



# **2024 FRIENDS OF SCOUTING FAMILY CAMPAIGN GUIDEBOOK**

Dear Unit Leader,

Thank you for the important leadership you provide to the youth of the Hawkeye Area Council, Boy Scouts of America! Your efforts have had a positive impact on our youth and local communities.

### **What is the Friends of Scouting (FOS) Campaign?**

Friends of Scouting is the Hawkeye Area Council's annual fundraising campaign that helps support year-round youth programs and Scout camp.

**To keep Scouting affordable for families, our Family Friends of Scouting campaign goal = \$100,000.**

### **Friends of Scouting donations help fund:**

- **Camp:** the Howard H. Cherry Scout Reservation property is owned and maintained by your local Council.
- **Youth programs and activities:** leadership experience, STEAM opportunities, character development, citizenship, outdoor adventures and more!
- **Staff:** professional, administrative, and camp staff supports 1,100 volunteers and over 2,200 scouting families in Eastern Iowa.

***In 2023, the cost per Scout to the Council = \$614 (total expenses/# of youth served).***

***Friends of Scouting donations keep program expenses and camp at a more economical rate, so the entire cost is NOT passed on to families.***

**FOS donations are spent the same year as they are received to offset local program expenses. *Donations are not used for the National office.***

### **How can you help?**

- Share the benefits of Scouting and how “we are building better Iowans and leaders of tomorrow.”



**Goal:** invite 100% of our units and families to consider supporting FOS.

- Schedule your unit's FOS presentation.  
(Every family deserves the opportunity to learn more about supporting their local scouting programs).
- Appoint a Unit FOS contact for presentation coordination and follow-up.
- The presentation will be conducted by a volunteer.
  - o This presenter is a unit or district volunteer who inspires leaders, parents, and relatives of your Scouts to invest in the Scouting program.
  - o They will share a personal Scouting story and ask families to consider "making an investment in the next generation of leaders".

## **How Your Unit Can Support Friends of Scouting (FOS)**

### **Unit Presentation**

Committee Chairs & Cub/Scoutmasters will be contacted by the District FOS volunteer or District Executive to schedule a presentation November 2023 – April 2024.

A volunteer will explain why it is important to support the local campaign and the unit's goals at the presentation. Families and Unit Leaders will be asked to make a tax-deductible pledge to support their local Hawkeye Area Council.

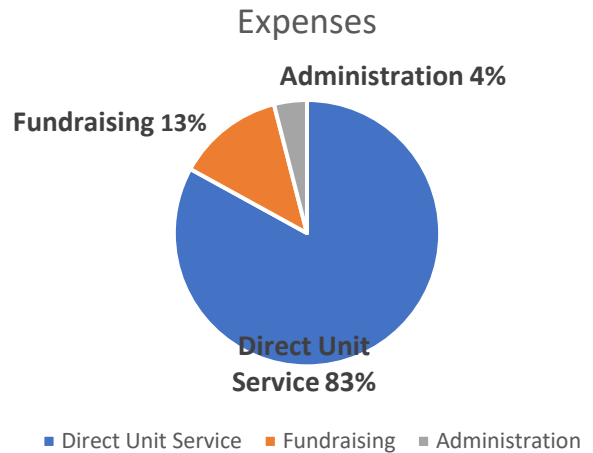
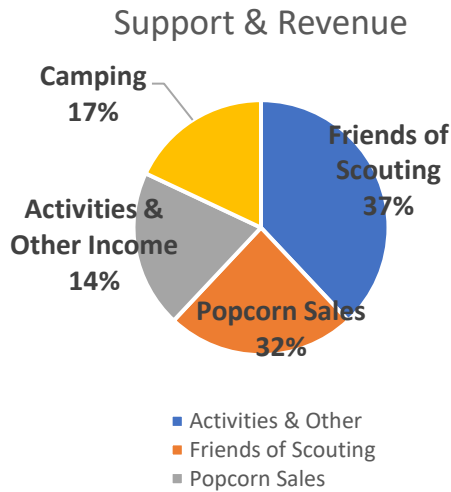
Our professional staff is always accessible to assist your unit with the Friends of Scouting (FOS) plan. By reviewing this guide, you will take the first step to help make the Scouting program sustainable for your unit and the Hawkeye Area Council.

### **Ways to Give**

- Online: A convenient way to donate, families can scan the QR Code on the pledge card or visit [www.hawkeyebsa.org/donate](http://www.hawkeyebsa.org/donate).
- Cash or Check
- Credit Card
- IRA Charitable Rollover (tax free)
- Stock (tax free)
- Donor Advised Funds (check with your financial advisor)

**THANK YOU for your efforts and the support of our local Scouts!**

## How Local Scouting Programs are Funded



### Hawkeye Area Council Investments:

- Maintenance of the Howard H. Cherry Scout Reservation Camp
- Council Service Center program support
- Scout Shop: recognition items, advancement, uniforms, equipment, training, etc.
- Insurance to protect Scouts & Scouters
- Processing of registration, advancement & Eagle Scout applications.
- Program and activity supplies
- Incentive & recognition items

### Local Unit Investments:

- Unit activities such as camping, Pinewood Derby races, etc.
- Program supplies for unit activities.
- Equipment such as camp stoves, tents, rockets, pinewood derby tracks, etc.
- Advancements & awards

## What Will a Presentation Look Like in 2024?

1. In-Person at a Pack's Blue/Gold Banquet or Troop's Court of Honor.
  - a. Unit leader or volunteer presenter explains the importance of Friends of Scouting (total presentation = 10 minutes!)
  - b. Use the PowerPoint presentation & promotional video.
  - c. Explain the matching gifts program:
    - i. **The donor must request the matching gift form from his or her employer.**
    - ii. To determine eligibility, check with your personnel department or visit [www.doublethedonation/hacmatch](http://www.doublethedonation/hacmatch) and select See Guidelines.
      1. There is also a QR Code in the FOS brochure.

