Friends of Scouting
2020 Campaign Orientation

Please mute your yourself until you need to talk – this cuts down on the background noise for everyone. Thank you!

The orientation will begin at 7:00 pm
Stephen Rufer, Council VP Finance

- Welcome
- Why Friends of Scouting is important
- Future meeting dates & benchmarks
Meeting Schedule

Thursday, December 12 @ 7:00 pm (central) – Orientation
- Attendees – District FOS chair, Community chair & Family chair

Wednesday, January 15 @ 7:00 pm (central) – Kickoff
- Attendees – All district campaign volunteers

Wednesday, February 12 @ 5:30 pm (central)
- Attendees – District FOS chair, Community chair & Family chair

Wednesday, March 11 @ 5:30 pm (central)
- Attendees – District FOS chair, Community chair & Family chair

Wednesday, April 8 @ 5:30 pm (central)
- Attendees – District FOS chair, Community chair & Family chair

Wednesday, May 6 @ 5:30 pm (central)
- Attendees – District FOS chair, Community chair & Family chair

Wednesday, June 3 @ 7:00 pm (central) – Victory Celebration
- Attendees – All district campaign volunteers

Benchmarks

10% of goal
25% of goal
50% of goal
75% of goal
90% of goal
100% of goal
Darin Steindl, Director of Field Service

New for 2020

• Baseball theme!

• Friends of Scouting [web page]
  o Campaign plan book
  o Breakfast for Scouting materials

• Videos
  o For Family presentations
  o For “one-on-one” visits with donors

• Brochures
Today's Youth Become Tomorrows Leaders with your Investment

**Strong Personal Values**
Building a strong code of ethics is what Scouting is all about. The mission of the Boy Scouts of America is to prepare young people to make the right choices no matter what situations life throws at them.

**Set Goals**
In order to reach their full potential, youth need an incentive to reach beyond what they already know. Scouting has helped them learn how to set goals for themselves.

**A Desire to Learn**
Scouting creates a real desire for learning by facilitating opportunities for youth to experience new and exciting adventures.

**Self Worth and Usefulness**
Scouting provides youth with a sense of importance as individuals. Scouts grow in self-esteem and self-confidence as they conquer new challenges, advance in rank, and learn new skills.

**Strong Relationships**
Positive relationships are built between Scouts and their peers, Scouts and leaders, and Scouts and parents through the Scouting program.

**Social Skills**
The time Scouts spend with adults and peers helps them develop essential social skills.

Thank You For Leaving A Legacy

For more than 100 years, the Northern Lights Council has been helping to build the next generation of every day heroes who are prepared to lead, serve, and succeed regardless of obstacles the future presents.

Every week, thousands of young men and young women make their hands to the Scout sign and make a promise. It's not a pledge to an organization. It is a lifelong commitment to themselves, their families, and the community they share.

Your financial investment in Friends of Scouting ensures that this important work continues. We thank you for your continued belief in, and support of Scouting. Because of you, the Legacy of Scouting will continue.

Tim Sayler
Council President
Mike Briggs
Council Commissioner
Rich McCartney
CEO/Scout Executive

Jon L Wazeeuw Center for Scouting
4200 10th Avenue South, Fargo, ND 58103
701-289-7204

Capital Credit Union Scout Center
920 Hamilton Street, suite 1H
Bismarck, ND 58503
701-223-7204

The Northern Lights Council is a 501(c)(3), non-profit and contributions are tax deductible to the extent provided by law.

Invest in the Leaders of Tomorrow

2020 Friends of Scouting

Give today by texting LEGACY2020 to 41444
Rob Gilkerson, Asst. Director of Field Service

• Text messaging
  o Breakfast event reminders
  o Follow up after family presentations

• Text to Give
Scouting provides once in a lifetime opportunities and life lessons needed for a young man or young woman to reach his or her full potential. Your financial investment, plus that of time and talents are among the greatest gifts you can make. Please take a moment to complete the attached pledge card and make an Investment in the Leaders of Tomorrow...

Double Your Impact with a Matching Gift
If you work for a company that has a matching gift program, your donation to Scouting can have double the impact. Simply contact your human resources department, fill out a Matching Gift Form and submit it to your company or send it to us, depending on the instructions. Once we receive it, we will verify your gift and return it to your company to match your Scouting Contribution.

Consider Joining the Pathfinder Society
Support Scouting by signing up for monthly recurring giving minimum of $15 per month and receive a special collectors patch and pin. Pathfinder Society members will also receive additional benefits and recognition from time to time including preferred access to special events and activities. Monthly giving is convenient and provides a steady stream of support that leads to better budgeting. You may cancel participation at any time.

Receive this special council strip with your support of one Scout

Give today by texting “FAMILY2020” to 41444
Shawn Johnston, Community FOS Chair

**Community Campaign Keys to Success**

- Breakfast for Scouting events
  - Summary and position descriptions on web page

- Letters to all Community donors in January
  - “Save the Date” info for Breakfast for Scouting
  - How they can pledge now

- Volunteers to help with special donor asks & cleanup
  - Video to use during “one-on-one” visits
Todd Otto, Family FOS Chair

*Family Campaign Keys to Success*

- **Presentations**
  - To be scheduled for January, February or March
  - Warm up and Follow up letters

- **Presenters**
  - Use video for the presentation
  - Collect pledge cards
Stephen Rufer

Key volunteers needed for the campaign

• Breakfast for Scouting Chairs (2-4 in each district)
  o Breakfast Table Hosts (5+ for each event)
• Community workers (for special asks/cleanup)
• Family FOS Chair (help recruit presenters)
  o Family FOS Presenters (2-4 presentations each)

District Reports

• What positions are filled
• Who do you still need to recruit?
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<tr>
<th>Districts</th>
<th>Breakfast Dates (2-4 in each district)</th>
<th>Table Hosts</th>
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<th>Target 10%</th>
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Closing Comments

Richard McCartney
Scout Executive
Campaign Kickoff
7:00 pm – January 15