

2025 Family Friends of Scouting Unit Leader & Unit Coordinator Guide



Dear Unit Leader

Thank you for the important leadership you provide to the youth of the Silicon Valley Monterey Bay Council, Boy Scouts of America. Your efforts have a positive impact on the youth of our community and your support is greatly appreciated.

What is Friends of Scouting (FOS)?

Friends of Scouting is the Silicon Valley Monterey Bay Council's annual fundraising campaign that helps support quality programs for youth throughout the council service area. We rely upon philanthropic support, earned revenue, and our Friends of Scouting Campaign to provide year-round activities and programs for our youth. In addition, we operate several summer camp opportunities, provide support for professional and volunteer training, maintain registration records, and produce program materials to support all these activities. On average it costs \$375 to provide these crucial local support services for just one Scout for one year of program.

How can you help?

Our goal is to have 100% participation from all our units and families.

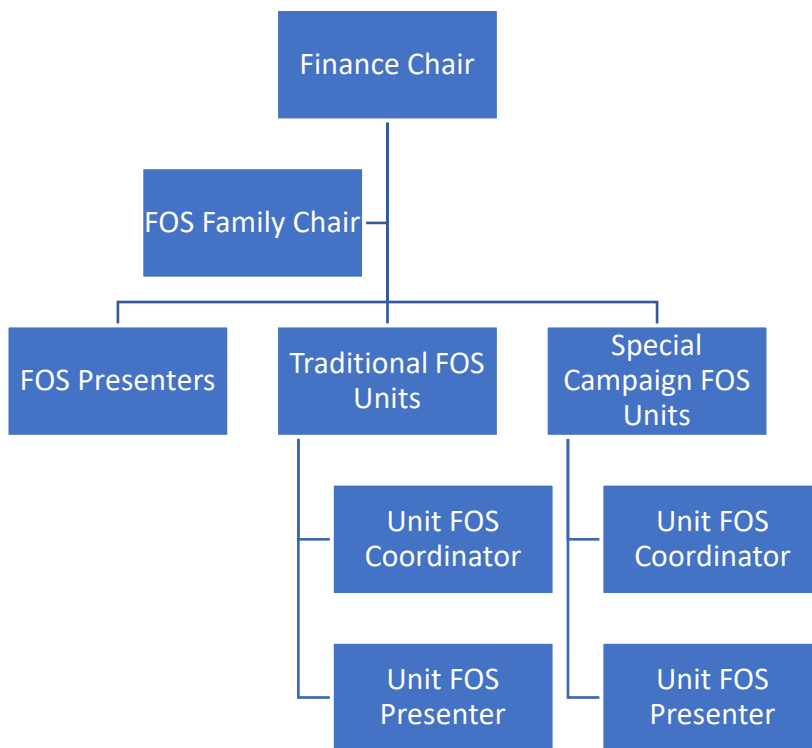
We are asking for your help by scheduling a presentation in this year's Friends of Scouting Campaign and appointing an FOS Unit Coordinator. We need this support to ensure these vital components of the Scouting experience are possible. We have established an attainable council-wide goal of \$925,000 from all districts to support the numerous programs of the Silicon Valley Monterey Bay Council. These programs exist to give our youth the opportunity to grow as leaders, citizens, and themselves.

The presentation will be conducted by a volunteer member of your unit or district Friends of Scouting team. This presenter is a unit or district volunteer who inspires leaders, parents, and relatives of your Scouts to invest in the Scouting program. This presenter will share a personal story about Scouting and ask those in attendance to consider an investment of \$375 to support the programs in which your scouts could participate in.



Friends of Scouting Team

Your role at the unit level is very important, but you should know that you are not alone in this effort. You form part of a bigger team that is there to support and help you achieve your unit FOS goal.



If you ever have any questions or need assistance, there are plenty of people to help, all you need to do is reach out to your District Executive to get in touch with any of the volunteers that compose your district FOS Team.

How your Unit Can Support Friends of Scouting (FOS)

Unit Presentation

Your Unit FOS Coordinator will be contacted by a District FOS Family team member or District Executive to establish the FOS goal for the unit and coordinate an FOS presentation date. During the FOS presentation, the FOS Presenter will explain the campaign and goals of the unit to all the families in attendance. Families and Unit Leaders will be asked to make a tax-deductible contribution to support the Silicon Valley Monterey Bay Council.