- iii. The donor sends the form/instructions to the Council office.
- iv. When a gift is paid and confirmed by the Council, the company makes its matching contribution.
- v. There is a limited window of time for the Council to confirm and receive the match. So, don't delay in submitting your match request!

**d. Explain the incentive program for units and individuals:**

**i. Individuals will receive:**

- FOS 2024 Shoulder Patch (\$365)
- Art Print of a Scene at Camp (\$750)
- Framed Art Print of a Scene at Camp (\$1500)
- Leadership Giving Gold Leaf (\$2,500)
- Leadership Giving Platinum Leaf (\$5,000)

**ii. Units can earn the President's Award (personalized form)**

**e. Collection of donations/pledges:**

**i. In-Person = collect pledge cards and distribute incentive items.**

1. It is vital that the presenter returns the FOS envelope to the Council office within 1 week of the presentation!

## **Frequently Asked Questions—Common Misconceptions**

**1. "I pay dues to my unit. Doesn't that cover the Council too?"**

No, the Council does not receive any funds from your unit dues or registration.

**2. "We pay for summer camp. Why do I need to donate further?"**

The fees charged for Council camps are only a fraction of the total annual cost of owning and maintaining the properties and running programs.

**3. "The Council is supported by United Way – why should I give?"**

No, the Hawkeye Area Council no longer receives direct funding from United Way.

## **Early Planning**

- Contact the unit coordinator at least a week in advance to verify the location, date, and time of the meeting.
- Request that your presentation be scheduled right after opening remarks.
- Ask who will be introducing you at the meeting.
- Have an area designated for the FOS tool kit and materials.

- Ask about audio/visual equipment. Make sure if you are presenting in a large room, a microphone and speaker are available.
- A Council staff member can provide the unit's giving for the previous year.
- Be prepared to explain how to complete the pledge card in the brochure.
  - The QR Code is generic.
  - Instruct parents to scan the code and enter the unit # in the comments field.

## Your Presentation

The reason you are making this presentation is to provide everyone with the opportunity to participate in supporting the Scouting program!

- Bring your presentation notes and a blank brochure/pledge card up to the stage with you.
- Allow 5-10 minutes for your presentation.
- **Make it personal & meaningful!**
  - Share how scouting has positively impacted you, your family, or someone you know.
- Explain how to complete the pledge card.
  - Donor wants to pay later?
    - Note the total gift and how they want to be billed.
- Collect all pledge cards.
  - Someone doesn't want to contribute?
    - Enter \$0 so the office will not follow-up with them again this year.
- Remind everyone that families who were not present will be contacted afterwards for an opportunity to participate.
- Thank the group for their attentiveness and time.

## Sample Presentation

Example is attached.

## Sample Warm-Up Email: Sent by the Council to Unit Families

**Subject Line:** Pack/Troop \_\_\_\_ Event

At your next pack/troop COH, B/G or meeting on \_\_\_\_\_ at \_\_\_\_\_, there will be a Friends of Scouting presentation conducted by a volunteer. This volunteer will share a personal Scouting message and invite you to join them in supporting the campaign.

Friends of Scouting helps fund our local Council's year-round youth programs and camp, ***keeping activities as affordable as possible for families in Eastern Iowa.***

Why should you participate in Friends of Scouting? To provide youth with:

- Lifelong friendships
- Leadership experiences
- Opportunities to learn life skills
- Outdoor adventures and physical fitness
- Workplace readiness skills

Please consider joining me and hundreds of Friends of Scouting supporters in the Hawkeye Area Council to make a positive difference in the lives of youth.

Yours in Scouting,  
Insert name

### **Sample Warm-Up Letter from a Unit Leader (feel free to shorten this)**

Dear (Pack/Troop#'s) friends and families,

Next (Insert date), we will have our annual (ex: Court of Honor, Blue & Gold Banquet). At this event, a volunteer will share a Scouting story and invite you to join them in supporting the Friends of Scouting campaign.

Once a year I ask our members and their families to *donate* to the local Scout Council. A Friends of Scouting donation doesn't come with popcorn, cookies, or pancakes. Your dollars gifted help operate virtually all of the local BSA programming, so I hope you'll join me cheerfully and generously by contributing to an organization whose tenets we steadfastly support.

I know it's been said and sung that 'The Best Things in Life are Free'. Maybe so but most of us can also agree that what we value is where we put our time, talent, and treasure. I'm convinced we do a great job keeping (Insert Unit#)'s delivery of the Scouting program very affordable for families.

***Insert specific events: summer camp at the Howard H. Cherry Scout Reservation, Cub Scout day camps, pack/troop specific events, Pinewood Derby, etc.***

The 2024 Friends of Scouting brochure is enclosed. Please consider Scouting's value in your family's life and let your contribution reflect that. You're welcome to bring the donation form and your gift to the (Insert event name & date). If you are unable to make it that night, please bring your gift to the next regular meeting, mail it to the Council's office, or give online using the QR Code on the brochure.

Thank you for your consideration.

Name  
Title & Unit