



GREATER ST. LOUIS AREA COUNCIL

BOY SCOUTS OF AMERICA®

Community Friends of Scouting - Plan of Action

Phase 1 - Preparations (before November 30th)

- These steps are vital to your success!
- Recruit your Community Chairs, Team Captains, & Enrollers early.
 - Invite to FOS Kickoff / training session.
- Build your campaign plan with your volunteers.
 - Review your community's history, and determine the best way to exceed your Community Goal.
 - Assign your Community Enrollers with the relationships to your top prospects and donors.
 - Develop a new prospect list and have it vetted through the Development Department at Council.
- Schedule meeting dates at your District kickoff to hit your benchmarks.
 - Meetings should take place about a week before Council Report Meetings to ensure you will stay on track.
- Attend FOS Kickoff / training session in November.
- Make sure all volunteers have community brochures and any additional information needed for talking points.
- Visit your top 10 prospects in November/December to secure 10% of your goal by the January report meeting.

Phase 2 - Conducting the Campaign (December - April)

- Work cards/donors that are easy asks & with whom you have the best relationship. Then work the remainder of cards from highest gifts to lowest.
- Schedule team phone calls to continue to build momentum prior to your team meetings.
- When working a card for a business, remember to ask for several referrals.
- Give proper recognition (see Recognition Page in the Staff Toolkit) to those making leadership gifts in your District.
- Make sure pledges and money are turned in to the District Executive as soon as possible.
- Attend Council Report Meetings and Conference Calls.

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

- Make sure you are making the appropriate follow-up phone calls for those businesses that need more time to review.
- The Council Development Department will send letters to all businesses that gave in the previous year, but not yet this year periodically throughout the campaign.
- It is vitally important that we continue to thank donors year-round, ensuring a greater success for a renewed gift the following year.
- Practice proper donor stewardship by updating them on how their gift is having an impact (pictures of youth at activities / camp), and recognizing important milestones (birthdays, anniversaries, etc)
- Attend Council Report Meetings and Conference Calls.