



BOY SCOUTS OF AMERICA®
GREATER ST. LOUIS AREA COUNCIL

Volunteer Toolkit

2020 Family 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!



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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

Ritter Service Center

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

Cohen Service Center

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

Southern Illinois Service Center

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

BSA Outfitters

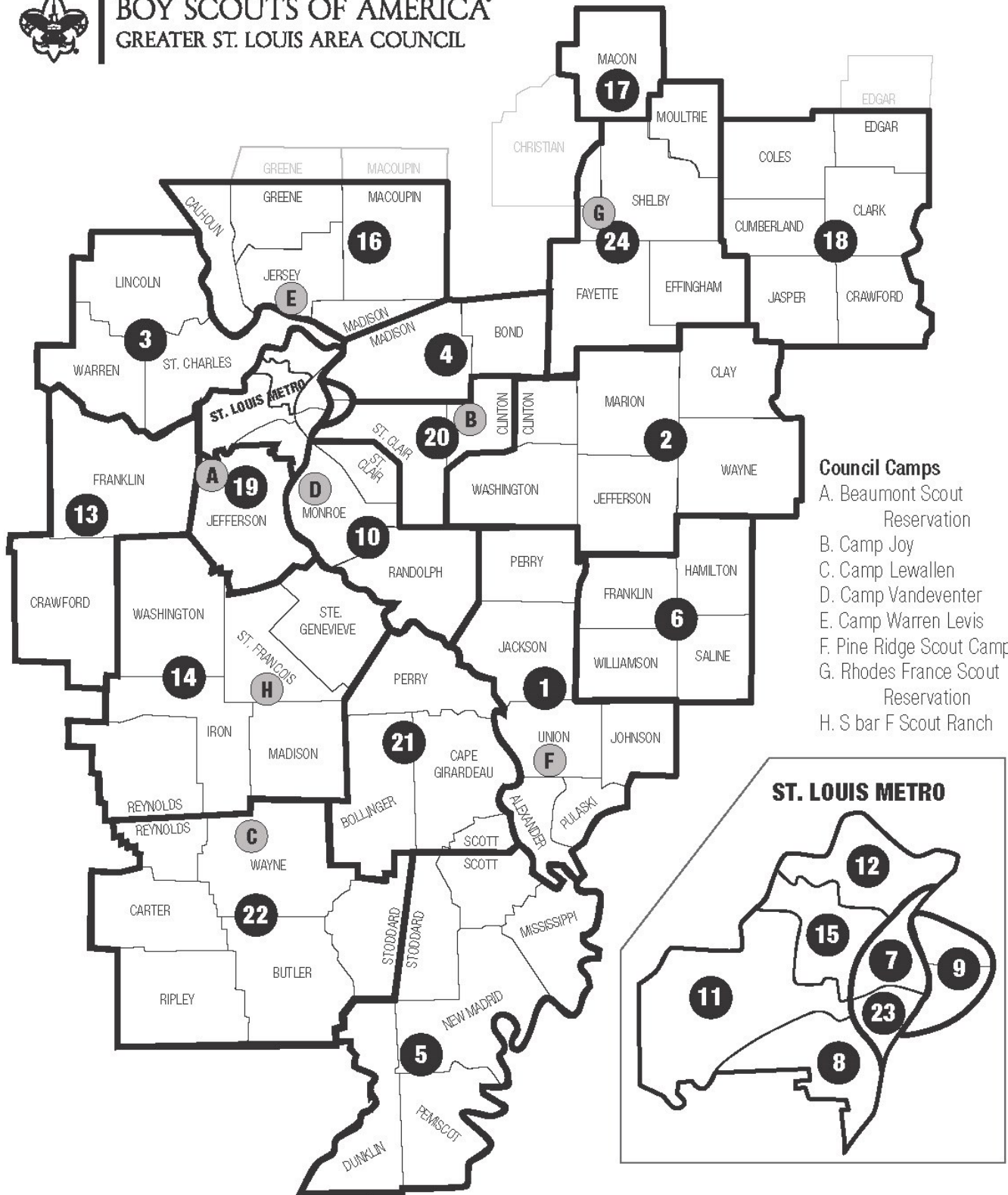
13347 Manchester Road
Des Peres, MO 63131
314-984-0014

Central Illinois Service Center

262 West Prairie Avenue
Decatur, IL 62523
217-429-2326



BOY SCOUTS OF AMERICA*
GREATER ST. LOUIS AREA COUNCIL



Council Camps

- A. Beaumont Scout Reservation
- B. Camp Joy
- C. Camp Lewallen
- D. Camp Vandeventer
- E. Camp Warren Levis
- F. Pine Ridge Scout Camp
- G. Rhodes France Scout Reservation
- H. S bar F Scout Ranch

ST. LOUIS METRO

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



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GREATER ST. LOUIS AREA COUNCIL

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
December 31:	10% of Overall FOS Goal Secured
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	Recruit All District FOS Chairs, Family Chairs, Unit Coordinators & Trailblazers		✓	✓	✓	✓	✓
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	✓	✓	✓	✓	✓	✓



