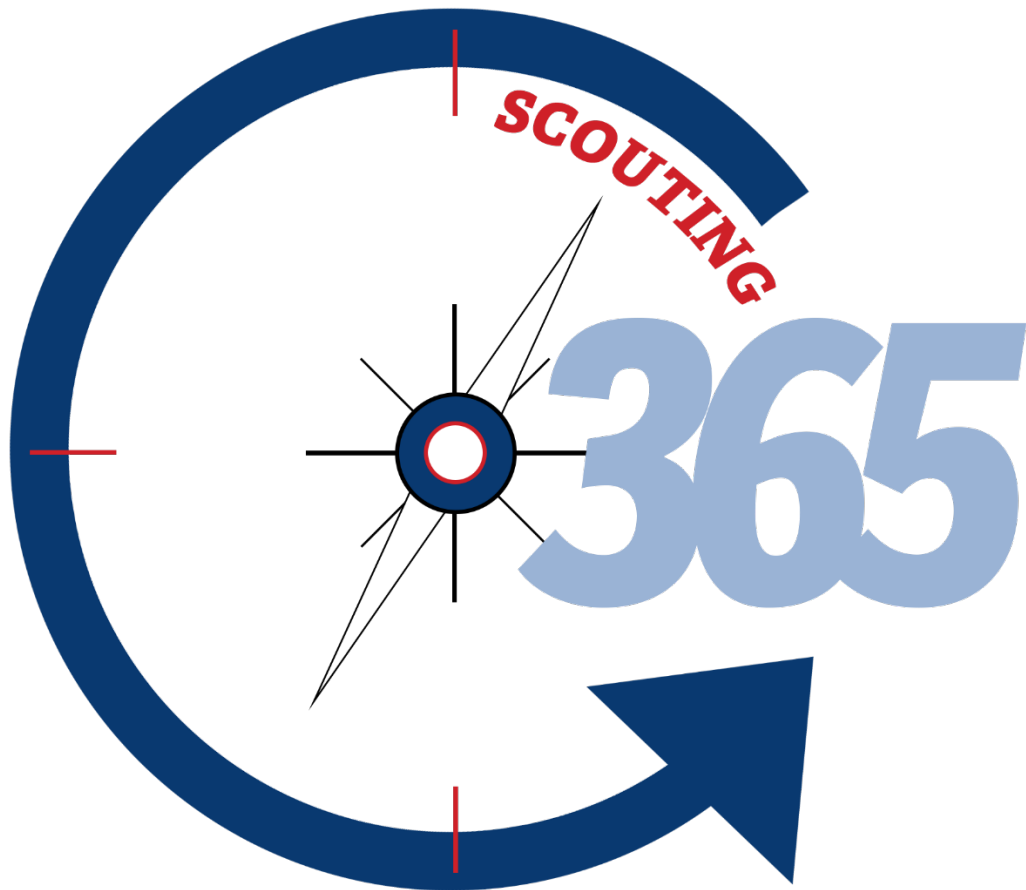


2025 Scouting 365 Campaign

District Guidebook



Scouting  **America**[™]
Laurel Highlands Council

Scouting 365 Campaign Overview

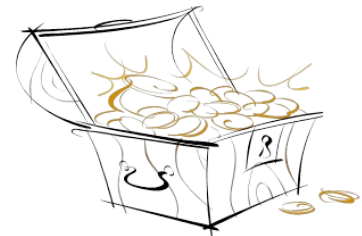
The Scouting 365 Campaign is the Laurel Highlands Council's annual fundraising campaign. The campaign's goal is to keep Scouting affordable and effective for young people.

The Laurel Highlands Council divides our District Scouting 365 Campaigns into three separate efforts, including:

- 1) **Scouting 365 Leadership Campaign** for our District-Level volunteers.
- 2) **Scouting 365 Community Campaign** that can include any or all of the following efforts:
 - i. I-C-5 Campaigns
 - ii. Ask Events
 - iii. Business, Service Club, and Community Group Campaigns
 - iv. LHC Scouting 365 Breakfast
- 3) **Scouting 365 Unit Campaign**

What makes a GOOD Scouting 365 Campaign?

