



## Family FOS Campaign Timeline

### Before the Celebration

- 1 Unit Leader!** – DE visits/ calls the Unit Leader to build the relationship
  - Discuss growing the Family Campaign participation & new campaign plan
  - Why FOS support is needed
  - Council updates
- 2 Set Unit Celebration Dates!** – Scheduled for November through April with an early agenda placement.
  - Family FOS Chair, Crew Chief, or Trailblazer emails Unit Leader before the kickoff with a warm up e-mail & crowdfunding link to send to all families.
- 3 Unit Kickoff! (2 months prior to Unit Celebration)**
  - Trailblazer works with Unit Leaders to communicate to unit families about FOS and upcoming celebration
  - Share crowdfunding page
  - Encourage donations prior to unit celebration
- 4 Unit Celebration! (Formerly presentation)**
  - Trailblazer contacts Unit Leader 7 days prior to confirm date, location, and logistics.
  - Share local updates on Scouting's impact and the role of FOS
  - Soft ask is made, but focus should be on celebrating funds already raised

### After

- 5 Follow-up!** – within TWO weeks
  - Deliver progress toward the goal.
    - How many families participated?
    - How many cards were returned?
    - % of families participating.
  - Use the unworked and worked lists in Raiser's Edge.
  - Host Monthly District Call Nights
    - Engage family volunteers from the District, and Unit Leaders
    - Make sure Units know who has and hasn't given.

FOS resources can be found at [www.stlbsa.org/fos-resources](http://www.stlbsa.org/fos-resources).