

# 2026 Friends of Scouting

TRUSTWORTHY

LOYAL

HELPFUL

FRIENDLY

COURTEOUS

KIND

# words to live by™

OBEDIENT

CHEERFUL

THRIFTY

BRAVE

CLEAN

REVERENT

## Presenter & Unit Champion Training

# Welcome & Training Purpose

- Why Friends of Scouting matters
- What success looks like for Presenters & Unit Champions
- Interactive, practical, and focused

# Why Friends of Scouting Matters

- Funds the infrastructure that makes Scouting possible
- \$200 per Scout per year to deliver the program
- Registration fees and unit dues do not cover Council services
- An investment in opportunity, access, and quality



# 10 ESSENTIALS Your Council Provides to YOUR UNIT

Just as Scouting teaches the “10 Essentials” that a Scout needs to take on a camping trip, here are “10 Essentials” the New Birth of Freedom Council provides to your Unit. Your support of the Friends of Scouting Campaign helps to make this possible.

- 1.** Well Maintained Camping Properties
- 2.** Fun & Exciting Summer Camp Programs
- 3.** Organized Council-Wide Activities
- 4.** Youth & Leader Recruitment Campaigns
- 5.** Wide-Ranging Adult Leader Training
- 6.** Full & Extensive Insurance Policies
- 7.** A Welcoming Council Volunteer Service Center
- 8.** Comprehensive Volunteer Background Checks
- 9.** A Dedicated Professional & Support Staff
- 10.** Unit & Council-Wide Support & Communications

# Roles That Drive Results

- Presenter: schedule, educate, and make the ask
- Unit Champion: prepare the unit and follow up
- Strong teamwork leads to stronger participation

# The Role of the Presenter

- Lead by Example: Enroll in the campaign
- Deliver a quality FOS presentation
- Manage Presentation & A/V supplies
- Collaborate with the Unit Champion before/during/after the presentation
- Ensure unit leadership support and a welcoming presentation environment
- Submit results to Council within 24/48 hrs

# The Role of the Unit Champion

- Your Friends of Scouting Unit Advocate
- Set a Unit FOS goal with your committee
- Prepare families in advance of the presentation
- Coordinate and support your FOS presentation – secure the lead gift
- Follow up with absent families and report results

# The Bowtie Method

- Left Wing: awareness before the presentation
- Knot: the 8-minute presentation
- Right Wing: follow-up after the meeting
- Education + awareness = better results

# Be Prepared: It's in the Prep

- Lean on your Scouting Professional and District FOS Chair as a resource
- Know who donated to that Unit last year
- Presenter and Unit Champion Collaborate
  - Confirm date & time three weeks out
  - Unit Champion communicates with families about the presentation in advance
  - Secure a lead gift from the Unit before the presentation

# Inside the 8-Minute Presentation

- Arrive early, and help the Unit set up!
- Warm introduction by unit champion
- Have Scouts pass out pledge cards
- Show the video/share a brief story
- Recognition and incentives
- Then, Close - \$200 per Scout ask
  - *“If you don’t ask, you don’t receive.”*



**The Presentation:**  
**Connect-Inspire-Engage**  
*It's what we do!*

# Connect-Inspire-Engage

- Connect
  - Create a personal connection to the Unit and local community
- Inspire
  - Share the stories and efforts underway that connect back to Scouting *locally*
- Engage
  - Help the families understand how to participate in the campaign

# Connect-Inspire-Engage

- Connect
  - Mention your connection to Scouting locally
  - Mention highlights from the Unit's program this past year (Work with the Unit Champion)
  - Thank volunteers, parents & Scouts from that Unit who have made Scouting successful

# Connect-Inspire-Engage

- Inspire
  - Program Expansion: New Units, Outreach, Local Membership Growth
  - Local Families & Communities: Camperships, Popcorn, Scouting for Food
  - Program & Camping: District Activities & Council Camp Opportunities
    - Stories: Inspiring stories of past events, activities, and Scouts affected by Scouting
    - Efforts: Current or future projects underway within the Scouting Community

# Connect-Inspire-Engage

- Engage
  - Tie giving back to an investment in Scouting locally
  - Highlight the Council's investment in Scouting locally
  - Encourage the 2010 Giving Society & Family Participation rate for the Unit
  - Pause for the pledge card completion
  - Thank the families for their support

# Handling Common Objectives

- Listen first—objections are questions
- Acknowledge concerns respectfully
- Educate using Council facts
- Let families decide

# Follow-Up & Accountability

- Submit packet to Council within 24/48 hours
- Follow-up and thank Unit Champion within 48/72 hours
  - Compare this year's donors to last year's, identify families who were unable to attend the meeting or didn't give during the presentation
  - Unit Champions help reach families who gave last year, and were unable to participate yet this year
  - Ask Unit Champion to thank the Unit for their support

# Your Commitment

- Identify one unit to contact this week
- Identify one action you will take immediately
- Your leadership ensures Scouting remains strong



# Q & A



THANK YOU!