- Involves a large number of volunteers.
- Has discipline from a positive staffer.
- Stays on schedule.
- Makes sure the volunteers know the plan.
- Has good record keeping.
- Has thanked volunteers.
- Is fun because it is successful.
- Has a large number of volunteers return the next year.



2025 District Scouting 365 Campaign Goals

District	2025 Goal
Anawanna Trails	\$25,000.00
Beaver Valley	\$20,000.00
Eagle Valley	\$40,000.00
Frontier	\$25,000.00
Western Field Totals	\$110,000.00
Japeechen	\$25,000.00
Lackawanna	\$27,000.00
Seneca	\$45,000.00
Central Field Totals	\$97,000.00
Chestnut Ridge	\$7,000.00
Forbes Trail	\$10,000.00
Fort Bedford	\$2,500.00
Keystone	\$10,000.00
Potomac	\$50,000.00
Eastern Field Totals	\$79,500.00
Scoutreach	\$6,500.00
TrailBlazer	\$6,500.00
Non-Tradition Totals	\$13,000.00
All Districts Totals	\$299,500.00

2025 District Scouting 365 Campaigns

Timeline

2024

- October 23** **Scouting 365 Campaign Kickoff**
- November 9 Unit Presenter training
- November** **District Kickoffs**
- November** **District Leadership Campaign Begins**
- November Unit Presentation Scheduling Starts
- November Community Campaign Steering Committees Start
- December 31** **District Leadership Campaigns Complete**

2025

- January 1** **Unit Presentations Begin**
- January 1** **Community Campaigns Begin**
- January 22 Report Meeting *(25% of goal)*
- February 26 Report Meeting *(40% of goal)*
- March 26 Report Meeting *(50% of goal)*
- March 31** **Unit Presentations Complete**
- April 11** **Scouting 365 Breakfast** [tentative date]
- April 15 Clean-Up Campaign Letters Mailed
- April 23 Report Meeting *(75% of goal)*
- April 28 – May 9 Phone-a-thons
- May 15** **Community Campaigns Complete**
- May 28** **CAMPAIGN CELEBRATION** (100% of goal)

**2025 District Overall Scouting 365 Chair
Job Description**

_____ District

Prepared for _____

1. Give overall leadership to the attainment of 100% of the District goal of \$_____ by **May 28, 2025**.
2. Make a Scouting 365 pledge for 2025.
3. With the District Executive, recruit enough Campaign Chairs to work on the individual campaigns (Leadership, Community, Family) within the district.
4. Conduct and chair prospect and evaluation meetings to add new contributors and upgrade current and past contributors.
5. Attend Council Scouting 365 Kickoff meeting for key district leaders to be held on **October 23, 2024**.
6. Hold a **District Scouting 365 Kickoff in November 2024**. *(Can be part of November's District Committee meeting or Roundtable)*
7. Host report meetings or calls where each of the District's Scouting 365 Campaign Chairs and District Executive call in to report progress of the District campaigns, prior to each council report meeting. *(Roughly 30 minutes each)*
8. Attend monthly Council Scouting 365 report meetings. Meetings will start at 7:30pm at location(s) to be determined. *(Roughly 45 minutes each)*
 - **January 22** Target 25% of goal
 - **February 26** Target 40% of goal
 - **March 26** Target 50% of goal
 - **April 23** Target 75% of goal
 - **May 28** Target 100% of goal
9. Attend council Scouting 365 Breakfast in **April 2025**.
10. Attend Victory Celebration **May 28, 2025**.

