

Volunteer Toolkit

2020 Community Friends of Scouting

A resource guide for the Greater St. Louis Area Council Friends of Scouting campaign.



Remember:

Your knowledge, enthusiasm, and commitment to Scouting is important when securing contributions and motivating your volunteers. You are raising funds that will positively affect our children and future generations!





Additional resources available at: www.stlbsa.org/fos-resources

Thank you for the part you play in helping to keep Scouting strong in our area!

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MacArthur Service Center

4568 West Pine Boulevard St. Louis, MO 63108 314-361-0600 or 800-392-0895

Cohen Service Center

335 West Main Street Belleville, IL 62220 618-234-9111

BSA Outfitters

13347 Manchester Road Des Peres, MO 63131 314-984-0014

Ritter Service Center

3000 Gordonville Road Cape Girardeau, MO 63703 573-335-3346 or 800-335-3346

Southern Illinois Service Center

803 East Herrin Street Herrin, IL 62948 618-942-4863 or 888-942-4863

Central Illinois Service Center

262 West Prairie Avenue Decatur, IL 65253 217-429-2326



2020 FOS Campaign Timeline & Attendance

Key Benchmarks

October 18: All District FOS Chairs & Family Chairs Recruited

October 18: All Unit Coordinators & Trailblazers Recruited

November: All Top 5 Performing and Potential Units Visited

10% of Overall FOS Goal Secured December 31:

January 15: **All Dates for Unit Presentations are Set**

February 26: 25% of Overall FOS Report Conference Call

March 31: 50% of Overall FOS Report Meeting

May 28: 75% of Overall FOS Report Conference Call

July 30: 100% Victory Celebration

Key Dates	Key Milestones	Development	DD/DE	Family FOS Chair	Community FOS Chair	Unit Coordinator	Trailblazers
July, 2019	Identify "Top 5" Performing & Potential Units	✓	✓				
July, 2019	Field Staff FOS Training - Identify Manpower Prospects, Campaign Structures	✓	✓				
Sep, 2019	District FOS Steering Committees Meet		✓				
Oct 4, 2019	Field Submits Unit Goals, District Goals to Field Directors		✓				
Oct 11, 2019	Field Directors Submit Unit Goals, District Goals to Development	✓					
Oct 18, 2019	All District FOS Chairs, Family Chairs, Unit Coordinators & Trailblazers Recruited		✓	✓	✓	✓	✓
Oct 22, 2019	All Staff Meeting—Staff FOS Kickoff at S bar F	✓	✓				
Nov 20, 2019	FOS Kickoff & Manpower Training in Cape	✓	✓	✓	✓	✓	✓
Nov 20, 2019	FOS Kickoff & Manpower Training in St. Louis	✓	✓	✓	✓	✓	✓
Nov 21, 2019	FOS Kickoff & Manpower Training in Collinsville	✓	✓	✓	✓	✓	✓
Nov 21, 2019	FOS Kickoff & Manpower Training in Effingham	✓	✓	✓	✓	✓	✓
Nov, 2019	Review/Renew Top Donors	✓	✓				
Nov, 2019	Visit Top 5 Performing & Potential Units		✓				
Dec, 2019	Renew Top Donors	✓	✓				
Dec, 2019	Council-written "Warm-Up Letter" (to units with December presentations)	✓					
Dec 15, 2019	75% of Dates for Unit Presentations are Set		✓			✓	
Dec 31, 2019	10% of Overall FOS Goal Secured	✓	✓	✓	✓	✓	✓
Jan, 2020	Council-written "Warm-Up Letter" (to all remaining units)	✓					
Jan, 15, 2020	100% of Dates for Unit Presentations are Set		✓			✓	
Jan 15, 2020	Progress Conference Call - Manpower, Renewing Top Donors	✓	✓	✓	✓		
Jan 28-30, 2020	Growth Conference — Manpower, Renewing Top Donors, Top 5 Unit Review	✓	✓				
Feb 27, 2020	25% of Overall FOS Report Conference Call	✓	✓	✓	✓		
Mar 31, 2020	50% of Overall FOS Report Meeting (4 locations)	✓	✓	✓	✓	✓	✓
May 28, 2020	75% of Overall FOS Report Conference Call	✓	✓	✓	✓		
July 30, 2020	100% Victory Celebration	✓	✓	✓	✓	✓	✓



Community Friends of Scouting - Plan of Action

Phase 1 - Preparations (before November 30th)

- The preparation steps for the community campaign are vital to your success!
- Recruit your Community Chairs, Community Enrollers, and Merit Badge Sponsor Chair early.
 - Invite and encourage your Community FOS Chair to attend one of the District FOS Kickoff and Manpower Training sessions.
- Build your campaign plan with your volunteers.
 - Review your community's history, use the gift range table, and determine the best way to reach and exceed your Community Goal.
 - Assign your Community Enrollers with the relationships to your top prospects and donors.
- Schedule meeting dates at your kickoff as a team to hit your benchmarks.
 - Meetings should take place about a week before Council Report Meetings to ensure you will stay on track.
- Attend one of the District FOS Kickoff and Manpower Training Sessions in November.
- Make sure all volunteers have community brochures and any additional information needed for talking points.
- Visit your top 10 prospects in November/December to secure 10% of your goal by December 31st.