We invite you to take an active role in this endeavor. The results of this support will benefit all Scouts, their families, our communities, and provide a tremendous feeling of accomplishment.

Your District Executive is always accessible to assist your unit with the Friends of Scouting (FOS) plan. By reviewing this guide, you will take the first step to help make the Scouting program sustainable for your unit and the Silicon Valley Monterey Bay Council.

Types of FOS Campaigns

Traditional FOS Campaign

During a traditional FOS campaign, your unit leader or FOS Unit Coordinator will invite a district volunteer guest to come to your Blue & Gold or Court of Honor and make a 5-10-minute FOS ask to all the families in attendance. The presenter will talk about Friends of Scouting, where the money goes, and how people can make a gift. At the end of the event, your FOS Presenter will share with the group how much money was raised and will then connect with the FOS Unit Coordinator to ensure that the Unit Coordinator will personally follow up with every family not in attendance.

Unit-Led FOS Campaign

The Unit-Led FOS Campaign is similar to the Traditional FOS Campaign, except that in this case the FOS Unit Coordinator is responsible for making the FOS ask to the unit or securing an FOS Presenter from within the unit. As a best practice, the FOS presenter should be an adult who is knowledgeable about Friends of Scouting and someone who can efficiently and eloquently communicate all aspects of FOS and has attended the FOS Presenter training. This year, the FOS Presenter training will take place on January 8th. For more information about this training, please contact your District Executive.

For more resources and communication templates, please contact your District Executive.



Friends of Scouting Campaign Timeline

This timeline was designed to help you be successful in helping us raise the necessary funds to keep Scouting strong in the Silicon Valley Monterey Bay Council. We understand that every Scouting unit is different and have different ways of conducting their FOS campaign, but we ask that you follow this timeline as closely as possible. Thank you!

2025 FAMILY CAMPAIGN TIMELINE

Date	Task
December - January	Contact Units to Schedule FOS Presentations
January	FOS Presenter Training/Practice
January 1 - May 30, 2025	Conduct Unit FOS Presentations
June 1, 2025	Conclusion of 2025 FOS Campaign
June - July	Conduct Clean-Up Campaign (follow up calls)

FOS Unit Coordinator Checklist

Here is a checklist of action items to ensure your success as your unit's FOS Coordinator.

- Designate your unit FOS Coordinator
- Designate your unit FOS Presenter, if this will be a Unit-Led FOS campaign.
- FOS Unit Coordinator contacts District FOS Family Chair and District Executive before December 30th to communicate:
 - FOS Coordinator name and contact information
 - FOS presenter name and contact information. *(If you would like your District FOS Family Chair to facilitate an FOS Presenter, you can communicate it at this time).*
 - FOS Presentation
 - Date
 - Time
 - Location
- Obtain your Unit FOS Goal from your District Executive before December 30th. *(All FOS unit goals are designed to be achievable. If you have any questions about your unit goal, contact your District Executive to ask how it was produced).*



- Introduce yourself as the FOS Unit Coordinator to all of the families in your unit by sending the Family FOS Letter of Introduction found at the end of this guide. Your unit leader and District Executive can provide you a roster with contact information for the families in your unit. *(Share your unit goal, include text-to-give and URL link to give information, and highlight the importance of Friends of Scouting).*
- 1-week before the date of your FOS presentation. Send a reminder to all the families in your unit about the upcoming FOS Presentation.
- The night of your FOS presentation. Send a Thank You! note to all of the families for their contributions and communicate how much money was raised. Remind them about the ways to make their gift go further (corporate matching, Dollars for Doers, Amazon Smile, etc.).
- 1-week after the date of your FOS presentation. Follow up with the families that were absent the night of the FOS presentation; remember that every family deserves the opportunity to contribute to Friends of Scouting.
- 1-month after the date of your FOS presentation. Send an e-mail update with the total amount of money raised, thank those that have contributed and encourage folks to donate if they have not done it yet. Don't forget to include the text-to-give and URL to give information and highlight the importance of Friends of Scouting.
- Continue to share e-mail updates with all the families in your unit on a monthly basis through April 30th. This report should include the total amount of money raised and the text-to-give and URL to give information.
- During the month of May. Make personal phone calls to all of the families in your unit that have yet to make a gift to Friends of Scouting; remember that one of the goals is 100% participation and that every family deserves the opportunity to contribute to Friends of Scouting.
- Provide any constructive feedback to your District Executive.
- Work with your unit leader to identify the FOS Unit Coordinator for next year. It may be a good idea to identify this individual and have them work with you as your understudy to learn and understand the unit Friends of Scouting campaign.