2025 DISTRICT SCOUTING 365 CAMPAIGN

KEYS TO SUCCESS

1. Follow the plan – stay on schedule, recruit the necessary manpower.
2. Renew at least 90% of those donors who gave last year.
3. Ask all ongoing donors to upgrade their gift – your goal for upgrading should be that at least half respond favorably.
4. Reinstate 50% or more of lapsed donors – those that have not given in the last 12 months.
5. Acquire brand new donors equaling 25% of your total goal.
6. Make a commitment to have a prospect evaluation meeting in each campaign – add new prospects and analyze giving abilities of current prospects (suggest you use all your division chairmen to help in this key responsibility).
7. Recruit people capable of giving on the level they are working. Ask all campaign personnel to consider a personal gift. Be aggressive and track results.

**2025 District Leadership Scouting 365 Chair
Job Description**

_____ District

Prepared for _____

1. Give overall leadership to the attainment of 100% of the District Leadership goal of \$_____ by **December 31, 2024**.
2. Make a Scouting 365 pledge for 2025.
3. Conduct and chair prospect and evaluation meeting to add new contributors and upgrade current and past contributors, including all District Members at Large, Committee chairs and members, and Commissioners.
4. Attend Council Scouting 365 Kickoff meeting for key district leaders to be held on **October 23, 2024**.
5. Assist the District Overall Scouting 365 Chair in holding a **District Scouting 365 Kickoff in November 2024**. *(Can be part of November's District Committee meeting and/or Roundtable)*
6. Take part in District Scouting 365 report meeting/calls as called by the District Overall Scouting 365 Chair.
7. Attend Victory Celebration **May 28, 2025**.

2025 District Community Campaigns

The Scouting 365 Community Campaign is a fundraising initiative that solicits contributions from individuals and small-to-midsize businesses to support Scouting America's mission.

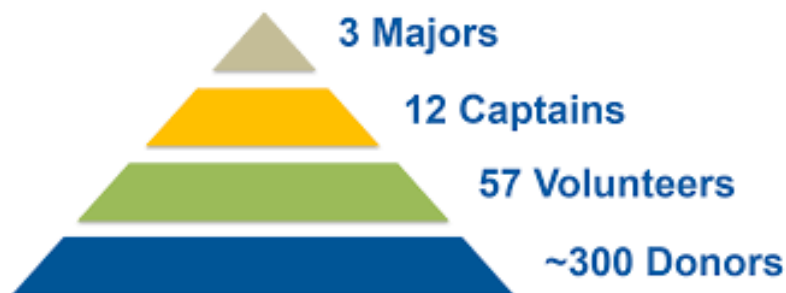
The Community Campaign is led by a District Scouting 365 Community Chairman and supported by the LHC professional staff. All campaign participants must agree to maintain donor confidentiality.

I-C-5 Campaigns

The I-C-5 Campaign is the most effective community fundraising structure used by Scouting America to ensure that all potential contributors are asked to participate. The structure is based on the idea that each campaign worker, at any level, will only manage five prospects or secure five gifts.

Here are some details about the I-C-5 Campaign:

- Structure – The structure of the campaign depends on the number of communities and prospects involved. Traditionally, a Captain is responsible for five workers, and a Major is responsible for five Captains, but additional positions can be used. For example, if a campaign has more than 250 prospects, the campaign may include community majors, co-chairs, or zone chairs.
- Recruitment – The District Overall Scouting 365 Chairman and a Community Campaign Chairman work together to recruit the leadership and workers needed to complete the campaign.
- Follow-up – A structured face-to-face meeting with detailed follow-up is used to ensure that all prospects have been asked to give.
- Phone-a-thon – A phone-a-thon can be used as a "cleanup" after the traditional I-C-5 approach for those who were not contacted.



Ask Events

Ask Event is a community appeal that suggests setting a minimum ask amount for attendees. It's not a special event like a distinguished citizen dinner, so tickets and tables should not be sold.

Ask events can be a phenomenal tool for your district to maintain campaign discipline with built-in deadlines, provide soft-sell approaches for volunteer workers, enable upgrading of previous contributors, and build your District campaign's base. The dinner can be organized in 60 to 90 days, but a longer period is desirable for adequate preliminary planning.