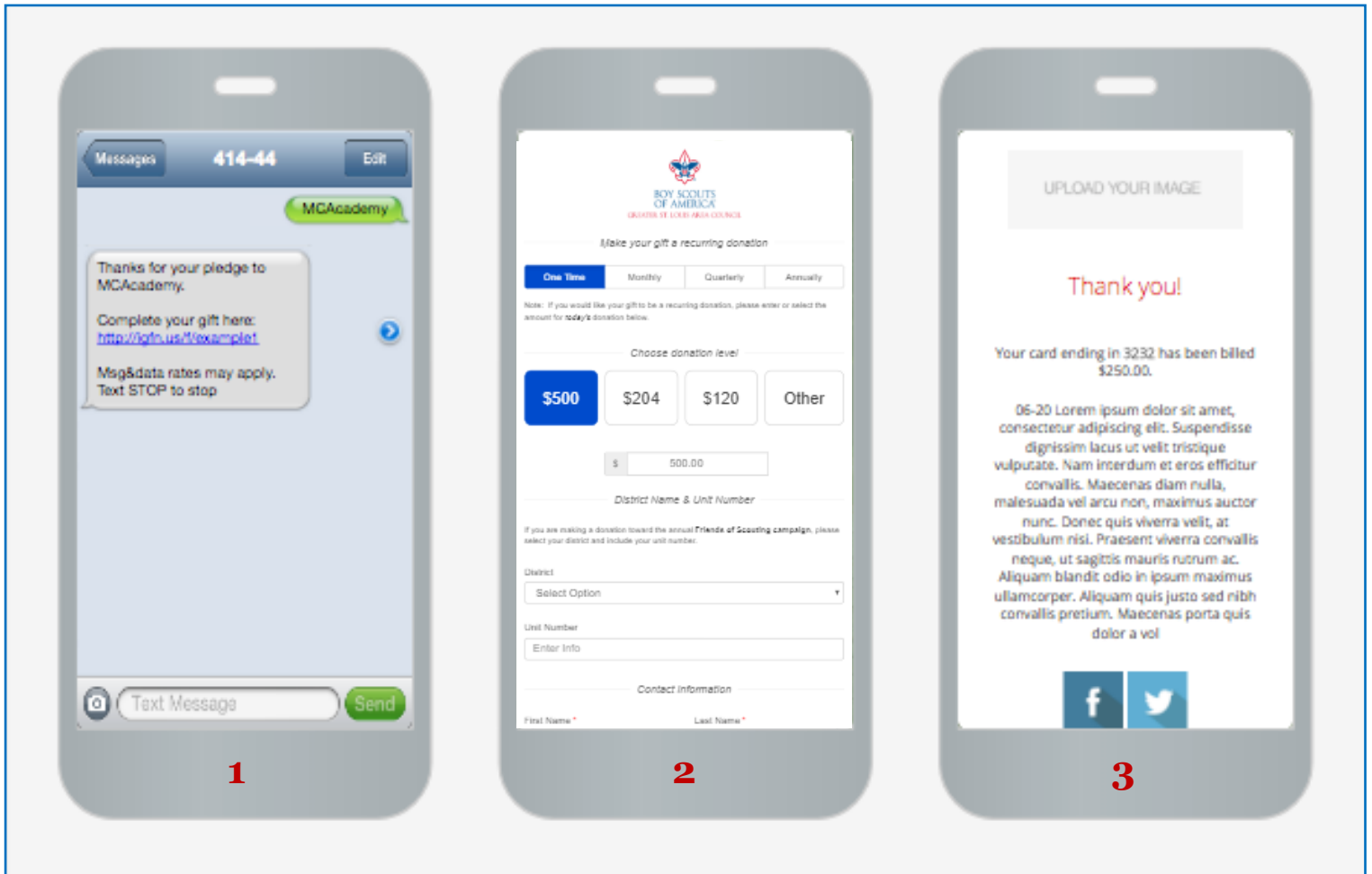
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New to the Family Campaign - Mobile Giving!

We are pleased to announce the addition of Mobile Giving as a payment option for our Family Friends of Scouting Campaign this year. With hopes this new feature will help enhance the payment experience of our Scout parents and grandparents, below is a guide to help explain its features and uses.

Mobile Giving - as easy as 1, 2, 3!



1. Text your Regional Keyword to a Shortcode and receive a link back.
2. Fill out the online form, enter your credit or debit card information and click “Donate Now”
3. Receive a “Thank You” Message and your finished!

MacArthur Service Center

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



Text **MACARTHUR20**
to
91999

Boone Trails
Grand Towers
Gravois Trails

New Horizons
North Star
Osage

Pathfinder
River Trails
Thunderbird

igfn.us/form/5BTyOg

Cohen Service Center

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



Text **COHEN20**
to
91999

Cahokia Mounds
Illini
Kaskaskia

Piasa Bird
St. Clair

igfn.us/form/fAVoNg

Ritter Service Center

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



Text **RITTER20**
to
91999

Cherokee
Ozark Trailblazers
Shawnee

Sioux

igfn.us/form/opHC2g

Southern Illinois Service Center

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



Text **SOUTHIL20**
to
91999

Big Muddy
Egyptian

igfn.us/form/PYe5tQ

Central Illinois Service Center

262 West Prairie Avenue
Decatur, IL 62523
217-429-2326



Text **CENTRALIL20**
to
91999

Black Gold
Railsplitter

Redhawk

igfn.us/form/gMKOeA



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Family Friends of Scouting - Plan of Action

The campaign begins mid-November with the first unit presentations, and all presentations should be completed by April 30th. The following are campaign procedures:

Phase 1 - Preparations (before November 30th)

- The preparation steps for the family campaign are vital to your success!
- Recruit your unit coordinators and trailblazers early.
 - Invite and encourage attendance at one of the District FOS Kickoff and Manpower Training sessions.
- Build your campaign plan with your volunteers.
 - Review your Units' history and determine the best way to reach and exceed your Unit Goal.
 - Determine your top performers and be sure to assign proper presenters.
- Schedule your Unit presentations by December 15th (75% goal & 100% by January 15th).
 - Let Units know their goal.
 - Stress 100% unit participation.
- Emphasize FOS at your district meetings and ensure all district volunteers participate.
- Attend one of the District FOS Kickoff and Manpower Training Sessions in November.
- Visit your Top 5 Performing and Potential Units.
- Encourage 100% family participation.