Best practices for success:

- Constant communication with your District FOS Family Chair and District Executive are key to a successful FOS unit campaign. You should be communicating with your District FOS Family Chair at least once every two-weeks during the months of December - June to discuss the progress of your unit campaign.
- Encourage families to give at a level they are comfortable.
- If at any point you would like an update on your unit contributions, your District Executive can share with you a detailed FOS report.
- The best way to follow up is to make personal contact. If e-mails are not getting you the engagement you hoped for, pick up the phone and call people.
- There are lots of resources and volunteer support available to you, do not be afraid to ask for help if you need it.

How to Give to Friends of Scouting

Text to Give

Donors have the option of making a gift to Friends of Scouting through their smartphone. It is a quick, easy, and convenient way to support Scouting! Parents/donors will continue to have the opportunity to simply text the number listed on the pledge form (or provided by your District Executive), enter your unit keyword, and be directed to a mobile friendly version of the district's fundraising page.

Givetoscouts.org

Ways to Make Your Gift Go Further

Looking for a way to make a difference by supporting Scouting? Participate in your company's *Corporate Matching* and *Dollars for Doers* employee giving programs! Many companies in Silicon Valley have adopted a culture of giving-back by integrating corporate social responsibility into their mission and encouraging their employees to make a difference in their communities. They are accomplishing that in a couple of ways.

Corporate Matching and Dollars for Doers are two ways that many companies are elevating their social impact and promoting healthy employee engagement with their communities but are also great ways that



scouters can support the Friends of Scouting campaign.

Have you submitted your Corporate Match or participated in the Dollars for Doers program, yet? Just in 2024, the Silicon Valley Monterey Bay Council benefited from a total of over **\$185,000** in matching gifts, all thanks to your support. Please consider doubling your impact to the Friends of Scouting this year and help us raise the necessary funds to bring the Scouting program to more youth.

Corporate Matching

Corporate matching provides the opportunity for employees to make a charitable donation to a 501c3 non-profit, which is then matched through allocated funds by their employer; in some cases, matching each donation 1:1, sometimes even at a ratio of 2:1. These are great opportunities for Scouters to make their contributions go further by doubling, and in some cases even tripling, their level of generosity.

Dollars for Doers

The Dollars for Doers program is a contribution program that donates cash grants to approved 501c3 non-profits, based on the time that the employee volunteers with that particular organization. There are two major benefits to this program, it allows employees to donate their time with an organization that resonates with their values and interests; while at the same time, allowing the company to magnify those efforts by donating funds to such organization for each hour their employee volunteers.

THANK YOU for your efforts and support of Friends of Scouting!



Frequently Asked Questions

Q1. Doesn't the \$109 Annual Registration fee cover the needs of the Council?

A. The \$85 of the annual registration fee goes entirely to the national office. The remaining \$24 is used to defray some of the insurance costs of Scouting.

Q2. How are Friends of Scouting funds used?

A. Friends of Scouting represents approximately 19% of annual operating budget. These funds are used to provide year-round activities and programs, support and operate camp facilities, provide opportunities for professional and volunteer training, maintain registration records, and produce program materials to support these activities. On average it costs \$375 to provide these crucial local support services for just one Scout for one year of program.

Q3. What about families in need? An additional gift is a lot to ask.

A. We know that families cannot all give at the same level. We ask each family to consider giving at whatever level feels most comfortable, even if they choose not to participate.

Q4. I support the council with my time, do I have to give my money?

A. Thank you for everything you do to help provide an outstanding program. Where do you work? Many companies will donate for every hour that you volunteer or contribute a matching gift for your donation.

B. If giving to Scouting would be too much for your family budget, will you ask friends, family, or Scouting Alumni to consider a gift to Scouting? Anyone can be Friends of Scouting contributor. The Silicon Valley Monterey Bay Council can provide units with their own personalized web page and text to give option that should be shared with friends and family anywhere to help achieve the unit goal.

Q5. Why should I contribute to the Friends of Scouting Campaign? I didn't last year, and all the camps and events still took place.

A. The Silicon Valley Monterey Bay Council needs your support to ensure Scouting is available to all youth who can benefit from the values taught. Scouting extends beyond your local den or patrol. The values of Scouting travel far beyond your pack, troop, or crew. Scouting will continue to be strong only with the support of volunteers and families like yours.