Phase 2 - Conducting the Campaign (December 1 - April)

- Work cards/donors from highest gifts to lowest.
- Schedule team phone calls to continue to build momentum prior to your team meetings.
- When working a card for a business, remember to ask for several referrals.
- Once all past giving cards are worked, begin to develop a new prospect list and have it vetted through the Development Department at Council.
- Give proper recognition (see Recognition Page in the Staff Toolkit) to those making leadership gifts in your District.
- Make sure pledges and money is turned in to the District Executive as soon as possible.
- Attend Council Report Meeting and participate in Council Conference Call.

Phase 3 - Follow Up and Clean Up (April - June)

- Make sure you are making the appropriate follow-up phone calls for those businesses that need more time to review.
- The Council Development Department will send letters to all businesses that gave in the previous year, but not yet this year in the months of June, August, and November.
- It is vitally important that we continue to thank donors year-round, ensuring a greater success for a renewed gift the following year.
- Attend Council Report Meeting and participate in Council Conference Call.



Community FOS Steering Committee Chair Position Description

Principal Responsibilities

Friends of Scouting: Our annual fundraising campaign provides 20% of the Council's operating budget.

Responsible to: FOS Chair or District Director/District Executive

Responsibilities:

- 1. Identify and recruit key campaign personnel to conduct the Community Friends of Scouting campaign and to support their efforts by identifying new donor prospects.
- 2. Conduct a meeting with the Steering Committee to identify prospective personnel for key leadership positions including:
 - District FOS Chair
 - Community FOS Chairs
 - Community for Scouting Event Chair
- 3. Host two Community Friends of Scouting Steering Committee Meetings
 - First meeting by October 1
 - Second meeting by November 1
- 4. Follow up with committee members between first and second meetings and assist with recruiting the key leadership positions.
- 5. Make a gift to the Friends of Scouting campaign.





District Community FOS ChairPosition Description

Principal Responsibilities

Friends of Scouting: Our annual fundraising campaign provides 20% of the Council's operating budget.

Responsible to: Council FOS Chair or District Director/District Executive

Responsibilities:

- 1. Attend one of the four Council FOS Kickoff and Training Sessions.
 - Cape Girardeau area: November 20th
 - St. Louis area: November 20th
 - Collinsville area: November 21st
 - Effingham area: November 21st
- 2. Personally contribute to the campaign at a leadership level.
- 3. Help recruit a team of five Enrollers within your community to request donations from past and new contributors.
- 4. Regularly report your team's progress to the Council FOS Chair. Your District Executive will visit each Enroller/Community FOS Chair weekly to pick up pledge cards worked.
- 5. Attend the following Council Report Meetings:
 - 25% of Overall FOS Conference Call: February 27th
 - 50% of Overall FOS Meeting: March 31st
 - 75% of Overall FOS Conference Call: May 28th
 - 100% Victory Celebration: July 30th





Community FOS Chair Position Description

Principal Responsibilities

Friends of Scouting: Our annual fundraising campaign provides 20% of the Council's operating budget.

Responsible to: District FOS Chair or District Director/District Executive

Responsibilities: Organize a team of volunteers within your community to request donations from past and new contributors.

- 1. Attend one of the four Council FOS Kickoff and Training Sessions
 - Cape Girardeau area: November 20th
 - St. Louis area: November 20th
 - Collinsville area: November 21st
 - Effingham area: November 21st
- 2. Personally contribute to the campaign at a leadership level.
- 3. Recruit 5 Enrollers to your campaign team.
- 4. Maintain weekly contact with your Enrollers and report your team's progress to your Friends of Scouting Chair. Your District Executive will visit each Enroller weekly to pick up pledge cards worked.
- 5. Regularly report your Community FOS Chair.
- 6. Attend the following Council Report Meeting:
 - 100% Victory Celebration: July 30th





Community FOS Enroller Position Description

Principal Responsibilities

Friends of Scouting: Our annual fundraising campaign provides 20% of the Council's operating budget.