Phase 2 - Conducting the Campaign (December - May)

- Contact Unit Coordinators 2-3 weeks before the presentation date.
 - Confirm date, time, location, A/V needs.
 - Confirm agenda placement and provide introduction script to the Unit Coordinator. Ask them to make it a personalized unit experience.
 - Remind them to make a personal and public gift to the campaign during the introduction.
 - Ensure they announce the presentation to the Unit membership and to stress the importance of 100% participation.
- Welcome letters will be sent to every family in the Unit prior to the presentation.
- Presentation is made to the Unit at a Blue and Gold or Court of Honor and should take no more than 10 minutes.
 - Give proper recognition to all family givers.
 - Once everyone has had the opportunity to participate, a total should be announced that night.
 - Trailblazer should make a follow up plan with the Unit Coordinator that night.
- The Trailblazer should make plans to get the Unit Envelope with the pledge cards and contributions to the District Executive within 24 hours of the presentation.

Report Meetings/Communication

- The Family FOS Chair should schedule regular weekly communications throughout the campaign. These meetings serve to focus attention on progress, recognize outstanding volunteers, to share successes, and to solve potential problems.

Phase 3 - Follow Up and Clean Up (March - May)

- A concentrated effort should be made to ensure that all units conduct a campaign and, if needed, to do a second presentation.
- Clean up should be an ongoing process, beginning immediately after the presentation. All clean up efforts should be completed by the end of May.
 - The Unit Coordinator is responsible for contacting all families who were unable to attend or did not respond.
 - Ongoing follow up will ensure early successful completion of the family enrollment campaign.
 - Conduct face-to-face visits.
- Throughout the campaign, regular phone-a-thons should be conducted to all un-worked past contributors.
 - Set multiple phone-a-thon dates and follow proper phone-a-thon guidelines.

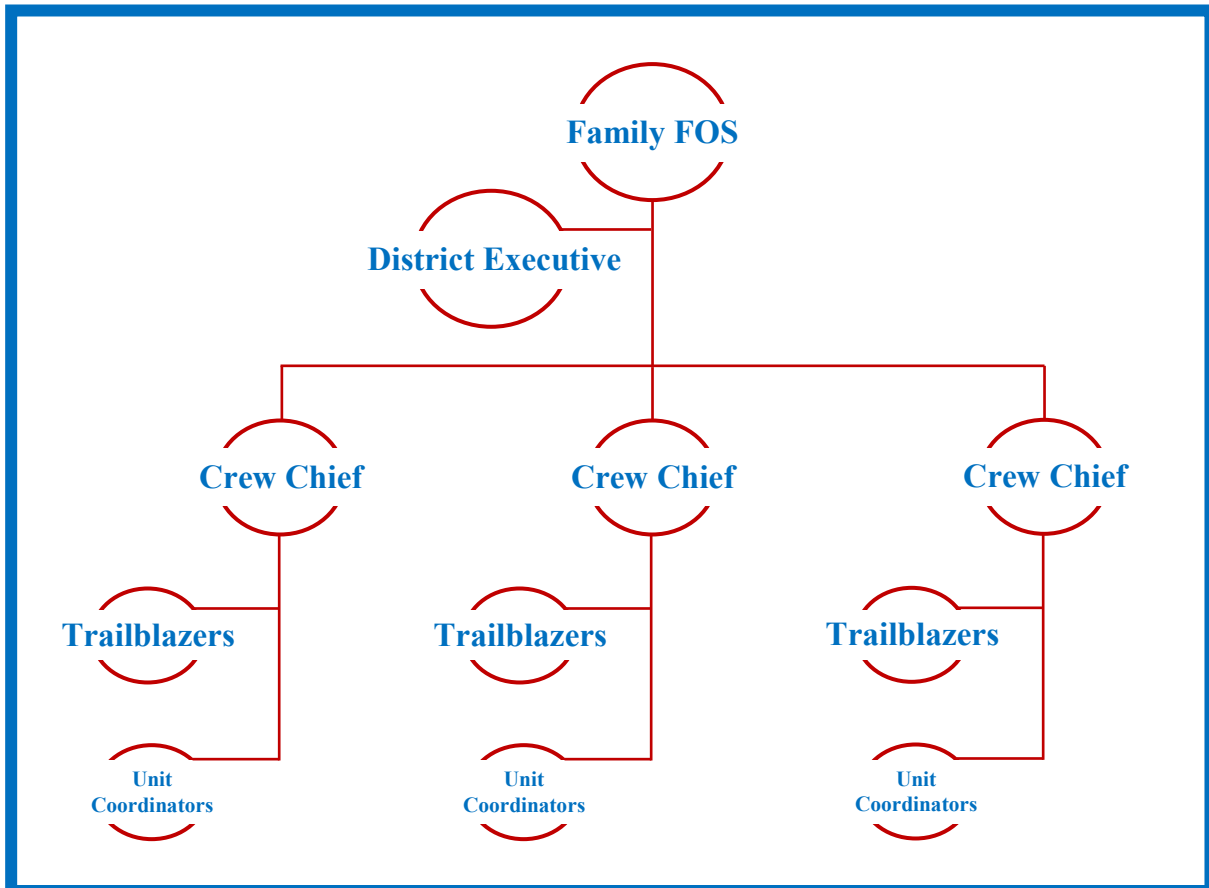


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Family Friends of Scouting

**Multiply yourself through your manpower!
Recruit your volunteers!**





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District Family FOS Chair Position Description Principal Responsibilities

Friends of Scouting: Our annual fundraising campaign provides 22% of the Council's operating budget.

