make a show of support to the families, by visually turning in your own pledge card in front of the unit.
4. After the presentation, and the cards are taken up, with the FOS presenter, check the supplied unit's roster, against the cards received, (writing in any new boys onto the roster). Check off the families that you received a card from.
5. The scouts and leaders not checked off will need to be contacted by you within the following two weeks, and asked by you to make a pledge to the campaign toward the unit's goal of 100% participation.
6. Turn in the cards of those families to your Professional Scouter, within two weeks following your unit's presentation.
7. Receive the unit's "100% of Goal" ribbon at the following month's Roundtable meeting.



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SAMPLE LETTER/EMAIL – UNIT FOS CHAIR TO FAMILIES

(Insert Date) Note: Everything in parenthesis should be customized by units.

Dear *(Scout Parent name)*,

We are so happy to have your family in *(Unit type and number)*. We hope your child is having fun and we hope you are enjoying what Scouting has to offer!

Across our community, Scouting continues to make a positive impact on the lives of more and more young people. Thousands of youth are experiencing life-changing thrills, overcoming challenges and helping others in meaningful ways.

At our upcoming *(Blue and Gold/Court of Honor)*, a member of our larger Scouting family will come speak to our families about “Friends of Scouting” or FOS. FOS is the Council’s annual opportunity to share with us the story of Scouting’s impact and to ask for financial support for 2021. Just as your church or school might do, Scouting asks its families to consider making an annual contribution of support.

Your FOS gift will help provide:

- ◆ Camp facilities for year-round outdoor fun
- ◆ A Scout Service Center that coordinates activities and provides customer service
- ◆ Local programs and activities, where costs remain low because of FOS support
- ◆ Training for volunteer leaders
- ◆ Camp scholarships, uniforms, and registration fees for at-risk youth
- ◆ Professional staff who counsel, guide and support your volunteer leadership
- ◆ Liability insurance to protect your chartered organization, youth and adult members

When considering a gift to Scouting, please note that last year it costs the Suwannee River Area Council over \$450 to provide one year of quality Scouting to each youth member. The Council program fee helps offset those costs, however, your annual registration fee is submitted directly to the National Office and your dues support our *(Pack/Troop/Crew)* operations.

I hope that you will join me in supporting Scouting through Friends of Scouting. We will earn a ribbon for our *(Pack/Troop/Crew)* flag for participating and we will earn another ribbon when we reach our goal.

If you are unable to attend our *(Blue and Gold/Court of Honor)*, please help our *(Pack/Troop/Crew)* achieve 100% family participation by letting me know you’d like a pledge form.

Thank you,
(Volunteer Name)
(Scouting position)

ELEMENTS OF A SUCCESSFUL PRESENTATION

- Scheduled early with unit leadership (Nov. or Dec.)
 - they have time to prepare for us
 - if we're on the agenda, we're not interrupting
- Unit has a "FOS Family Unit Representative"
- Touch base with the key unit leader a few days in advance.
Reconfirm the time, place and location.
- Presentation occurs early on agenda, but not during a meal
- Let your audience "feel your conviction" (but remember they have to hear you first!)
- "Helpers" recruited (pass out/collect)
 - younger Boy Scouts
 - older Cub Scouts
- Remember that the "endorsement" is the most important part.
When touching base with the key unit leader, ask who will be endorsing FOS after your presentation.
- A pledge form is turned in for every attendee (family)
- Roster checked after presentation or meeting and pledge forms given to unit representative for follow up
- Participation ribbon and 100% ribbon are presented when appropriate
- Cards from absentees turned in within 2 weeks to office