Proper planning and attention to details are crucial for success. Following these steps will help you have a successful event:

- Secure an interesting speaker and/or award recipient.
- Secure a prominent location.
- Acquire your initial campaign data and prepare spreadsheet.
- Identify and develop your invitation list.
- Recruit a sufficient number of table hosts.
- Train your table hosts.
- Develop and mail invitations.
- Prepare a script for the dinner and recruit the necessary participants.
- Communicate with table hosts regularly, ensure personal contacts are made.
- Prepare materials needed for the night of the dinner.
- Organize and conduct a clean-up effort of unworked previous givers.

Business, Service Club, and Community Group Campaigns

Business and Community Group Campaigns focus on local small-to-medium size businesses, service clubs, and community groups, such as Rotary, Chamber of Commerce, Lions, Knights of Columbus, VFW's, and others.

These can be done through a speaker's bank making visits to groups to talk about Scouting and solicit donations from the group, or through a letter campaign paired with an effective follow-up campaign.

LHC Scouting 365 Breakfast

This council-run Ask Event can be used by districts as an additional campaign to reach potential donors. Districts must recruit their own table hosts who will coordinate with the LHC event chairs and invite their own prospects.

**2025 District Community Scouting 365 Chair
Job Description**
_____ District

Prepared for _____

1. Assume responsibility for their part of the District's Community Scouting 365 goal of \$_____.
2. Make a Scouting 365 pledge for 2025.
3. Attend Council Scouting 365 Campaign Kickoff on **October 23, 2024**.
4. Identify and recruit key campaign personnel to conduct the Community Scouting 365 campaign and to support their efforts by identifying new donor prospects.
5. Host two Community Scouting 365 Steering Committee meetings to evaluate current donors and identify new donors for the campaign.
(Roughly 45-60 minutes)
 - a. First meeting by _____
 - b. Second meeting by _____
6. Conduct a "Kick-off" meeting with the workers and captains for the purpose of explaining Scouting 365, review material available to assist them, choosing prospect cards, and making their personal pledge.
(Roughly 60 minutes)
7. Follow up with committee members between first and second meetings and assist with recruiting key leadership positions.
8. Work with their table hosts to complete the campaign by _____.
9. Attend council Scouting 365 Breakfast in **April 2025**.
10. Take part in District Scouting 365 report meeting/calls as called by the District Overall Scouting 365 Chair.
11. Attend Scouting 365 Victory Celebration on **May 28, 2025**.

**2025 District Scouting 365 Breakfast Chair
Job Description**

_____ District

Prepared for _____

1. Assume responsibility for the District's Scouting 365 Breakfast goal of \$ _____.
2. Make a Scouting 365 pledge for 2025.
3. Attend Council Scouting 365 Campaign Kickoff on **October 23, 2024**.
4. Working with the staff advisor and steering committee, host a meeting to develop a list of _____ potential table hosts by _____. (*Roughly 60 minutes*)
5. Chair and steering committee recruits _____ table hosts by _____ (1 table host for every 10-15 prospects)
6. Attend and ensure as many table hosts as possible attend the Table Host Orientation Meeting on _____ at _____. (*Roughly 60 minutes*)
7. Scouting 365 Breakfast invitations will be mailed the first week of March 2025. Work with your District Executive to ensure all table hosts begin making their calls to prospective attendees.
8. Attend the council Scouting 365 Breakfast in **April 2025**.
9. Table Host follow-up with all unworked prospects by **April 30, 2025**.
10. Take part in District Scouting 365 report meeting/calls as called by the District Overall Scouting 365 Chair.
11. Attend Scouting 365 Victory Celebration on **May 28, 2025**.

2025 SCOUTING 365 - UNIT PRESENTATION PLAN

I. Create and train a team of workers.

- These may be district/Scouting 365 volunteers, Scout parents, or committee persons.
- Hold Orientation Meeting to brief new team members.