Responsible to: FOS Chair and District Director/District Executive

Responsibilities:

1. Help recruit and train Crew Chiefs and Trailblazers with District Executive.
2. 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
3. Promote and explain the Family FOS program at your District's Roundtables in October, November, December, and January.
4. Ensure all FOS Presentations are scheduled by January 15th.
5. Ensure regular communication amongst team and help organize clean-up to 100%+ goal achievement by May 31st.
6. 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

Thank you!

Note: Your District Executive serves as your Campaign Advisor and will assist you throughout the entire campaign process. You can contact your District Executive at the local Council Service Center.



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Greater St. Louis Area Council, Boy Scouts of America

Family FOS Crew Chief (Area Chair)

Position Description

Principal Responsibilities

Friends of Scouting: Our annual fundraising campaign provides 22% of the Council's operating budget.

Responsible to: District Family FOS Chair

Responsibilities:

1. Help recruit Unit Coordinators and Trailblazers by October 18th.
2. 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
3. Personally contribute to the campaign at a leadership level.
4. Ensure your Trailblazers have made their unit contacts and forward all unit presentation dates to your Family FOS Chair by November 22nd.
5. Supervise Unit presentations to ensure they are occurring.
6. Maintain regular communication with Trailblazers and Unit Coordinators throughout the campaign in order to monitor and coach Trailblazers.
7. Maintain organized clean-up to 100%+ goal achievement by July 30th.
8. 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

Thank you!

Note: Your District Executive serves as your Campaign Advisor and will assist you throughout the entire campaign process. You can contact your District Executive at the local Council Service Center.



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Family FOS Trailblazer (Presenter)

Position Description

Principal Responsibilities

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

Responsible to: Crew Chief and District Family 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
3. Personally contribute to the campaign at a leadership level.
4. Contact your FFOS Unit Coordinators and set dates for all Unit presentations. Forward all Unit presentation dates to your Family FOS Chair by November 22nd.
5. Work with your FFOS Unit Coordinators to establish communication timeline for the Unit in advance of their presentation date.
6. Make your Unit presentations and follow up with Unit Coordinator to ensure all families are contacted throughout the campaign.
7. Maintain regular communication with Unit Coordinators throughout the campaign.
8. Conduct organized clean-up to 100%+ goal achievement by July 30th.
9. Attend the following Council Report Meetings:
 - 50% of Overall FOS Meeting: March 31st
 - 100% Victory Celebration: July 30th

Thank you!

Note: Your District Executive serves as your Campaign Advisor and will assist you throughout the entire campaign process. You can contact your District Executive at the local Council Service Center.



SCOUTS STAND OUT.

Greater St. Louis Area Council, Boy Scouts of America

Family FOS Unit Coordinator

Position Description

Principal Responsibilities

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

Responsible to: Trailblazer, Crew Chief and District Family 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 campaign at a leadership level.
3. Contact your Unit leader and committee to schedule the date for your FOS Presentation. Presentations should occur by April 30th at the beginning of a Pack Blue and Gold or a Troop Court of Honor. Report your Unit's presentation date, time, and location to your Family FOS Chair by November 22nd.
4. One month prior to the presentation, contact leaders, families, and **alumni** to support the campaign presentation, announce the Unit's goal, and build awareness, enthusiasm, and commitment.
5. At the presentation, provide a warm introduction to the Trailblazer and assist with the physical arrangements of the presentation. ***Kick off your Unit's campaign by publicly making the first FOS gift.*** Track attendance compared to your Unit roster and the pledge cards received. Announce progress toward goal and thank families.
6. Ensure all recognition gifts are distributed.
7. Within two weeks, personally follow up with absent families and those who did not return a pledge card. Ask them to give. Turn in those pledge cards to your Family FOS Chair or District Executive. Push 100% participation.
8. Attend the following Council Report Meetings:
 - 50% of Overall FOS Meeting: March 31st
 - 100% Victory Celebration: July 30th

Thank you!

Note: Your District Executive serves as your Campaign Advisor and will assist you throughout the entire campaign process. You can contact your District Executive at the local Council Service Center.



Scouting is where youth build character, learn to lead, make life-long friends doing once-in-a-lifetime things. Scouting is where bright futures begin.

