



## 2012 Fundraising Campaign



Monmouth Council, Boy Scouts of America



## **Monmouth Council, Boy Scouts of America 2012 Fundraising Campaign**

The goal of the Friends of Scouting Campaign is to reach out to, and achieve support from, every Monmouth Council Scouting family and increase giving from non-Scouting families and businesses.

To accomplish these goals we need to use the campaign tools outlined below and recruit the best possible volunteer leadership for those campaigns.

We must re-focus our efforts on our Scouting families, the direct beneficiaries of the Scouting program, and increase outreach to the greater Monmouth County community.

### **New for 2012:**

There will be a welcome letter that will go out to every new family in Cub Scouting, signed by their District Executive. In it is an explanation of FOS.

Each District will host a Kick-Off Breakfast in the December/January timeframe, in order to train and motivate volunteers, including key unit contact people, and kick off the Districts FOS Campaigns.

We will heavily promote the Volunteer Involvement Program, where companies will donate to the Council, in their employee's name, a particular dollar amount for the amount of hours their employee volunteers.

We have updated the Individual and Unit Rewards Program (see attached) and have created a new incentive, the Monmouth Council "I Support Scouting" car magnet.

### **Family Friends of Scouting**

The 2012 Family Friends of Scouting Campaign will continue to improve on the successful steps of the past few years while making a large step forward towards the goal of 100% family participation.

New for 2012, we are requesting that each unit appoint an FOS coordinator/pledge patrol leader, like a popcorn kernel, whose job is to assist with scheduling the FOS presentation date, assist during the presentation, and ensure that the unit conducts a follow up letter writing campaign initiated by the Cub Master or Scoutmaster.

Presentation scheduling will begin in November 2011 and should be complete by January 31, 2012. Presentations and Unit Conducted campaigns should be completed prior to May 31, 2012. Campaign clean up will begin on June 1, 2012. Cleanup will include letter to all non-giving families, letter to non-renewed donors and finally a phone-a-thon to all non-renewed donors.

## **Community Friends of Scouting**

The goal of Community FOS is simple, reach out to the greater Monmouth County community and ask for their support. For 2012 there are 6 tools that can be used to make these asks. They are outlined below. To add a personal touch to the Community Campaign in 2012, it is the expectation that every donor of at least \$500 will receive a personal visit from their Scouting professional and Fundraising volunteer to present them with recognition and to personally thank them for supporting Scouting.

### 1.) IC 5

This is the traditional community FOS tool. The community campaign chair commits to a specific giving level i.e. \$500. The chairman then personally asks five of his or her friends to make a contribution at the same level. This campaign works well as a professional/vocational campaign (lawyers, doctors, accountants, etc.).

### 2.) Advertising / Sponsorship

Monmouth Council has two opportunities for local businesses to show their support of Scouting; the Scouting Trail newsletter and the council program calendar. Opportunities exist from business card size ads to full Scouting Trail edition sponsorships. This tool is best used for local small businesses that have an appeal to our Scouting demographic.

### 3.) Good Scout Receptions

Good Scout Receptions are usually themed around the distinguished citizen award concept but that is not a must. Good Scout Receptions can be simple-hosted affairs where your event chairperson invites a number of his or her peers to a reception at their home.

An honoree type event is dependent on the selection of the proper honoree. The honoree must understand his or her role in the fundraising process. The honoree needs to be of sufficient community stature to create a local buzz for the event. They must be willing to ask their friends, family, and peers to support the event and in turn support Scouting. They must also select and appoint at least one other person from their organization to serve as their point person on the committee.

Whether or not an honoree is used a strong event committee must be assembled. Committee members need to have extensive community wide contacts and they cannot be afraid to reach out to them for support.

Committee members, and the honoree, need to submit their prospect list for inclusion on the event's MPL (master prospect list) so proper tracking of gifts can be done. All gifts received must be attributed to a worker and all pledges of support must be in writing to be included in any totals.

Verbal pledges will not be included on any tracking chart totals.

