



GREATER ST. LOUIS AREA COUNCIL

BOY SCOUTS OF AMERICA®

Family Friends of Scouting - Plan of Action

The campaign begins mid-November with the first unit meetings, and all should be completed by April 30th. The following are campaign procedures:

Phase 1 - Preparations (before November 30)

- These steps are vital to your success!
- Recruit your crew chiefs, & trailblazers early.
 - Invite to FOS Kickoff / training session.
- Build your campaign plan with your volunteers.
 - Review your units' history and determine the best way to exceed your family goal.
 - Determine your top performers and be sure to assign proper presenters.
- Schedule your Unit kickoff & celebration dates by January 14th.
 - Let Units know their goal; stress 100% unit participation.
- Attend FOS Kickoff / training session in December.
- Focus on your high potential units.
- Encourage 100% family participation.

Phase 2 - Conducting the Campaign (November - April 30)

- Kickoff District campaign at December Committee & Commissioner meetings; ensure all volunteers participate.
- Contact Unit leaders 2-3 weeks before the presentation date.
 - Confirm date, time, location, other needs.
 - Confirm agenda and provide intro script to the Unit Leader. Ask to make it a personalized unit experience.
 - Remind them to make a personal and public gift to the campaign during the introduction.
 - Ensure they introduce the trailblazer and stress 100% participation / unit goal.
- Warm up letters will be sent to every family in the Unit in January
- Unit kickoff (2 months prior to unit celebration)
 - Trailblazer introduces FOS to unit, shares crowdfunding page, encourages donations prior to unit celebration
- Unit celebration (formerly presentation) is made at a Blue and Gold or Court of Honor—max 8 minutes.
 - Share local updates on Scouting's impact and the role of FOS
 - A soft ask for additional donations should be made, but focus should be on celebrating what the unit has already achieved
 - Give proper recognition to all that have already given & new donors at the meeting.
 - Trailblazer should make a follow up plan with the Unit Leader that night.
- Trailblazer turns in the Unit Envelope with the pledge cards and contributions to the District Exec within 24 hours

Report Meetings/Communication

- The Family FOS Chair should schedule regular weekly communications throughout the campaign. These meetings serve to focus attention on progress, recognize outstanding volunteers, share successes, and to solve potential problems.

Phase 3 - Follow Up and Clean Up (April - June)

- Between April and June, a concentrated effort should be made to ensure that all units have conducted a kickoff and celebration.
- Clean up should be an ongoing process, beginning immediately after the unit celebration. All clean up efforts should be completed by the end of June.
 - The Unit Leader & Trailblazer are responsible for contacting all families who or did not attend or respond.
 - Ongoing follow up will ensure early successful completion of the family campaign.
- Throughout the campaign, monthly phone-a-thons should be conducted to all unworked past contributors.
 - Set multiple phone-a-thon dates and follow proper phone-a-thon guidelines.