Welcome to the Friends of Scouting Team!

The Friends of Scouting campaign supports the greatest youth program in the world, and you help make a difference!

The Northern Lights Council has more than 10,000 registered youth members supported by more than 3,000 volunteers. Financial support is needed to provide the facilities, materials, programs, training, activities and Scouting leadership for our area.

The annual Family Friends of Scouting (FOS) campaign raises a significant portion of the Council’s budget from the families of youth who participate in Scouting. As a volunteer presenter, you help make all this possible.

**Keys to Success- Fundraising is easier than you think.**

- People give because of motivation
- People like being asked to help
- People are influenced by who makes the ask
- People like to be asked for a suggested amount
- People are not offended by asking for too much
- Recognition items encourage upgrading
- **Greater involvement creates greater interest in giving**
Campaign Overview

The annual Friends of Scouting (FOS) campaign is planned, directed, and conducted by volunteers – and its success depends on you! Each volunteer team has a professional advisor (usually your District Executive) to assist with information, training, and supplies.

The family campaign begins in November and wraps up by March. A kick-off training will be held for all FOS presenters. Each presenter will receive council-prepared materials to make a successful 10 minute presentation.

Instant recognition for all gifts and pledges is done at the presentation for any giving level. As the presenter, you will be responsible for collecting the pledge cards and the contributions and delivering them to your district’s Family FOS Chair or district executive.
Being a Presenter – What Does It Mean?

By accepting the invitation to become a Family Friends of Scouting Presenter, you have joined your district’s team in representing the Northern Lights Council, Boy Scouts of America to spread the Scouting message.

Many people don’t know anyone else involved in Scouting outside of their local unit. So, when they see you, they see someone representing both your district and the Northern Lights Council.

**Presenter Responsibilities:**

1) Be a supporter of the campaign

2) Attend the Friends of Scouting Presenter Training

3) Make a presentation to at least 3 units, and help secure/confirm presentation dates

4) Follow the process in this guidebook

5) Make quality presentations (about 10 minutes each)

6) Distribute recognition items immediately after the presentations to those people that made pledges. They don’t need to make payment in full to receive the recognition item.

7) Report the results to the District FOS Chairman

8) Attend the Campaign Victory Celebration
Matching Gifts – What Are They?

When a contributor makes a gift to a non-profit organization, that gift can be increased if their place of employment offers a matching gifts program. Generally, for a person’s gift to be matched there are a few steps that need to be followed:

1) At a unit presentation, announce that matching gifts are available.
2) Contributor makes a gift and indicates on the pledge card that a matching gift may be available.
3) The contributor must request the matching gift from his or her employer.
4) A form or e-mail is sent from the company to the Council Office.
5) Once the gift is confirmed and paid, the company makes a matching contribution directly to the non-profit organization.
6) Time is of the essence, a 90-day window is standard after a contribution is made. Please don’t delay!

Recognition—Do Contributors Get Something?
People like to give to organizations they believe in. And they don’t mind receiving a nice thank-you item in return. The Friends of Scouting Campaign is no exception. This year, we are giving out the recognition items when people make their pledge, we are not waiting until they pay their pledge in full.

But What Do I Say?
We make it easy. The presentation is actually a video on the Northern Lights Council YouTube channel. The video explains the details. All you need to do is remind the families to turn in a pledge card to be entered in the drawing and then present the door prize to the winning family - and say “Thank You” to everyone that turned in a pledge card.
Before the Presentation – Early Planning

Listed below is a checklist, start to finish, to guide you through a successful presentation. Let the experience of others work for success!

1) Phone the unit contact person at least two weeks in advance of the presentation, and:

2) Verify the location, date, and time of their meeting. Get directions if needed.

3) Make sure there is internet access and a way to play a YouTube video for the audience to see.

4) Request that the presentation be scheduled at the beginning of the meeting.

5) Ask who will be introducing you as the presenter at the meeting.

The Presentation Day

- Arrive at the meeting place 30 minutes early to make contact with the Unit Leader.

- Ask the contact person for the unit to recruit 2 Scouts to help pass out the brochures as soon as people arrive. Explain to the Scouts that each family should get a brochure.

- Find a volunteer in the room. Tell them we promise to keep the presentation under 10 minutes. Ask them to signal at the 8-minute mark so the presentation can be wrapped up.
During the Presentation

The video will do most of presentation. After the video is done playing:

- State the we hope everyone will complete a pledge card whether they are able to give this year or not so they can be entered in the door prize drawing.
- Allow for parents to fill out the pledge cards.
- Remain at the meeting until the last few people are gone. Some people are so busy answering questions, running the meeting, or cleaning up that they honestly forgot the presentation happened. Staying until the end gives them a chance to participate too.

After the Presentation

Turn in the Results!

To prevent delays, please DO NOT HOLD the pledge cards and payments. Donors expect their checks to be cashed or their credit cards billed in a timely manner for tax purposes. Turn in the results as soon as possible (within 1-2 days) to the district Family FOS Chair or district executive.
Northern Lights Council, Boy Scouts of America
Facilities & Camps

Wanzek Center for Scouting
4200 19th Ave South
Fargo, ND 58103
(701) 293-5011, (877) 293-5011 toll-free

Capital Credit Union Scout Center
3320 Hamilton Street, #1
Bismarck, ND 58503
(701) 223-7204

Grand Forks Office
1701 Cherry Street
Grand Forks, ND 58201
(701) 775-3189

Minot Office
615 South Broadway, Suite L7
Minot, ND 58701
(701) 839-2260

Camp Wilderness
near Park Rapids, MN

Heart Butte Scout Reservation
near Glen Ullin, ND

Big 4 Scout Camp
near Minot, ND

Tom Brantner Memorial Camp
near Glyndon, MN