Responsible to: Community FOS Chair or District Director/District Executive

Responsibilities:

- 1. Attend one of the four Council FOS Kickoff and Training Sessions.
 - Cape Girardeau area: November 20th
 - St. Louis area: November 20th
 - Collinsville area: November 21st
 - Effingham area: November 21st
- 2. Personally contribute to the campaign at a leadership level.
- 3. Request donations from past and new contributors.
- 4. Contact your assigned cards and new prospects. Your District Executive will visit each Enroller weekly to pick up pledge cards worked.
- 5. Regularly report your Community FOS Chair.
- 6. Attend the following Council Report Meeting:
 - 100% Victory Celebration: July 30th





Merit Badge Sponsor Chair Position Description

Principal Responsibilities

Friends of Scouting: Our annual fundraising campaign provides 20% of the Council's operating budget.

Responsible to: District FOS Chair

Responsibilities:

- 1. Attend one of the four Council FOS Kickoff and Training Sessions:
 - Cape Girardeau area: November 20th
 - St. Louis area: November 20th
 - Collinsville area: November 21st
 - Effingham area: November 21st
- 2. Personally contribute to the FOS campaign at a leadership level.
- 3. Renew previous year's Merit Badge Sponsors.
- 4. Secure new Merit Badge Sponsorships.
- 5. Report regularly to the FOS Chair.
- 6. Attend the following Council Report Meeting:
 - 100% Victory Celebration: July 30th



MERIT BADGE LISTING

The following is a list of all current Merit Badges organized into 14 categories. Eagle required badges are noted in *bold italics*.

Agribusiness—Animal Science, Farm Mechanics, Plant Science

Arts & Crafts—Art, Basketry, Bugling, Leatherwork, Metalwork, Music, Pottery, Sculpture, Theatre, Wood Carving

Business & Industry—American Business, Entrepreneurship, Pulp & Paper, Salesmanship, Textiles

Communications—Animation, Cinematography, Communications, Digital Technology, Journalism, Photography, Public Speaking, Radio, Reading, Signs Signals & Codes

Conservation—Environmental Science, Fish & Wildlife Management, Forestry, Soil & Water Conservation, Sustainability

Hobbies & Outdoors—Backpacking, Camping, Chess, Coin Collecting, Collections, Cooking, Dog Care, Exploration, Gardening, Hiking, Model Design & Building, Pets, Pioneering, Scouting Heritage, Stamp Collecting, Wilderness Survival

Natural Science—Archeology, Astronomy, Bird Study, Geology, Insect Study, Mammal Study, Nature, Oceanography, Reptile & Amphibian Study, Weather

Personal Development—American Cultures, American Heritage, Citizenship in the Community, Citizenship in the Nation, Citizenship in the World, Disabilities Awareness, Family Life, Gendolarship Ones, Personal Fitness, Personal Management, Scholarship

Physical Science—Chemistry, Computers, Electricity, Electronics, Energy, Nuclear Science, Space Exploration

Professions—Architecture, Dentistry, Engineering, Game Design, Home Repairs, Inventing, Landscape Architecture, Law, Medicine, Programming, Robotics, Surveying, Veterinary Medicine

Public Service—Crime Prevention, *Emergency Preparedness*, Fingerprinting, Fire Safety, *First Aid, Lifesaving*, Public Health, Safety, Search & Rescue

Sports—Archery, Athletics, Canoeing, Climbing, Cycling, Fishing, Fly Fishing, Golf, Geocaching, Horsemanship, Kayakin, Motorboating, Orienteering, Rifle Shooting, Rowing, Scuba Diving, Shotgun Shooting, Skating, Small-Boat Sailing, Snow Sports, Sports, Swimming, Water Sports, Whitewater

Trades—American Labor, Automotive Maintenance, Composite Materials, Drafting, Graphic Arts, Painting, Plumbing, Woodwork, Welding

Transportation—Aviation, Railroading, Traffic Safety, Truck



Sponsor a Scouting merit badge:

Grow Scouting in your community and market your business!



MERIT BADGE SPONSORSHIP PROGRAM



MERIT BADGE SPONSORSHIP PROGRAM

Market Your Business While Helping Youth

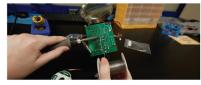
By participating in the Merit Badge Sponsorship Program, your company is choosing to make a positive investment in the lives of the young people in our community. Contributions are tax deductible.

Merit Badge Sponsors have the opportunity to provide direct training to youth through Merit Badge clinics, workshops, facility tours, and merit badge counselors, which will foster experiences that may be available in no other way. Your sponsorship can literally change the life of a Scout.