BOY SCOUTS OF AMERICA PROGRAMS

CUB SCOUTS Through fun activities, challenging adventures and community service projects, Cub Scouts discover the importance of cooperation, citizenship, responsibility and physical fitness in their everyday lives. (for girls and boys in grades K-5)

SCOUTS BSA Service, community engagement and leadership development become increasingly important parts of the program as youth lead their own activities and work their way toward earning Scouting's highest rank, Eagle Scout. (for girls and boys ages 11-17)

EXPLORING This career exploration and work force development program gives youth practical insight and hands-on knowledge in a career field of their choice. (for youth ages 14-20 years old)

VENTURING provides positive experiences through exciting and meaningful youth-run activities for pursuing special interests, growing by teaching others, and developing leadership skills. (for youth ages 14-20 years old)

"There's no question: our youth and community benefit from every young man or woman committed to living by the Scout Oath. I watched my son advance through Scouting and become the young man he is today. If there's anything I can do to make that happen for every Scout, I will gladly do it."

Buzz Eckelkamp
Council Commissioner and Scout Dad



YOUR COUNCIL LEADERSHIP



Louis "Buzz" Eckelkamp // Council Commissioner
President, Bank of Washington



Mark Burkhardt // Council President
Managing Principal, Burkhill Real Estate, LLC



Ronald Green // Scout Executive/CEO
Greater St. Louis Area Council, BSA



SCOUTS STAND OUT.
Greater St. Louis Area Council, Boy Scouts of America

262 W. Prairie Avenue, Decatur, IL 62523
slbsa.org | 217-429-2326



@slbsa

GREATER ST. LOUIS AREA COUNCIL
BOY SCOUTS OF AMERICA

**FRIENDS OF
SCOUTING**



SCOUTING IS MORE
THAN A BADGE OR A UNIFORM

IT'S ESCAPING
THE GREAT
INDOORS.



FRIENDS OF SCOUTING MAKES A DIFFERENCE

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

"Scouting has touched every part of my life and influenced every part of my character, and I am proud to be a part of it."

Marc Anderson
Leader with Pack 147
Forsyth, IL



YOUR FRIENDS OF SCOUTING GIFT MEANS

- » Serving nearly 69,000 youth across 63 counties in Missouri and Illinois with our unique Scouting program.
- » Giving every youth the chance to be a Scout, no matter what their economic circumstances may be.
- » Providing support and training of 13,903 volunteer leaders who deliver the Scouting program to our region's youth.
- » Providing a safe and fun Scouting experience.
- » Delivering unique adventures you will only find in Scouting.



SPECIAL EVENTS
6.1%

POP-CORN & CAMP CARDS
12.6%

UNITED WAY
13.5%

INVESTMENT INCOME
17.6%

FRIENDS OF SCOUTING
22.3%

CAMPING & ACTIVITY FEES
23.9%

OTHER
2.5%

How Scouting Is Funded

THE COST OF SCOUTING

The Council pays \$204 per Scout, which provides one year of our wonderful program for each Scout (beyond our National BSA registration fees). The annual Friends of Scouting Campaign provides direct support to operate our Council and our local Districts through:

- GS/LAC camp properties
- GS/LAC service centers
- GS/LAC Scout Shops
- membership recruitment
- advancement
- training
- program outreach
- scholarships
- accident insurance
- and the wonderful GS/LAC staff



"We always have fun. We get to do a lot of activities. We get the freedom to choose what we do."

Joe Holland
Cub Scout with Pack 242
Stewardson-Strasburg, IL



BOY SCOUTS OF AMERICA
GREATER ST. LOUIS AREA COUNCIL
262 W. Prairie Ave., Decatur, IL 62523

Give by mobile by texting **?????** to **?????**

Yes, I pledge to support Scouting!

DONOR INFORMATION

I wish for my gift to stay anonymous

Donor Name: _____
 Signature: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Phone: (____) _____ Date: _____
 Email: _____
 Employer: _____

Does your employer match gifts? Yes No
 Please initiate matching gift process with your employer.

AFFILIATION

Pack #: _____ Troop #: _____ Crew/Post #: _____
 District: _____ Eagle Scout Yes No

GIVING LEVELS

Sponsor one Scout: \$204
 One payment of \$204
Recognition: Greater St. Louis Area Council pocket knife

\$500+
 One payment of \$500
Recognition: Greater St. Louis Area Council pencil pouch

\$800+
 One payment of \$800
Recognition: Greater St. Louis Area Council stadium banner

Square Knot Society: \$1200+
 One payment of \$1200
Recognition: Greater St. Louis Area Council square knot shoulder patch

Other gift amount: \$ _____

BECOME A GATEWAY GIVER

By making a recurring monthly donation, you'll be helping Scouts for years to come. Select an amount and complete the credit card payment information below.

\$17/mo. \$42/mo. \$67/mo. \$100/mo. Other \$ _____/mo.
 This is a recurring gift and will continue until you request otherwise.

METHOD OF PAYMENT

Bill me (as indicated above)
 Check enclosed (payable to Greater St. Louis Area Council)
 Give online \$ _____
 Credit card number: _____
 Exp. date: _____
 Signature: _____



SCOUTS STAND OUT.

Greater St. Louis Area Council, Boy Scouts of America

2020 Friends of Scouting

at any Giving Level

Council Pen



at the \$120+ Giving Level

Council Zippered Pouch



at the \$204+ Giving Level

Council 3" FOS Patch



at the \$500+ Giving Level

Council Pocket Knife



at the \$800+ Giving Level

Council Roll-Up Blanket



at the \$1,200+ Giving Level

Council Square Knot Society Patch



Gateway Givers

Council 4" Gateway Giver Patch



A Gateway Giver is a Friends of Scouting supporter who chooses to make their contribution over recurring monthly payments.

Thank you for supporting the Greater St. Louis Area Council, Boy Scouts of America 2020 Friends of Scouting Campaign! Your contribution today leaves a legacy for the youth of today and tomorrow.