II. Sell units on participation. Do not say “no” for any unit leader.

- People should understand that Scouting’s biggest supporter each year is Scouting 365.
- Set a GOAL for each unit to reach in \$\$ and participation.

III. Set a date for all unit presentations.

- Blue and Gold banquets work best for Cub Scout Packs.
- Troop Courts of Honor or family nights for Boy Scout Troops.
- Get placed on the agenda.
- May want to announce the presentation to the unit beforehand.

IV. Assign presenters to each unit.

- Consider who the best person is to do the job. It may be the unit committee chairman, a parent, or the District Executive, etc.

V. Prepare cards.

- Pre-printed Scouting 365 pledge cards work best.
- Submit a work order for cards/labels to be run from the unit roster.
- Write an “ask-for” amount for every person to consider. Do your homework; some families should be asked for more.
- Ask the Cubmaster to sort cards by Dens and give them back to you with Den Leader name attached. The presenter can then ask Den Leaders to distribute at the appropriate time.

VI. Hold Presentation.

- Arrive 15 minutes early in FULL FIELD UNIFORM.
- Cards should be pre-printed and pre-separated for Dens. Have blank cards on hand.
- Bring Scouting 365 brochures and cards.
- Be introduced by unit leader.
- Give a presentation and ask for ALL cards to be turned in... even \$0s.
- Scouts can help with pen distribution and card pick-up.
- Tally and announce results in meeting. Give praise and recognitions.

VII. Follow Up.

- Turn in results to Office.
- Follow up with families who missed meeting.

**2025 District Scouting 365 Unit Campaign Chair
Job Description**

_____ District

Prepared for _____

1. Assume responsibility for the District's Scouting 365 Unit Campaign goal of \$_____.
2. Make a Scouting 365 pledge for 2025.
3. Attend Council Scouting 365 Campaign Kickoff on **October 23, 2024**.
4. Recruit and train Scouting 365 Unit Campaign presenters, matching them to every unit allowing us to make a presentation.
5. Assist with the **District's Scouting 365 Kickoff in November 2024**. *(Can be part of November's District Committee meeting or Roundtable)*
6. With your presenters, contact units in the district about hosting a Scouting 365 Unit Campaign presentation.
7. With your presenters, assist in organizing follow-ups for each unit presentation.
8. Take part in District Scouting 365 report meeting/calls as called by the District Overall Scouting 365 Chair.
9. Attend monthly Council Scouting 365 report meetings. Meetings will start at 7:30pm at location(s) to be determined. *(Roughly 45 minutes each)*
 - **January 22** Target 25% of goal
 - **February 26** Target 40% of goal
 - **March 26** Target 50% of goal
 - **April 23** Target 75% of goal
 - **May 28** Target 100% of goal
10. Attend Scouting 365 Campaign Celebration on **May 28, 2025**.

**2025 District Unit Presenter
Job Description**

_____ District

Prepared for _____

1. Be responsible for the attainment of their part of the District's Scouting 365 Unit Campaign goal of \$_____.
2. Make a Scouting 365 pledge for 2025.
3. Attend Council Scouting 365 Campaign Kickoff on **October 23, 2024**.
4. Work with District Scouting 365 Unit Campaign Chair to coordinate presentations.
5. Responsible for training and working with each unit's Scouting 365 Coordinator.
6. Make Scouting 365 presentation to assigned units and turn in kit to the District Scouting 365 Unit Campaign Chair or the District Executive within 48 hours.
7. Assist in organizing follow up contacts for families who missed the presentation or did not turn in a card at the presentation.
8. Attend District Scouting 365 report meetings as scheduled.
9. Help create a positive relationship with units, making them aware of Council services and the financial support required to provide those services.
10. Believe that a successful campaign is essential for the council to reach its youth serving objectives.
11. Attend Scouting 365 Campaign Celebration on **May 28, 2025**.