2021 Family Friends of Scouting Script

1. Good evening and thank you for inviting me to speak tonight about Scouting, not only here in {community name}, but throughout the 13 counties in our Scouting service area.
2. (Introduce yourself, share your role in Scouting, and insert personal story as to why you believe in the Scouting program)
3. While all of you are part of (Pack or Troop #), you are also part of our larger Scouting family; The Suwannee River Area Council, BSA. You can be very proud of the services Scouting provides to over 1,200 Scouts and nearly 600 Scout Leaders in our Council.
4. Your child is involved in an excellent (Pack or Troop) and the work of the adult leaders provides a quality program. Let's take a moment and give your adult leaders a round of applause for their dedication to Scouting. {Lead applause}
5. Each year at this time, we approach business and community leaders, Scouting alumni and Scout families to ask for their support in Friends of Scouting. Because of support from families like you, Scouting continues to be the premier youth program in America.
6. **Our Council provides many services** to this (Pack or Troop), its leaders, and the boys that some of you may not be aware of. These services are necessary for you to enjoy Scouting and for Scouting in the area to be made available.
 - A. Last year, the Suwannee River Area Council spent over \$450 to support each youth through scouting and the Council supports this (Pack or Troop) by making certain that all adult leaders have the tools necessary to offer the best program to our youth. This includes insurance, training and customer service by Professional Scouters.
 - B. We maintain a service center that provides administrative services and a retail Scout shop for all our Scouting volunteers and families. We also maintain a 600+ acre camping facility, Wallwood Boy Scout Reservation. Our utility bill for our properties is about \$31,000 a year!
 - C. In 2020, thanks in part to families like you, our Council has continued investing in maintenance and improvements at camp.
 - D. **Financial Assistance to Scouts in Need** – finally, we all know there are Scouts in need throughout our area. The council will set aside funds so that no boy will be turned away from Scouting for financial reasons.
7. Friends of Scouting is our largest single income source for the Suwannee River Area Council and must raise approximately 40% of the funds it needs to stay in existence from individuals like you. Your annual registration fee is submitted directly to the National Office and your dues support your (Pack/Troop/Crew) operations.
8. To summarize, the money we raise is very critical for Scouting to continue in this area. **We need your help more than ever!**

9. At this time, I would like to ask my helpers to pass out the pledge forms to each family here. **We would like to get your response tonight** as how you can help Scouting this year. We are not asking how much you can give now, but rather what you can give between now and December 31st. **It cost our Council \$450** to put a child through Scouting each year and would like to ask each family here to **consider a gift of \$350 to sponsor one scout or consider a gift of \$175** to help offset that cost. You could pledge this and pay a little each month or even put it on your credit card. Some of you may give less than that (which is appreciated) and some may do more (which is needed). There are options on the form for everyone's comfort level and ability. You can break your pledge down so that it only cost a few dollars each month (the council can send you an invoice). Regardless, we certainly appreciate your support, which of course is tax-deductible. **The Eagle Club** is a great way to recognize someone (like your son or his leader), which is our Council's recognition program for gifts of \$500 or more (hold up Eagle Statue). If you are capable of joining the Eagle Club, I hope you'll consider the strong impact it will have on Scouting.

10. If you would, please take a few minutes and fill out your pledge form. **Does anyone need a pen?**

(Make sure everyone has started filling out their pledge form and then begin reviewing Recognition Levels/Items)

- \$175 = Council Shoulder Patch
- \$250 = Council Ball Cap and Council Shoulder Patch
- \$350 = Council logoed 20oz RTIC Cup, Council Ball Cap and Council Shoulder Patch
- \$500 or more = Eagle Club Member (Statue/Eagle Club Social) plus items from each level

11. Whether or not you are making a pledge tonight, we ask that you please return your pledge form with your name and unit number. This ensures two things:
- A. All Families have had the opportunity to participate and your unit will receive it's 100% of Goal Ribbon at the next Roundtable
 - B. We will not call you in our wrap-up campaign later this year

12. As you complete your pledge forms, please hold it up and one of the Scouts will come by and collect it.

(When you have collected all the pledge forms, present the unit leader/Senior Patrol Leader with their participation ribbon)

13. I would like to present your Unit Leader/Senior Patrol Leader, _____, with this Family Friends of Scouting participation ribbon for your (Pack or Troop) flag so that everywhere you go, people will know you are true Friends of Scouting.
14. Thank you for your time and enjoy the rest of your evening.

Suwannee River Area Council, Boy Scouts of America
2021 Friends of Scouting – Family FOS Campaign

Unit Information

Unit: Pack _____ Crew _____
 Troop _____ Post _____

Unit Rep. Name: _____

Phone: _____

E-Mail: _____

Blue & Gold or Court of Honor Information:

Date: _____

Time: _____

Location: _____

Please return this form at the Family FOS Kickoff or to a Council Staff Member.

