



# **SCOUTS STAND OUT.**

Greater St. Louis Area Council, Boy Scouts of America

## **Community Friends of Scouting - Plan of Action**

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### **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.