4.) Letter Writing Campaign

This campaign centers on a successful community or business leader, who is willing to write a letter, print it on their letterhead, and supply mailing envelopes, in order to contact associates and other community leaders to request their support of Scouting.

5.) Other Forms of Fundraising or Events

Other forms of fundraising or events refer to activities that include, but are not limited to: District/Council Pinewood Derbies, Restaurant Night Outs, Sporting Event Ticket Sales, and Wine Tastings. The primary role of these activities is to raise money. You'll want to approach each of these methods differently, depending on the type of activity/event. Some are done in conjunction with another venue, such as Troops selling tickets to a Blue Claws game.

6.) Project Sales

When a person, group, or company wants to provide support for a specific council budgeted item that gift of support is called a project sale. Whether the actual item (a gift in kind) or the monetary value of the item, these project sales provide direct budget relief to our council.

As an example the Monmouth Council uses 50 cases of 8.5 x 11 copy paper a year at a cost of \$50 a case. An organization gives the council 30 cases. That is a project sale worth \$1500. That same organization could also give the council \$1500 designated towards the purchase of copy paper. Either way both examples are Project Sales, they provide direct support of the council's budgeted operation.

A Project Sales guide is available for distribution both in print and electronic format. All Project Sale proposals need to be approved by the Assistant Scout Executive before they are formally solicited.



**FRIENDS OF SCOUTING (FOS)  
2012 INDIVIDUAL REWARDS PROGRAM**

\$52	Sustaining Member	SME Patch
\$156	Supports 1 Scout	Commemorative Council Shoulder Strip and all previous items
\$300	Supports 2 Scouts	Re-released version of the 1911 Boy Scout Handbook and all previous items
\$500	Supports 3 Scouts	Illuminated Etched Universal Emblem in clear Lucite Table Piece with stand and all previous items
\$1000	Supports 6 Scouts	Monmouth Council Jacket and all previous items
\$1560	Supports 10 Scouts	Engraved Mahogany Jewelry Box and all previous items
	*NEW* Car Magnet	Return a card at the time of the presentation and receive a special "I Support Scouting" Monmouth Council Car Magnet
	Unit Ribbon	Every unit that hosts a Friends of Scouting presentation receives a 2012 FOS Unit Ribbon

**Blue Claws Bonus:** Every family that makes a payment on their pledge by March 31, 2012 will be entered into a drawing to win 4 tickets to attend a BlueClaw's baseball game and watch the game from one of the BlueClaw's special luxury suites! Six families will be selected to receive this prize on April 1, 2012.

**2012 Fundraising Campaign Timeline**

November 9, 2011 Monmouth Council Fundraising Planning Conference

November 2011

- Fundraising Team recruited
- 2012 Fundraising Goals established
- Council Fundraising Committee Meeting

#### December 2011

- Friends of Scouting Kick Off Breakfasts completed
- FOS Presentation scheduling underway
- Community FOS steering committee meeting
- 2012 Special Event Steering Committee meeting

#### January 2012

- FOS presentation scheduling completed
  - All unit conducted unit selected and trained
- Community FOS steering committee meeting
- Special event committee meeting
  - Honoree identified and recruited

#### February 2012

- Family FOS Presentations ongoing
  - Unit Conducted campaigns underway
- Special Event committee meeting
- Council Fundraising Committee meeting

#### March 2012

- Family FOS Presentations ongoing
  - Unit Conducted campaigns underway
- Special Event committee meeting

#### April 2012

- Family FOS Presentations ongoing
  - Unit Conducted campaigns underway
- Special Event committee meeting / special event conducted
- Council Fundraising Committee meeting

#### May 2012

- Family FOS Presentations and unit campaigns complete
- Special Events complete
- Community FOS campaign wrap up

#### June 2012

- FOS clean up letters mailed
- FOS Phone-a-thon
- Family FOS campaign complete and goal achieved
- Community FOS Campaign Complete and goal achieved
- Special Events complete and goal achieved
- Victory Celebration for entire fundraising team

#### June-December 2012

- Contact Volunteer Involvement Program Prospects
- Clean Up 2012 Friends of Scouting Campaign