

## **FRIENDS OF SCOUTING CAMPAIGN**

**Email to families in the unit by the Unit FOS Coordinator 1-2 weeks prior to the presentation. Feel free to personalize to your own style and unit.**

To the parents of {UNIT AND NUMBER}:

On {DATE}, we will be having our annual Friends of Scouting presentation. This is the one time each year when families are asked to make a tax-deductible contribution to support the programs and services of the Connecticut Yankee Council. I wanted to send some information out ahead of time so that you understand just what Friends of Scouting is and how it supports our unit.

A volunteer will visit our unit to make an appeal to each family to pledge in this campaign. We've always taken pride in the percentage of our families who participate in Friends of Scouting and I hope that you will give some thought to the value of the program your son is receiving.

At the presentation you will receive a Friends of Scouting pledge card. I ask that you be prepared to make a donation or pledge. You can write a check, charge it to your credit card or pay it over the course of the year (for example, \$15 a month). Even a small investment makes a HUGE difference in the lives of sons and daughters like ours in our area.

Our unit has set a goal of raising {GOAL}. I believe that supporting Friends of Scouting is important and I challenge you to help us reach our goal.

Thank you.

Sincerely,

**FRIENDS OF SCOUTING CAMPAIGN**  
**Email to the Unit FOS Coordinator from the District FOS Chairman or presenter**  
**within a week of the presentation.**

Dear UNIT COORDINATOR,

I want to thank you for helping coordinate your Friends of Scouting presentation on DATE. {PACK or TROOP ##} raised \$\$\$\$\$\$ of \$\$\$\$\$\$ goal. That's a great start.

Congratulations on exceeding your goal. {Your unit qualifies for free rank advancement through the end of 2018).

**OR if the goal is not yet met at the time of the email ...**

You are working toward your goal and I know your unit can reach it by June 30.

I am asking for your help to send a follow up note to the parents who have not yet received a pledge card or maybe were not at the unit presentation. I have attached a list of families who have already given, and a sample email that you can send to those who are not on that list. They can mail in their pledge or give online and have it credited to your unit.

Once again, thank you for your continued support. Please let me know if there is any way I can be of further assistance.

Sincerely,

## **FRIENDS OF SCOUTING CAMPAIGN**

### **Family Enrollment warm-up letter**

#### **Sample letter to be sent prior to the kick-off meeting from the Unit Coordinator**

Dear Scout Parent (or Personalized):

The Connecticut Yankee Council Council is currently conducting a Friends of Scouting campaign. I think you will agree Scouting is truly an important part of what makes America great. The principles that Scouting teaches are as relevant today as they were when the Boy Scouts first began more than 100 years ago.

By investing in our youth through the Friends of Scouting campaign, you can help direct young men into a program that stands for what is good and right in today's world. The Friends of Scouting campaign is designed to allow you to join hands with the local council to help ensure that a quality Scouting program is delivered to young people in the \_\_\_\_\_ area.

At our next pack meeting on \_\_\_\_\_ at \_\_\_\_\_ we will have a Friends of Scouting presentation conducted by a district volunteer representative. This meeting will be the kickoff for our annual Friends of Scouting Campaign.

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

Sincerely,

Unit Campaign Coordinator

**FRIENDS OF SCOUTING CAMPAIGN**  
**Letter to parents of Scouts previously registered in the unit (Alumni)**

Dear Scout Parent (or personalized):

Several years ago, your son was involved in the Scouting program. We trust that he can look back with pleasure and you with pride on the experiences and values Scouting provided during that formative time in your son's life.

I am writing to you as a volunteer Scout leader and on behalf of the Friends of Scouting campaign. The local council depends on the Friends of Scouting campaign for over a third of the funding needed to provide the values Scouting brings to young people throughout the southern Connecticut. In fact, Friends of Scouting is the largest single source of funding for the Scouting program.

We need your help. In addition to the dues a Scout pays, it costs \$160 to support each Scout, participant, and registered adult leader for a year. Your contribution will play an important part in helping us to continue Scouting for other young people. While your son and mine may no longer directly benefit from Scouting, I hope that you can help us in this important work. I've enclosed a Friends of Scouting enrollment card, and ask you to complete and return it for whatever amount you are able to pledge.

On behalf of the Scouts of {TOWN} for whom the Scouting program is so valuable in their formative years, I'd like to say THANK YOU!

Sincerely,

Unit Campaign Coordinator

**FRIENDS OF SCOUTING CAMPAIGN**  
**Unit Presentation Follow-up Letter**  
**Sample letter to be sent following the Unit Presentation**

Dear Scout Parent (or Personalized):

Prior to our last pack/troop meeting I wrote you a letter about making a contribution to the local council, Boy Scouts of America. At that meeting, we raised \$\_\_\_\_\_ of our \$ \_\_\_\_\_ goal from those parents who were present. We feel good about our progress so far, but there is more to be done.

We haven't heard from you yet, so I wanted to tell you once again how important your support is. For more than 100 years the Boy Scouts of America has been preparing for our youth's future. I am asking you to help the local council continue to deliver the values of Scouting to our youth.

Please take a moment to look over this information, complete your pledge card, and mail it to me at your very earliest convenience. If we have not heard from you within a week, we will call you. We are anxious to turn our results in.

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

Sincerely,

Unit Campaign Coordinator