SCOUTS STAND OUT.

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2020 Unit Incentives



Along with free rank advancement, Units that achieve their goal will also receive a \$25 certificate to use at any of the GSLAC BSA Scout Shops between Jan 1, 2020 and December 31, 2020.



Council Warm Up Letter & Insert

<<Date>>

Dear Parents of <<Scout Name>>,

In the coming weeks, your Scout's <<Pack, Troop, Crew>> will have a presentation at your upcoming <<Blue and Gold Banquet or Court of Honor>> regarding the Greater St. Louis Area Council's Family Friends of Scouting campaign. Friends of Scouting is our Council's annual giving campaign. **Your Scout's Unit goal for 2020 is <<\$>> and we are counting on YOU to help achieve 100% participation in the campaign.**

What you may not know is the cost of providing our quality program per Scout is \$204, which provides one year of our wonderful program for each Scout beyond your BSA registration fees – which go directly to our National BSA Office.

Our annual Friends of Scouting campaign provides the direct support your <<Pack, Troop, Crew>> and it's leaders by providing:

- Camp properties for summer and weekend camping and activities
- Activities and Programs for your Scouts
- Training and Courses for leaders
- Assistance to disadvantaged youth
- Program outreach
- Membership recruitment and Advancement
- Service Centers and Scout Shops
- Accident and General Liability Insurance

At your next Blue and Gold Banquet or Court of Honor, we will be asking Scout parents, such as yourself, to contribute what you can to help us maintain and grow the quality program Scouting offers to the youth of our area.

Every gift is important to the success of our Scouting programs. There are opportunities for everyone to support the Family Friends of Scouting at a level that can help us along, propel us forward, or even leave a legacy. There are many ways to give to the Family Friends of Scouting Campaign through:

a cash or check donation at the presentation,
mobile giving via PayPal or credit/debit card at the presentation *****new this year*****, or
through a pledge that is paid on a monthly, quarterly, or semiannual basis.

And don't forget that you can multiply your support through your company's matching gifts program. More information about Matching Gifts and Friends of Scouting can be found at www.stlbsa.org/give.

The enclosed flier outlines some of our Council's achievements over the past year. As a Scout parent, you see first-hand the benefits of Scouting and we hope you will consider giving a voluntary contribution to the campaign for 2020.

Yours in Scouting,

<<Name>>

Family Friends of Scouting Chair, Greater St. Louis Area Council, Boy Scouts of America

<<Pledge Form>>



SCOUTS STAND OUT.

Greater St. Louis Area Council, Boy Scouts of America

Did you know

The \$60 annual Scouting registration fee goes directly to the National BSA Office? And, if a Scout Unit collects dues, that money stays with the Unit to help pay for supplies, advancements and other Pack or Troop activities. That means none of that money goes to help provide the many vital services your Scout enjoys.

About The Greater St. Louis Area Council

We develop today's youth into tomorrow's leaders. We do this by creating opportunities for learning and growth that foster and strengthen self-confidence, values, respect for others, character and leadership abilities.



66,976 youth served!

The Greater St. Louis Area Council is experiencing our 3rd year of membership growth!

We rely on the generosity of donors like you who share our vision. Here are just a few ways your gifts help our local youth:

- **Over 200 STEM events and activities** with thousands of youth participating.
- **120 career Exploring Programs** sponsored by local businesses like local police and fire departments, hospitals, and bigger businesses like Edward Jones and Boeing.
- **Over 100 schools participated in our outreach program** - bringing Scouting to impoverished areas.
- **\$130,000+ in summer camp assistance** to Scouts who did not have the financial means to participate.
- **Camp property additions** - new tents, cots, tent platforms, climbing equipment, pool upgrades, inflatable icebergs, and paddle boats and boards.
- **Over \$400,000 to provide Scouting Programs** to less fortunate youth and families.

226,077

Hours of service to our communities.

1,989,062

Items collected during Scouting for Food.

658

Eagle Scouts in the Class of 2018.



To learn more or to donate online, please visit www.stlbsa.org/give.

Your generous tax-deductible gift to the Greater St. Louis Area Council, which provides direct funding for Scouting's life-changing programs that program fees alone do not cover, is a statement about your belief in Scouting and helping young people grow into successful adults.

Please give to help keep Scouting strong in our area!



Unit Warm Up Letter

<<Date>>

Dear Parents of <<Scout Name>>,

In the coming weeks, our <<Pack/Troop/Crew>> will have a presentation at our upcoming <<Blue and Gold Banquet/Court of Honor>> regarding the Greater St. Louis Area Council's Family Friends of Scouting campaign. Friends of Scouting is our Council's annual giving campaign. ***Our Scout's <<Pack/Troop/Crew>> goal for 2020 is <<\$>> and we are counting on YOU to help achieve 100% participation in the campaign.***

What you may not know is the cost of providing our quality program per Scout is \$204, which provides one year of our wonderful program for each Scout beyond our BSA registration fees – which go directly to our National BSA Office.

