



Trailblazer Unit Kickoff Sample Email/Script

Introduction sample script for Trailblazers to use when promoting this to unit leaders and families. Usually sent via email to leaders, then in tandem the leader/trailblazer will continuously promote FOS for the 2 months leading up to the Celebration

Hello, my name is _____ & I'm a volunteer with _____ (personal scouting role) & the district friends of scouting committee. It's good to be here to see scouting in action. I have been invited by your unit leadership to inspire you to join me in supporting the life changing programs of the Boy Scouts of America by donating to the annual friends of scouting campaign.

We just finished a year like no other, and this year's Friends of Scouting Campaign is even more critical than in years past. The Council continued to operate during the pandemic, providing programming and resources to units. Now that your unit is meeting again, you will benefit from these services as well. There is also a greater need for families who need financial assistance. We are working hard to teach our scouts to come together to learn, grow, and serve even during challenging times. The Scouting program is one of perseverance and determination.

What is the family friends of scouting campaign?

- District & council annual fund-raising campaign
- Ask our current and past scouting families to invest in the future of Scouting.
- It makes up 21% of council budget and the council invests \$250 into each youth yearly

What your generous donation does to support your son and daughter's scouting program

- Provides recruitment resources, trainings, and subsidized activities and camp properties, financial assistance, scholarships for summer camp, Eagle Scout awards, & much more

How you can donate or pledge your support of your son or daughter's scouting program? It's time to join me in supporting Scouting. Consider investing in one scout at the \$250 giving level

- Our District Name _____ & Unit goal _____
- Mobile Giving right from your smartphone phone tonight (share unit code to text)
- Introduce unit crowdfunding page
- Gateway givers monthly support option (special drawing for a free stay at the Orthwein Cabins at S-F Scout Ranch!)
- Share date you will return for celebration & encourage giving prior to that date



Trailblazer Unit Celebration Script

Unit campaign wrap up

Hello, my name is _____ & I'm a volunteer with _____ (personal scouting role) & the district friends of scouting committee. Thank you for having me join you again. I'm excited to announce that your unit has raised \$ _____ of your \$ _____ goal!

-If unit achieved goal—Congratulations for reaching your goal and thank you so much for your support!

-If unit hasn't reached goal—Congratulations, you are close to reaching your goal, there's still time to donate tonight.

Here's what your donations help provide locally! (District staff will provide)

- Provides recruitment resources, trainings, subsidized _____ local activities and camp properties,
- Financial assistance. Last year our district / unit supported _____ scouts with assistance
- Scholarships for _____ youth to summer camp, STEM programs, merit badge skill centers & other programs.
- Provides the _____ Eagle Scout awards given out each year
- Other

Why I support the friends of scouting Campaign

.....(Tell a specific inspiring short story of you or your family's Scouting experience) or how support from the district or council has made a major impact with a scout or their family.

Thank you to those who have already donated; I'm excited to be able to provide thank you gifts for donating. (Please check unit's preference on when / how they would like these distributed)

If you haven't had a chance to give, please consider contributing tonight. A few reminders

- Mobile Giving right from your smartphone phone tonight (share unit code to text)
- Fill out Pledge cards and pay with cash, check or credit card or pledge to pay at a later date
- Check with your employers to increase the power of your gift through company matching.

Closing

Thank the unit leaders for inviting me to talk with you. I will be here to answer any questions.

*Note—Trailblazer need not stay for entire meeting