The Scout Merit Badge Program introduces youth to the principles of citizenship, potential careers, new hobbies and sports, and a wide variety of life skills. Merit Badges play an important role in fulfilling the BSA mission, "...to prepare young people to make ethical and moral choices, by instilling in them the values of the Scout Oath and Law."

The Merit Badge Sponsorship Program strengthens the bonds between the community and Scouting by offering opportunities for organizations and businesses to provide financial support to Scouting locally. Sponsoring organizations forge this partnership by choosing Merit Badges that align with their business expertise and mission.

There are 139 Merit Badges available to Scouts. To rise to the highest rank of Eagle, a Scout must earn 21 Merit Badges, 13 of which are specifically required.



We look forward to working with you in developing our next generation of leaders.



MARKETING BENEFITS OF MERIT BADGE SPONSORSHIP

Sponsoring a Merit Badge offers the following marketing benefits and return on investment to your company:

- > Promote your business to our 70,000 Scouting families, 17,000 adult leaders and 30,000 event participants covering 64 counties in the St. Louis metro area, southeastern Missouri and southern Illinois.
- > The opportunity to mentor youth by hosting a Merit Badge clinic at your location.
- > Logo and company recognition on the Council website with a link to your site, posting on Council Facebook page, e-mail blast inclusion with sponsorship details along with recognition in our Duffle Bag leader magazine.
- Company banner recognition at Boy Scout Summer Camp Programs.
- > Exclusive sponsor of a merit badge for one calendar year

Potential Customer Impressions

E-Mail Newsletter 26,000
Duffle Bag Magazine 5,500
Summer Camp Attendance 8,200
Social Media/Website 10,000
Total 49,700

PLEASE SIGN ME UP FOR THE FOLLOWING:

Merit Badge Sponsor

□ \$2,500 = 1 Merit Badge
□ \$4,750 = 2 Merit Badges

■ \$6,750 = 3 Merit Badges

Contact Name	
Company	
State Zip	
Email	
Merit badge(s)	

Payment Method

r ayment method	
☐ Check enclosed for \$	(made payable to GSLAC-BSA)
☐ Bill me later (payable in 30 days)	
☐ Credit Card: (fill in and sign below)	
Signature	
Credit Card Expiration Date/_below)	(write card number

Mail Form To

Greater St. Louis Area Council, BSA Merit Badge Sponsorship Program 4568 West Pine Blvd. St. Louis, MO 63108

Or email to mark.schuermann@scouting.org

For questions, call 314-256-3114.





MAKES A DIFFERENCE FRIENDS OF SCOUTING

funding supplied by Friends of Scouting. Scout is supported by approximately \$204 in to ensure the best Scouting experience. Each Scouts with local camps, programs, and leadership Your Friends of Scouting gift helps provide our







SPECIAL EVENTS 6.1%

Leader with Pack 147

Marc Anderson

& CAMP CARDS 12.6% POPCORN

UNITED WAY

ACTIVITY FEES CAMPING & 23.9%

INVESTMENT INCOME FRIENDS OF SCOUTING 22.3%

How Scouting Is Funded

17.6%

OF SCOUTING THE COST

provides direct support to operate our Council and ou which provides one year of our wonderful program fees). The annual Friends of Scouting Campaign local Districts through

GSLAC camp properties

OTHER 2.5%

Membership recruitment

And the wonderful GSLAC staff





work force development program gives **EXPLORING** This career exploration and

"We always have fun. We get to do a lot of activities. We get the

freedom to choose what we do.



Cub Scout with Pack 242

Stewardson-Strasburg, IL

Joe Holland

leadership skills. (for youth ages 14-20 pursuing special interests, growing experiences through exciting and VENTURING provides positive

YOUR FRIENDS OF SCOUTING

Giving every youth the chance to be a Scout, no matter what and Illinois with our unique Scouting program. Serving nearly 69,000 youth across 63 counties in Missouri

Providing support and training of 13,903 volunteer leaders their economic circumstances may be.

who deliver the Scouting program to our region's youth

» Providing a safe and fun Scouting experience. Delivering unique adeventures you will only find in Scouting.





CUB SCOUTS Through fun activities

SCOUTS BSA Service, community



Making the Ask

- **Research** Know your prospect.
 - Know their background.
 - What are their connection to Scouting?
 - What organizations do they support?
 - What is their general financial situation?

2 Connect your ask to your prospect's interests – Again, Research!

• Connect your donor's charitable interests with the mission of the Council.

