

# Family Friends of Scouting

## Presenter Training

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### KEY FINDINGS from 2015 *Tufts University Study*

- The more time kids spend in Scouting, the better the outcomes in **character development**
- Those who attend meetings regularly report higher outcomes virtually across the board when compared to Scouts with lower attendance
- Scouts are more likely to embrace **positive social values** than non-Scouts
- Scouts who are more engaged in the program report higher outcomes in nearly every category

When asked what was “most important” to them, Scouts were significantly more likely than non-Scouts to choose “helping others” or “doing the right thing” vs. “being smart,” “being the best,” or “playing sports”



## STEP 1: Speaker Introduction

Every good speaker is introduced.

What will you share about yourself?

What makes you knowledgeable about FOS or Scouting?

What makes you relatable?

Tell the audience something funny or interesting about you.

*Note to host:* please read introduction as-written and without paraphrasing. Please avoid saying things like “he told me to say this” that make it sound like you don’t want to give the introduction. Thanks!

## STEP 2: Get your audience to say “YES”

Does Scouting work? (reference *Tufts University Study*)

*Nod, “yes,” clap*

- Scouting does in fact have a measurable, positive impact in the character development of young people.

## STEP 3: Grab and command the attention of your audience

Did you know...?

You are all here for the Scouts, and the Scouts have a program to get to. I am going to keep this short and sweet.

## STEP 4: Short Story

Highlight a character trait a Scout learned (*example* – overcoming fear).

Relatable. Must be about a Scout who did something.

What was the Scout like before, during, and after?

## STEP 5: Hook your audience

Wouldn’t it be great if 100% of youth were Scouts (nod, “yes”)? (reference *Tufts University Study*)

- Better program + more involvement = better character attributes

Now imagine your Scout as a successful adult. What does this adult look like to you, and what character traits do they have?

I would like to take a few seconds to have everyone turn to a neighbor to tell them about those traits.

Call on a few people (opinion leaders or people you already spoke to)

Of those traits, did they learn those in Scouting?

#### STEP 6: Addressing different audiences

*Open and responsive* - Ask the audience, what (obstacles) are you worried will stop your children from learning those skills?

*Closed* - Call on people in the audience (opinion leaders or people you already spoke to)

Follow-up with a statement to confirm their belief.

#### STEP 7: Solution

Let's look at these (obstacles). Do you think Scouting helps with x, y, z?

Or

We all know Scouting helps with x, y, z.

As you know, Scouting is the largest youth-serving organization in the country. Your time and supports helps youth build strong character, know right from wrong, set and achieve goals, and learn skills for every aspect of their lives.

You know firsthand how Scouting changes lives and benefits more than just the people in this room. You and your Scout impact the entire community.

#### STEP 8: Visualization

Video

Please look to the screen as we hear from today's Scouts and tomorrow's leaders.

#### STEP 9: The Ask

You have been given a Friends of Scouting brochure. On the back is a pledge card. I know that when you joined Scouting, you paid to sign-up. Thank you! Please consider a gift of \$200, or make Scouting one of your family's top charities. The sign-up fee you already paid doesn't cover council services, like facility upgrades and new programs. In short, your \$33 membership fee pays for the operation of the BSA National Service Center, Youth Protection resources, development of program enhancements, national high-adventure bases, liability insurance costs, and much more.

You might also be thinking about other things you pay for in Scouting, like dues and books and uniforms. Those fees also don't help cover council services, like campership assistance and membership recruitment resources.

Will you help today's Scouts become tomorrow's leaders?

Please take a moment to fill out your pledge card.

You will notice different giving levels in STEP 2:

Every gift will receive a static cling (window sticker).

If you give \$200 Support One Scout – you'll receive a patch

If you give \$500 – you'll receive a drawstring backpack

If you give \$800 Support Four Scouts – you'll receive a tumbler

If you give \$1,200 – you'll receive a Square Knot Society certificate, council shoulder patch, and lapel pin

Gateway Givers is our recurring monthly donation program. By making a recurring monthly donation on your credit or debit card, you'll be helping Scouts become leaders for years to come. Select a monthly amount and complete the credit card payment information.

You will notice different payment methods in STEP 3:

You have the option to pay today by *cash* or *check*, or setup credit *card* payments. Every dollar helps. You can also simply make a *pledge* of support. Consider making a gift in an amount that you'll care how it's spent.

Pause

#### STEP 10: The Collection

We ask that everyone return a completed pledge card with your name on it, even if you already gave or are giving at another time.

A matching gift from your employer is an easy way to double your donation. We've listed several on the brochure. Check with your employer to see if the company offers a matching program. Many companies also recognize the value of your volunteer hours with a monetary donation to the organization. Those matching gifts and volunteer grants will be applied to your unit's goal.

Please give generously, and know that the Scouts of today will be the leaders of tomorrow.