



SCOUTS STAND OUT.

Greater St. Louis Area Council, Boy Scouts of America

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.