Scouting 365 Presenter Timetable

AS SOON AS YOU RECEIVE A DATE

- Call committee chairman to confirm date, time, and place of presentation. If time permits, meet with the committee.
- Discuss the unit's goal or objective.
- Ask them to notify their families and send out the pre-presentation communication ("*Why participate in Scouting 365?*" fact sheet and 2025 Recognition Plan) to their families.
- Recommend the committee to pledge now and have the amount announced at the presentation.
- Ask that either the unit leader or committee chairman introduce you, announce the total amount pledged by the committee and the recognition level they want to achieve and what they will receive.

PRESENTATION DAY

- Arrive 20-30 minutes before the presentation.
- Give introduction card to unit leader or committee chairman.
- Along with Unit's Scouting 365 Chairman, pass out cards.
- Thank unit for allowing you to speak.

THE PRESENTATION

- How unit benefits from council budget
- Remind parents all registration fees go the National Council but that all Scouting 365 money stays here.
- Talk about the Sponsorship levels and recognition items.
- Ask for gift. How to fill out pledge card. Method of payment: Cash, Check, Credit Card, QR Code, Pledge – billing begins in the next few weeks.
- Collect cards immediately.
- Do not let any cards go home. Those who are not sure should return cards and unit chairman will contact them later.
- Announce total AFTER PRESENTATION
- At home – complete the report form and put all the cards in the envelope. Arrange to deliver packet to Scouting 365 Unit Campaign Chairman or District Executive within 48 hours.

Secrets of Closing the Sale

There are many little things that can be done during a Scouting 365 Unit presentation to insure a high yield of contributions from the audience. These items will help guarantee success.

LET GIFTS BE “PRIVATE” – Many people may not want their friends to know the size of their gift. This goes for small gifts and large gifts. To help eliminate this block in people’s minds, you might consider providing envelopes for them to return their pledge cards and checks.

GET AN IMMEDIATE RESPONSE – Don’t allow people to think too long, this will result in low gifts or no gift at all. Pass out the cards, walk them through filling it out, and collect it right now!

ASK FOR AN AMOUNT – You need to place a figure in people’s minds to guide their thinking. Suggest to them they consider a \$365.00 gift and that it costs \$750.00 to keep a Scout in Scouting for one year. You will be amazed at the number of \$50.00 and \$100.00 gifts you will get! Don’t be afraid...a \$100.00 gift is only \$17.00 per month for six months. If they can only afford \$20.00 or so, that’s what they will give...but if they can afford more, why not ask for it? After all, we’ve got the best product in town.

DONOR RECOGNITIONS – Don’t forget to talk briefly about and show both the unit and individual recognitions, especially the \$365 level. The \$365 amount supports the cost of one Scout for the year. You will be surprised at the number of families who are willing to give at this level if asked.

GET A CARD FROM EVERYONE – Even if people don’t give, get a card with that information on it. If everyone turns in a card, there will be very few with no gift.

KEEP IT SHORT – Tell our story, secure the gifts, and be quiet. We have a great story to tell...tell it for too long and you will “turn-off” the group.

PRAISE THEM – Always say “thanks” and announce the total raised. How does it compare to last year? Are they the largest in the district? Remember, it only takes a few \$100.00 gifts to get the group to the \$500.00 or \$1,000.00 mark. Announce what unit recognition(s) was earned and distribute individual recognitions.

Overcoming Objections to Scouting 365 Unit Presentations

1. ***Scouting is too expensive already—look at how much a uniform costs, and then we have to buy the handbooks and pay to go to the training courses.***

Uniforms are not inexpensive, but they are high quality—and American made. All basic training courses are FREE for all registered leaders in the Laurel Highlands Council. That includes the cost of the audiovisual aids and equipment, sometimes facility rental, and other materials used to conduct these important training programs.

2. ***The council doesn't do anything for us—we have to pay for the advancement awards and Cub Scout Day camp.***

Each Scout helps pay for their advancement awards through his dues and the unit budget plan. The Cub Day Camp fee basically covers the program materials, site fee, patch, and T-shirt, etc. the Cub Scout receives. The council provides the overall program development, support, and staff to carry out the program. The council does provide several services to benefit the unit, including: a trained professional staff, program guidance and support through Roundtables, Cub leader pow wows, training courses, the council newsletter, unit membership, and advancement record keeping.