The annual Friends of Scouting campaign provides the direct support to our <<Pack/Troop/Crew>> and our leaders by providing:

- Camp properties for summer and weekend camping and activities
- Activities and Programs for your Scouts
- Training and Courses for leaders
- Assistance to disadvantaged youth
- Program outreach
- Membership recruitment and Advancement
- Service Centers and Scout Shops
- Accident and General Liability Insurance

Every gift is important to the success of our Scouting programs. There are opportunities for everyone to support the Family Friends of Scouting at a level that can help us along, propel us forward, or even leave a legacy. There are many ways to give to the Family Friends of Scouting Campaign through:

a cash or check donation at the presentation,
mobile giving via PayPal or credit/debit card at the presentation *****new this year*****, or
through a pledge that is paid on a monthly, quarterly, or semiannual basis.

And don't forget that you can multiply your support through your company's matching gifts program. More information about Matching Gifts and Friends of Scouting can be found at www.stlbsa.org/giving.

The enclosed flier outlines some of our Council's achievements over the past year. As a Scout parent, you see first-hand, the benefits of Scouting and we hope you will consider giving a voluntary contribution to the campaign for 2020.

At our upcoming <<Blue and Gold Banquet/Court of Honor>>, I'll be asking our Scout parents to contribute what you can to help us maintain and grow the quality program Scouting offers to your Scout and other youth in our community. I, myself, will be making a kickoff gift to help make our Unit's goal and I hope you will join me.

Yours in Scouting,

Unit <<Unit Number>> FOS Coordinator

Watch the campaign video here:
www.stlbsa.org/fosvideo



Unit Follow Up Letter

<<Date>>

Dear Parent of <<Scout Name>>,

I am pleased to announce that at our <<Blue and Gold Banquet/Court of Honor>>, **we raised <<\$\$Total So Far>> of our <<\$\$Goal>> goal** for the Greater St. Louis Area Council Family Friends of Scouting Campaign.

We feel good about our progress so far, but there is still more to be done. We haven't heard from you yet, so I wanted to let you know once again how important your support is for Scouting in our community. For more than 100 years the Boy Scouts of America has been preparing our youth for the future. Scouting is more important to today's youth and our communities more than ever. I am asking you to help our local Council continue to deliver the values of Scouting to our youth.

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a cash or check donation at the presentation,
mobile giving via PayPal or credit/debit card at the presentation *****new this year*****, or
through a pledge that is paid on a monthly, quarterly, or semiannual basis.

Please take a moment to look over this information and the enclosed brochure/pledge card, complete your pledge card, and return it to me at your very earliest convenience. If we have not heard from you within a week, we will follow up with a phone call to you. We are anxious to turn our results in and are hoping we can count on you to help us achieve 100% participation in our Unit.

Once again, thank you for your consideration of this important request. If you have any questions, please call me. Together, we can help deliver the promise of the Scouting program.

Yours in Scouting,

Unit <<Unit Number>> FOS Coordinator

P.S. – Remember your company may match your contribution. It is a great way for your employer to recognize your contribution and involvement within Scouting. More information about Matching Gifts and Friends of Scouting can be found at www.stlbsa.org/give.

Watch the campaign video here:
www.stlbsa.org/fosvideo



SCOUTS STAND OUT.

Greater St. Louis Area Council, Boy Scouts of America

“Gimme 5”

5 Steps to Becoming a Top 5 Unit

Before the Presentation

- 1 Unit Coordinator!** – DE visits with the Unit FOS Coordinator to build the relationship
 - Discuss growing the Family Campaign participation
 - Why FOS support is needed
 - Council updates
- 2 Set Presentation Dates!** – Scheduled for November through April with an early agenda placement.
- 3 Warm-Up!**
 - Family FOS Chair emails Unit Coordinator 14-21 days before the presentation with a video link to send to all families.
 - Do the families know what FOS is?
 - Trailblazer contacts Unit Coordinator 7 days prior to confirm date, location, and logistics.
- 4 Presenter!** – Trained? Quality? Video? TEN Minutes! Unit Coordinator makes 1st public gift.

After

- 5 Follow-up!** – within TWO weeks
 - Deliver progress toward the goal.
 - How many families participated?
 - How many cards were returned?
 - % of families participating.
 - Use the unworked and worked lists in Raiser’s Edge.
 - Host Monthly District Call Nights
 - Engage family volunteers from the District, Unit Coordinators, and leaders
 - Make sure Units know who has and hasn’t given.

FOS resources can be found at www.stlbsa.org/fos-resources.



SCOUTS STAND OUT.

Greater St. Louis Area Council, Boy Scouts of America

Trailblazer Presentation Reminders

Ten Minute Guarantee! (for your script)

1. Introduce yourself.
2. Share a few of the Unit's positive Scouting experiences.
3. Share some of what Scouting has done.
4. Share the importance of the campaign.
5. Give instructions on how to complete the pledge card and about mobile giving.
6. Share information concerning matching gifts.
7. Give wrap up instructions.
8. Say "Thank You".
9. Don't sit until all cards are returned.

Be Prepared! (ahead of the presentation)

1. Confirm presentation date, time, and location with Unit Coordinator.
2. Confirm physical & a/v arrangements.
3. Write your personalized script.
 - Customize to the Unit.
4. Assure the Unit Leader & Unit Coordinators will be making the first gifts.
5. Arrive early and be set up and ready.
 - Have assistance with distribution and collection of pledge cards.

Be Prepared! (what to bring)

1. Script
2. Brochures/Pledge Cards
3. Unit Report Envelope
4. Pens
5. Calculator
6. Donor Recognition Items
7. Participation Ribbon for Unit Flag



SCOUTS STAND OUT.