Recognition

As your unit's FOS Coordinator, you play a very important and significant role, not only for your unit but for our council. That is why we would like to recognize your efforts as Unit FOS Coordinator by presenting you with a very special Unit FOS Coordinator patch that you can wear with your uniform. The only requirement is that you attend a Coordinator training this year. To receive this patch please contact your District Executive or District Family FOS Chair.

Donor Recognition

- \$1-\$199-Window Cling
- \$200 – Shoulder Patch
- \$375 – Flashlight
- \$750 – Nalgene
- \$1,500 – All items 1-4 plus coffee/lunch with your DE
- \$2,500 – All items 1-4 plus coffee/lunch with a member of council management

Unit Recognition

100% FOS Goal Achieved Ribbon – Gold Ribbon-To qualify, the unit's FOS financial goal must be achieved. The 100% Goal Ribbon will be presented to the unit at a meeting when the goal is achieved.

100% Participation Ribbon – Silver Ribbon-To qualify, 100% of the families attending the FOS presentation must return a pledge card (zero dollar pledge cards count!). Unit 100% Participation ribbons will be presented at the end of the presentation evening.



FAMILY FOS LETTER OF INTRODUCTION – EXAMPLE 1
COPY, PASTE, EDIT AND SEND TO THE FAMILIES IN YOUR UNIT

Month/Day/Year

Dear Cub/Boy/Venture Scout Parent,

We hope that you and your family will be able to join us at our (Blue and Gold Banquet, Troop Court of Honor, etc.) scheduled for (Date, Time and Location – Zoom Link). We are very proud of all of the Scouts' achievements and extremely appreciative of all the parental involvement.

During the (banquet, Court of Honor) a volunteer from (District name and unit number, etc.) will briefly discuss the annual Friends of Scouting (FOS) campaign which helps support the cost of Scouting for all involved. Therefore, we thought it might be beneficial to send out this letter in advance for your information.

Each year, our Scout parents are asked to support some of the hidden costs of Scouting. The Silicon Valley Monterey Bay Council, which serves more than 10,000 youth, provides numerous benefits to all of our youth and adult volunteers. A few of these benefits include operating our summer camps including Camp Chesebrough and Camp Hi-Sierra. Some of the improvements this past year at our beautiful camps, include: construction of the new dining hall, cabins, and health lodge at Camp Hi-Sierra, a new water system at Camp Hi-Sierra, improved roads and parking lot at Camp Chesebrough and hazardous tree removal at Camp Hi-Sierra.

Friends of Scouting provides these benefits and many more to our Scouts, as well as numerous at-risk youth throughout our council. Our (Pack/Troop) financial goal for FOS this year is \$_____. But, regardless of the financial goal, our desire is to have 100% participation at the level you and your family are comfortable with. The Silicon Valley Monterey Bay Council annually spends in excess of \$375 for each of the over 10,000 youth that participate in Scouting.

I agreed to serve as our Unit FOS Coordinator and solicit contributions because I believe in the Scouting program and its positive impact on my family. I urge you to join me in this effort to keep the Scout program the dynamic experience for youth, that it has been in recent years. If you aren't able to make it, please visit our district fundraising page to make a gift there (insert URL provided by your District Executive) or text the word (insert word provided by your District Executive) to (844) 615-4269.

You can also share this information with your family and friends. Thank you for your support!

Sincerely,

(Unit Coordinator's Name)

(Pack/Troop # Your Unit Number) Family Friends of Scouting Coordinator



FAMILY FOS LETTER OF INTRODUCTION – EXAMPLE 2
COPY, PASTE, EDIT AND SEND TO THE FAMILIES IN YOUR UNIT

Month/Day/Year

Dear Cub/Boy/Venture Scout Parent,

This year I am serving as the Family Friends of Scouting Campaign Coordinator for our unit, _____ (Troop, Pack, Crew and #). I am contacting you to encourage you to attend our upcoming meeting on _____ (Date, Time, Location) where a representative from the Silicon Valley Monterey Bay Council will be asking for our support for this year's Friends of Scouting campaign.

Friends of Scouting is the annual giving campaign that supports our local scouting council. Funds raised from this campaign are crucial for the council to operate, providing support for programs and activities, volunteer training, camping facilities, unit resources and council staff. Our support will ensure that the local scouting program will continue to thrive and provide resources necessary to prepare our children to be caring, confident and responsible adults.

