



## 2018-2019 Planning Calendar

	Date	Event / Opportunity / Action Needed	Division
On	9/17&18/2018	<b>*Campaign Staff Conference</b>	<b>Staff</b>
On	9/26/2018	<b>*Governors Luncheon Table Host Cultivation Event</b>	<b>Finance/ Field</b>
By	10/11/2018	Unit FOS Chairs and FOS Presenter Team recruited	Family
By	10/11/2018	Community Chair recruited	Community
By	10/15/2018	District Friends of Scouting Chairs recruited	Field
By	10/15/2018	District Leadership Chairs recruited	Field
By	10/15/2018	Family Campaign Chairs recruited	Field
By	10/15/2018	Governors Luncheon Table Hosts recruited	All
On	10/16/2018	Friends of Scouting Training	Field
On	10/24/2018	<b>Field Governor's Luncheon Table Host Cultivation Event</b>	<b>Field</b>
By	10/31/2018	Family FOS Presenters Recruited	Field
By	11/10/2018	<b>*FOS Family Campaign Training for 2019 manpower (includes unit FOS chairs &amp; FOS Presenter Teams)</b>	<b>Finance/ Field</b>
On	11/12/2018	<b>*Governors Luncheon Table Host Cultivation Event</b>	<b>All</b>
By	11/26/2018	<b>All Governors Luncheon Table Hosts Submit Confirmed Table Guests &amp; "Ask" Amounts</b>	<b>All</b>
By	December	District Leadership Campaign Kicks Off @ District Meeting	Leadership
By	12/10/ 2018	Conduct District FOS Presenter Kickoff	Field
On	12/10/2018	<b>*Governor's Luncheon for Scouting @ J.W. Marriott</b>	<b>All</b>
By	12/15/2018	Family FOS Campaign Begins/ All Unit Presentations Set	Family
On	12/17/2018	<b>*Community Campaign Briefing</b>	<b>Finance/ Field</b>
By	1/31/2019	District Leadership Campaign @ 100% of goal	Leadership

By	1/31/2019	Overall FOS Campaign Benchmark 25%	All
<b>On</b>	<b>2/5/2019</b>	<b>*Council FOS Rally for Volunteers and Professional Staff</b>	<b>All</b>
By	2/18/2019	District Report Meeting	All
By	2/28/2019	Overall FOS Campaign Benchmark 50%	All
<b>On</b>	<b>2/26/2019</b>	<b>*Professional Staff Rally/Conference Call</b>	<b>Staff</b>
<b>On</b>	<b>3/19/2019</b>	<b>*Council FOS Rally for Volunteers and Professional staff</b>	<b>All</b>
By	3/29/2019	Family Division @ 80% of goal	Family
By	3/29/2019	Overall Campaign Benchmark 75%	All
By	4/12/2019	District Report Meetings	All
<b>On</b>	<b>4/30/2019</b>	<b>*Professional Staff Rally/Conference Call</b>	<b>Staff</b>
By	4/30/2019	Overall Campaign Benchmark 90%	All
By	4/30/2019	Community Campaigns @ 100% of goal	Community
By	May	Campaign Phonathons/ Unworked Prospects Solicited	All
By	5/30/2019	Overall Campaign Benchmark 100%	All
By	6/30/2019	2019 Campaign clean-up and critique	All
<b>On</b>	<b>6/6/2019</b>	<b>FOS Victory Celebration</b>	<b>All</b>
In	July, 2019	Staff Training held for 2020 campaign	Staff
		<b>*Professionals Expected to Attend Gov. Luncheon, Trainings, Rallies, &amp; Meetings</b>	Staff



# The Purpose of the Friends of Scouting Conference

The purpose for scheduling and conducting an annual “Friends of Scouting” campaign conference is three-fold:

1. All professionals, whether we have been through 1 or 25 campaigns, should be refreshed and reminded of the **essential components** that cause a successful “Friends of Scouting” campaign to happen.
2. To have time to focus on this one subject that is paramount in a Scouting career. To learn from fellow pros, to team build, to discuss and leave no questions unanswered on the **council budget** and your role in doing your part.
3. Analyze last year’s campaign from top to bottom while taking time to identify the best possible **volunteer enrollers**. To schedule all key FOS dates, and mentally prepare ourselves for a disciplined successful campaign.

## Objectives

1. All professionals, as they leave the conference, will have a renewed basic knowledge of the principles of Friends of Scouting. They should also **understand the council budget** and be able to fully explain their service area’s fair-share of that budget.
2. Realize the importance of **maintaining discipline** throughout the entire campaign.
3. Realize the total volunteer work force needed to conduct the Friends of Scouting campaign, and have in mind at least two prospects for each **key leadership** position needed.

4. Schedule each and every date and step in the campaign (from training seminars through report meetings), with each professional leaving the conference with a dedication to keep this schedule.
5. Know the necessity of "Friends of Scouting," and realize that the way to achieve 100% on time is to **"FOLLOW THE PLAN."**
6. Utilize trained dedicated volunteers and give them the **professional support** needed to make them successful.

# Who pays for Scouting?

	WHERE DOES THE MONEY COME FROM?	WHERE DOES IT GO?
Youth	Personal Savings Participation in Money-Earning Projects	Uniforms Handbooks Personal Equipment Camp Fee
Their Units	Member Dues Special Money-Earning Projects	Camping Equipment Registration Fee <sup>1</sup> Boys' Life Magazine* Insignia Special Events Program Materials
Chartered Organizations	Organization's Budget	Meeting Rooms, Light, and Heat
Your Council	United Way Organizations Friends of Scouting Campaigns Trust Funds Project Sales Special Events Bequests Foundations	Organizing Units Serving Existing Units Training Leaders Maintaining Camps Maintaining Service Center, Records and Information Professional Staff Supervision
National Council	Member Registration Fees Magazine Subscriptions and Ads Supply Division Uniform and Equipment Sales Grants National Service Fees	Local Council Assistance Program Research and Development Program Materials Professional Training Communications Local Council Insurance and Benefits

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