Greater St. Louis Area Council, Boy Scouts of America

Trailblazer Presentation Script

My name is <<NAME>> and I have been invited by your Unit Leadership to do a brief presentation on the annual Friends of Scouting campaign. Thank you for welcoming me to come to your <<Court of Honor/Blue & Gold>> today. It is great to see so many youth enjoying Scouts and so many parents <<and grandparents>> supporting your kids through this life-changing experience that is Scouting. I was just talking about some of the wonderful things your Unit is doing - <<RESEARCH THIS AND INCLUDE SOME GOOD SAMPLES>>. This is all great stuff you are doing!

Youth in Scouting have a lot of fun and learn a lot about themselves along the way. You are watching your children do a lot of growing up in Scouting - learning skills, developing positive values, helping others, and shouldering responsibility. You, and each of your leaders, have worked together to offer your children opportunities they couldn't have anywhere else. But none of this just happens.

Did you know that the cost of services the Greater St. Louis Area Council invests in your sons/daughters and all the registered Scouts is \$204? This is a tremendous bargain when compared to the cost of other programs that don't offer a well-rounded, values-based, character development program like Scouting. The Council cannot do it alone, and that is where you come in. The annual Friends of Scouting Campaign makes up 22% of the Council's budget, so its success is important to keep our wonderful Scouting programs available to all youth of the area.

Please consider joining me and your Unit Leadership in helping to support the programs your children are participating in, to help enhance current programs, to help us add new program offerings, and to help support others to go through the Scouting program - those who cannot afford to participate, but would benefit from the great programs provided by Scouting.

In front of you is a pledge card. Please fill out your Donor Information by printing your name, address, phone number, email, Unit Affiliation (We are located in the <<District>> District and you are members of <Pack/Troop>> <<Unit Number>>. Fill in your desired Giving Level, remembering that you can break your contribution over a monthly installment or a single payment which can be made today or billed at a later date.

New this year is a Mobile Giving option. If you wish, you can pay your contribution by credit or debit card - right from your smartphone! Text the word <<Region Code>> to <<Shortcode>> and you will receive a text back with a link to our Mobile Giving Page where you can complete a one-time gift today, or begin a recurring monthly, quarterly, or annual donation through your debit or credit card.

And don't forget to check with your employers to see if you can increase the power of your gift through company matching. Many companies have matching programs. These are great ways for employers to recognize the contributions and involvements of their employees. If you work for a company with a matching program, indicate so on your pledge card. Then visit your Human Resources Department to complete the appropriate paperwork and then forward it to the Council office and they will take care of the rest.

Now that you have completed your pledge card, please turn it in confidentially in the envelope provided. Your <<Den Leader/Scoutmaster>> will help me collect the cards.

Once again, I would like to thank you for this opportunity to tell you about our Council and our Scouting programs. Scouting is providing the youth of our community and our country with the values necessary for them to develop a good, strong character. Thank you for making Scouting possible for your sons/daughters and other young people of our Council.

I will be in the back if anyone should have any questions.



BOY SCOUTS OF AMERICA®
GREATER ST. LOUIS AREA COUNCIL

2020 Family Friends of Scouting Unit Report Envelope

<<DISTRICT>>

<<UNIT>>

Unit Fundraising Goal: \$ <<GOAL>>

Unit Leader: _____
Phone: _____

Committee Chair: _____
Phone: _____

Presentation Information

Date: _____
Time: _____
Location: _____

(Please record the number and amount of all gifts enclosed in this envelope)

Payment Type	Number of Gifts	Total Amount of Gifts
Checks		\$
Cash		\$
Charges*		\$
Gateway Givers		\$
Unpaid Pledges		\$
Total from all pledge cards		\$
Potential Matching Gifts		\$

Unit FOS Goal Achieved?

For the Free Rank incentive, this unit has met its fundraising goal.

YES NO

Return this packet to your District Executive within 24 hours of the presentation.

DO NOT MAIL!!!!

Questions: Contact your District Executive, <<DE NAME>> at <<DE PHONE>>.

2019 Amount Raised \$ 2019 # of Gifts:
Membership as of 6/30/19: 2019 Gateway Givers \$

Notes:

Please be sure each pledge card inside is legible if not matched with a preprinted card:

- *Unit info
- *Full name
- *Address
- *Pledge amount
- *Payment selection



SCOUTS STAND OUT.

Greater St. Louis Area Council, Boy Scouts of America

FAQ'S

Does the money stay in my District?

Response: For the most part, YES! 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, your District receives all the support and service and program opportunities along 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 your donation to provide the best Scouting experience for all youth.

What is the true cost of Scouting?

Response: Most Packs and Troops collect dues and fund raise to deliver their own local programs. On top of this, it costs around \$204 per Scout for the Greater St. Louis Area Council to provide our quality programs to our Scouts.

Bankruptcy – is the Council stable?

Response: We know there has been a lot of press lately about the Boy Scouts of America. The Greater St. Louis Area Council manages our own finances separately from the national organization. We are proud to have a very stable budget and a solid endowment.

Sexual assault – What is the Council doing to protect our youth and make Scouting safe?

Response: Scouting IS safe. We know there has been a lot of press lately about the Boy Scouts. 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.



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Notes



SCOUTS STAND OUT.

Greater St. Louis Area Council, Boy Scouts of America

MacArthur Service Center

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

Ritter Service Center

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

Cohen Service Center

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

Southern Illinois Service Center

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

BSA Outfitters

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

Central Illinois Service Center

262 West Prairie Avenue
Decatur, IL 62523
217-429-2326