Its costs \$375 per scout to deliver the scouting program. If able, we are asking each family to consider supporting one scout or more. However, if this amount is not appropriate for your family, we ask that you and your family participate at whatever level is right for you. It is our goal to have 100% of our unit's families participate in the campaign this year and every gift helps. If all our families participate, we will easily be able to meet our unit's financial goal of \$_____ (Unit Goal). If you aren't able to make it, please visit our district fundraising page to make a gift there (insert URL provided by your District Executive) or text the word (insert word provided by your District Executive) to (844) 615-4269.

Thank you in advance for your support. The donations that our unit raise will help us do our part in making sure that our council is able to deliver the best quality program for our youth.

Sincerely,

(Unit Coordinator's Name)
(Pack/Troop # Your Unit Number) Family Friends of Scouting Coordinator



FAMILY FOS FOLLOW-UP LETTER – EXAMPLE 1
COPY, PASTE, EDIT AND SEND TO THE FAMILIES IN YOUR UNIT

Month/Day/Year

Dear (Scout parent),

Prior to our last unit (pack/troop/post/crew) meeting, you received a letter concerning contributing to the Silicon Valley Monterey Bay Council, Boy Scouts of America. At our Unit presentation meeting, we raised \$___ of our financial goal of \$___ from those parents who were present. We are pleased about our progress to date, but there is more to be accomplished.

As we have not received a contribution from you at this time, I wanted to emphasize once again the importance of your support of the Scouting program. The Silicon Valley Monterey Bay Council helps make our pack/troop/crew program a success. The Council provides services to more than 10,000 youth, provides numerous benefits to all of our youth and adult volunteers. A few of these benefits include operating our summer camps including Camp Chesebrough and Camp Hi-Sierra. Some of the improvements this past year at our beautiful camps, include: construction of the new dining hall, cabins, and health lodge at Camp Hi-Sierra, a new water system at Camp Hi-Sierra, improved roads and parking lot at Camp Chesebrough and hazardous tree removal at Camp Hi-Sierra.

Friends of Scouting provides these benefits and many more to our Scouts, as well as numerous at-risk youth throughout our council. The enclosed information explains more fully where funds come from, how they are spent and the services that are provided to your unit (include True Cost of Scouting Information).

Please take a moment to examine this information and to complete your FOS pledge at your very earliest convenience or you can give securely by texting (844) 615-4269 and using the keyword (insert word provided by your District Executive). As your pledge will affect our unit goal achievement, if we have not heard from you within a week, we will call you. We are eager to tally our results and submit them to the District.

Once again, thank you for your consideration of this request. If you have any questions, please call me at (____) - _____. Together we can help deliver the promise of the Scouting program!

Sincerely,

(Unit Coordinator's Name)

(Pack/Troop # Your Unit Number) Family Friends of Scouting Coordinator



FAMILY FOS FOLLOW-UP LETTER – EXAMPLE 2
COPY, PASTE, EDIT AND SEND TO THE FAMILIES IN YOUR UNIT

Month/Day/Year

Dear (Scout parent),

We missed you! At one of our meetings this spring we had a representative from the Silicon Valley Monterey Bay Council who asked for our families' support for this year's Friends of Scouting campaign. I wanted to follow-up with you and ask you to help us get to our goal!

Friends of Scouting is the annual giving campaign that supports our local scouting council. Funds raised from this campaign are crucial for the council to operate, providing support for programs and activities, volunteer training, camping facilities, unit resources and council staff.

But they can't offer these programs without our support. Its costs \$375 per scout to deliver the scouting program. If able, we are asking each family to consider supporting one scout or more. However, if this amount is not appropriate for your family, we ask that you and your family participate at whatever level is right for you. It is our goal to have 100% of our unit's families participate in the campaign this year and every gift helps.

As of today, we currently have raised \$_____ of our \$_____ financial goal. If all our families make a gift, we will easily be able to meet our financial goal. For more information on FOS, or to donate online, please visit our district fundraising page (insert URL provided by your District Executive) or text the word (insert word provided by your District Executive) to (844) 615-4269.

The donations that our unit raise will help us do our part in making sure that our council can deliver the best quality program for our youth. Thank you for your support!

Sincerely,

(Unit Coordinator's Name)

(Pack/Troop # Your Unit Number) Family Friends of Scouting Coordinator