3. ***I give my time as a leader and the parents get nicked for uniforms and a lot of other stuff—let other people pick up the slack.***

We appreciate your services as a leader; that is the strength of Scouting—a quality program made possible by many dedicated volunteers. It's natural that, just like church, those that are the closest and most active best understand the benefits of the program and support it financially also.

4. ***It costs \$450 a week to send my child to summer camp, and the sleeping bag and pack and all the other equipment they need isn't cheap. Give me a break!***

The fee a Scout pays for summer camp only covers part of the cost—essentially the cost of his meals, expendable program materials, and the summer camp staff. The other costs like building insurance, ongoing maintenance, utilities, and the ranger's salary are included in the council operating budget. And scholarships are available to help youth who need financial assistance.

5. ***If the council didn't have all those high-priced executives, they wouldn't need so much money. We hardly ever see our DE.***

Scouting is just like church—we need to have paid professional leaders, too. Our district executive works closely with the members of the district committee and the commissioner staff coordinating their efforts in serving your unit. By working through these volunteers, they can multiply their effectiveness. They spend a lot of time in the community contacting community leaders, explaining the Scouting program, and enlisting their support.

6. *The parents in my unit don't want to give.*

It has been our experience that, when the needs of the council are explained, many parents are willing to make a financial contribution. We are just asking for the opportunity to tell the story and then let the parents make their decision.

7. *Every meeting for the year is already planned—can't work you into the schedule.*

All we are asking for is 10 to 12 minutes. Certainly, you can fit that into your meeting schedule.

8. *Can we pick another date rather than the Blue & Gold or Court of Honor?*

Our experience has shown that there is better attendance at the regular pack or troop awards meetings rather than at a special meeting. Parents have that meeting in their schedule. The 12 to 15 minutes needed for the Scouting 365 presentation won't prolong the meeting that long.

9. *We don't want to bother the parents—we'll write you a check from the unit treasury.*

The objective of the Scouting 365 program is to educate and inform the parents about the council's program and financial needs. This can only be accomplished when we have the opportunity to make our brief presentation. It is not a hard sell presentation. No one will be put on the spot and embarrassed. The money in the unit treasury was raised by the boys and parents to help underwrite the unit's program expenses—not support the council.

10. *We sell popcorn. What more do you want?*

We appreciate your support of those programs and the direct benefits the unit receives from your participation. Scouting 365 is an opportunity for those parents who are willing and able to make a personal financial contribution in support of the council program.

11. *We already pay an LHC fee, so doesn't that cover us?*

That \$53 fee is only part of the cost per Scout. Each year the council spends around \$750 each year to support one Scout, meaning the council still needs to raise the additional \$700 to support your Scout.



2025 Scouting 365 Recognition Program

Individual Recognitions

Any gift	LHC Scouting 365 Carabiner
\$100 and up	LHC Scouting 365 Council Strip
\$365 and up	Collectable LHC Scouting 365 Patch Set
\$500 and up	LHC Notepad <u>OR</u> Pen and Pencil Set
\$1000 and up	LHC "Golden Eagle Club" Camp Chair

Unit Recognitions

If a unit hosts a presentation and has...

- **50% participation with minimum unit donation of \$200** – Free rank advancement patches for 2025. (From date of presentation until December 31, 2025)
- **75% participation with minimum unit donation of \$300** – Fully stocked unit first aid kit OR Dutch oven starter kit.
- **100% participation with minimum unit donation of \$500** – \$ 280 credit for a weekend at Camp Anawanna, Camp Baker, Heritage Scout Reservation, Camp Potomac, or Camp Seph Mack.

❖ Unit recognition items are cumulative, so a unit that has 100% participation receives all three recognition items.