3 Be Prepared!

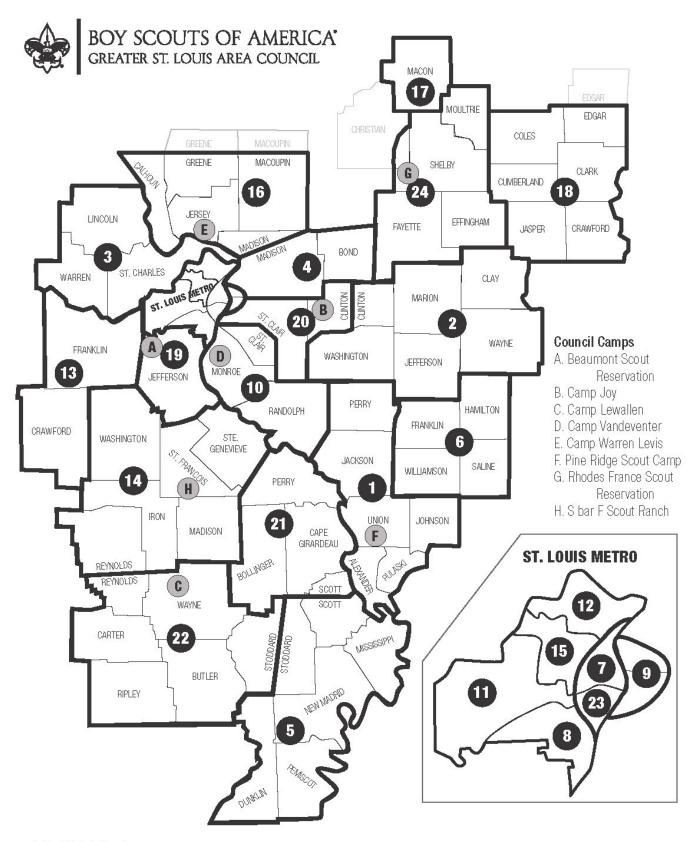
- Know how much you are asking for and how it will be used.
- PRACTICE. Role-play, rehearse in the car on the way, ask for help
- Bring a back-up-plan in case your prospect's interests align better to another ask.

▲ Keep your energy high

- Stay positive.
- Be excited about the Scouting mission
- Remember your "why".

5 Follow-up!

- Write a hand-written thank you note after the meeting even if they don't choose to financially support.
- Deliver progress toward the goal.
- Build a relationship with the donor/prospect.
- Make visits where you do not ask for money.



- 1. Big Muddy District
- 2. Black Gold District
- 3. Boone Trails District
- 4. Cahokia Mounds District
- 5. Cherokee District
- 6. Egyptian District
- 7. Grand Towers District
- 8. Gravois Trail District
- 9. Illini District
- 10. Kaskaskia District
- 11. New Horizons District
- 12. North Star District
- 13. Osage District
- 14. Ozark Trailblazers District
- 15. Pathfinder District
- 16. Piasa Bird District
- 17. Railsplitter District
- 18. Redhawk District
- 19. River Trails District
- 20. St. Clair District
- 21. Shawnee District
- 22. Sioux District
- 23. Thunderbird District
- 24. Two Rivers District



FAQ'S

Does the money stay in my District?

Response: The Greater St. Louis Area Council serves nearly 70,000 youth each year. In order to be sure all youth have access to the programming, the donations are not necessarily given directly back to your District, however, your District receives equal program opportunities with everyone else.

How much money does National get?

Response: Of your FOS donation, no money goes to National. All of the money we raise here stays in our Council.

Can I tell you where to direct my donation?

Response: We love hearing stories about what part of Scouting means the most to you! While you are certainly able to designate your gift, our Council leadership works with our volunteers and families each year to identify the areas of greatest need for the Council and we hope that you will make a general donation in order to provide the best Scouting experience for all youth.

What is the true cost of Scouting?

Response: Scouting varies based on the level of participation. An average cost for most youth is around \$200-\$250 and this does not include camping or additional activities. Can you afford to do more to help others? What is your Unit doing to help offset the cost for your families?

Bankruptcy – is the Council stable?

Response: We know there has been a lot of press lately about the Boy Scouts. Please know that the Greater St. Louis Area Council is its own 501(c)3 and manages our own finances separately from the national organization. We are proud to have a very stable budget and a robust endowment. It is critical to us to continue to provide quality leadership opportunities for our local youth and feel strongly that we are in a position to continue to do so.

Sexual assault – What is the Council doing to protect our youth?

Response: We know there has been a lot of press lately about the Boy Scouts. First and foremost, it is important for you to know that we believe the victims and we immediately turn things in to local law enforcement. The majority of the cases you are hearing about are from years ago. Our current youth protection standards are some of the strongest in the country. We pride ourselves in making the safety of our youth our number one priority.



Notes



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