

2019 Friends of Scouting Campaign

Bowtie Method

The “Bowtie” presentation represents an easy way to remember a new way of thinking about the presentation. Consider that you often only have 10 minutes to give your unit Friends of Scouting presentation, under circumstances that are sometimes distracting. Think about the fact that not all families are in attendance. Realize that some families are caught off guard, not expecting to be asked for a gift to the Seneca Waterways Council.

In less than 10-12 minutes, we are expected to do the following:

- **Increase awareness** of the many benefits and resources available from Seneca Waterways Council.
- **Educate** our membership regarding how much money is required to operate Seneca Waterways Council and where that money is spent.
- Create **unity** with a message that we’re all in this together, pulling for the same results.

We shouldn’t be surprised, then, that the results often are less than satisfactory. That’s the premise behind our concept that we call the “bowtie” method.



A DOT (OR, THE KNOT)

Think of a dot. A speck, really. This dot represents that point in time that is your actual presentation at the unit. It really is just a point in time — only 10 minutes. Ten minutes out of the busy lives of our membership. You can’t be expected to make every important point that may result in a parent, or even adult volunteer, ‘getting it.’

Doesn’t it seem that if this “dot” was used only to summarize and emphasize the big picture points that have already been made elsewhere, we’d achieve more success? Let’s think of that dot as the knot in a bowtie. Let’s look at the other parts of the bowtie: “the wings.”

THE “LEFT WING”

The left wing” represents time leading up to the actual presentation, and the “right wing” represents time after your presentation. So, what do we do with this time? Let’s look at the ‘left wing’ as the time before the presentation. In order to support the presentation, this time should be used to create awareness of not only what Council does for us, but to create awareness of what the Family Friends of Scouting campaign is about.

About two weeks prior to the presentation, contact the Unit Family FOS Coordinator to make sure a pre-presentation email was sent to all members. Ask about members who might not have email available to them, and ask if they were mailed a hard copy. Ask if he or she needs help with anything! Coach your Unit Family FOS Coordinator to write a follow up email, asking if there are any questions. Ask that any questions that are not easily answered be forwarded to you for follow up. For those questions that you can’t answer, forward the question to your District Family FOS Chair and/or District Executive, who will answer it, or forward it to me for follow up. Ask if there is audio/visual available.

Make contact again a few days before the presentation, asking if everything is on track. Be sure to thank your FOS Coordinator for laying the groundwork for a successful campaign! Establishing communication lines prior to your presentation, with prompt responses to member questions builds unity!

THE “RIGHT WING”

The “right wing” represents time after the presentation. This time is used for follow up:

- Contact families who weren’t at the presentation.
- Finding pledge card status for cards that weren’t turned in.
- Follow up to questions that couldn’t be answered satisfactorily at the presentation.
- Close out report and turn-in of gifts.

Finally, consider that actually everything we do every day is “the presentation.” What we do every day and the sincerity with which we conduct our business will influence the success of the Family Friends of Scouting campaign much more than the actual presentation itself.