

**2026 Friends of Scouting**  
**Investment in Adventure Campaign**  
**District Guidebook**



# FOS “Investment in Adventure”

## Campaign Overview

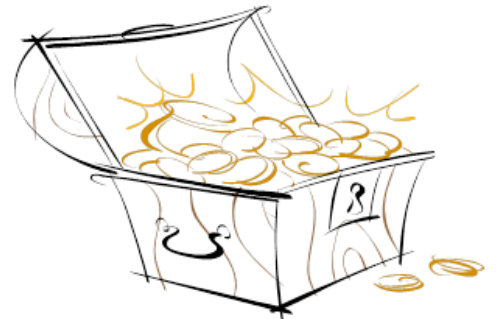
The FOS “Investment in Adventure” Campaign is the Laurel Highlands Council’s annual fundraising campaign. The campaign’s goal is to keep Scouting affordable and effective for young people.

The Laurel Highlands Council divides our District FOS Campaign into five separate efforts, including:

- 1) **The “Leaders in Investment” Campaign** for our District-Level volunteers.
- 2) **The Community “Friends of Scouting” Campaign** that can include any or all of the following efforts:
  - i. I-C-5 Campaigns
  - ii. Group Campaigns – Businesses, Service Clubs, Community Groups, and Vendor
- 3) **The Unit “Investment in Adventure” Campaign**
- 4) **The “Lasting Investment” Campaign** for our past donors.
- 5) **District Events**
  - i. Ask Events
  - ii. Special Events

## What makes a GOOD FOS Campaign?

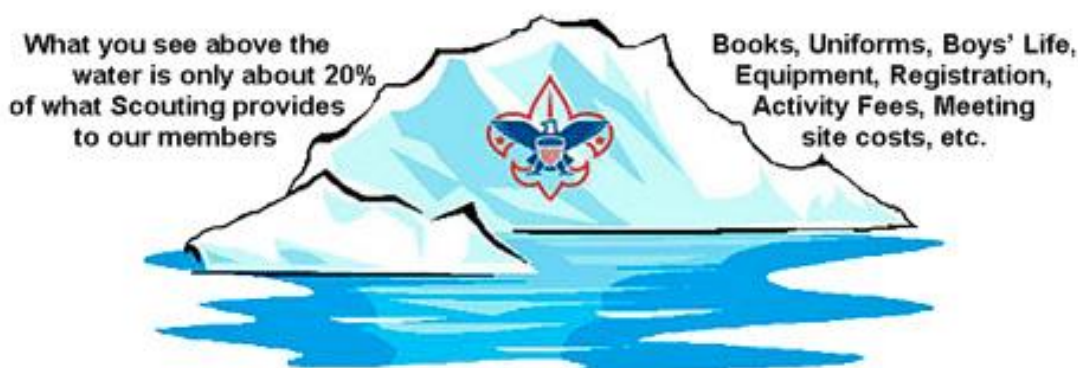
- Involves a large number of volunteers.
- Has discipline from a positive staffer.
- Stays on schedule.
- Makes sure the volunteers know the plan.
- Has good record keeping.
- Has thanked volunteers.
- Is fun because it is successful.
- Has a large number of volunteers return the next year.



## How does FOS Invest in our Youth?

Most of the \$158 annual youth registration fee you pay goes directly to the National Scouting America for program development and insurance – only \$53 stays local with the Laurel Highlands Council to help pay for our council's operating costs. It costs the Laurel Highlands Council approximately \$750 to support one Scout for one year.

### Let's look at it like an iceberg...



### What do councils provide? In other words: What's beneath the surface?

- **Volunteer and staff training and recognition.**
- **Insurance coverage** to protect volunteers, chartered organizations, staff members, and properties.
- **Camp rangers** to keep the council camps up-to-date and ready for Scouts and families.
- **Camp equipment**, like tents, cooking equipment, camp vehicles, building repairs, canoes, equipment replacement and repair, and general upkeep of council camps.
- **Professional and support staff** to work with volunteers to organize new units, manage fundraising programs, conduct training, assist membership recruitment, provide counsel, and direct support for district, camps and programs.
- **Administrative needs**, including postage, computers, and links to the National computer system, copy machines, folding machines, and a printing shop.
- **Service centers** to provide additional support to volunteers.
- **Audio-visual supplies** used in training, at camps and in volunteer meetings.
- **Print communication** including recruiting materials, reference materials, training materials, camp promotion materials.
- **A council website** to keep you informed.
- **Camp scholarships, uniforms, and registration fees for disadvantaged youth**

## 2026 District Overall FOS Campaign Goals

| District               | 2026 Goal    |
|------------------------|--------------|
| Anawanna Trails        | \$25,000.00  |
| Beaver Valley          | \$20,000.00  |
| Eagle Valley           | \$40,000.00  |
| Frontier               | \$25,000.00  |
| West Field Totals      | \$110,000.00 |
| Japeechen              | \$25,000.00  |
| Lackawanna             | \$27,000.00  |
| Seneca                 | \$45,000.00  |
| Center Field Totals    | \$97,000.00  |
| Bucktail               |              |
| Chestnut Ridge         | \$7,000.00   |
| Forbes Trail           | \$10,000.00  |
| Fort Bedford           | \$2,500.00   |
| Keystone               | \$10,000.00  |
| Potomac                | \$50,000.00  |
| East Field Totals      | \$79,500.00  |
| Scoutreach             | \$6,500.00   |
| TrailBlazer            | \$6,500.00   |
| Non-Traditional Totals | \$13,000.00  |
| All Districts Totals   | \$299,500.00 |

# 2026 District FOS Timeline

## 2025

- |                                            |                                                                                                                                                                                                                                                                                 |
|--------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> July 29-31        | <b>LHC Staff Training</b>                                                                                                                                                                                                                                                       |
| <input type="checkbox"/> August 27         | FOS Organizational Meeting                                                                                                                                                                                                                                                      |
| <input type="checkbox"/> September 24      | FOS District Chairs recruited: <ul style="list-style-type: none"><li><input type="checkbox"/> District Overall FOS Chair</li><li><input type="checkbox"/> District Unit “Investment in Adventure” Chair</li><li><input type="checkbox"/> District FOS Community Chair</li></ul> |
| <input type="checkbox"/> September 24      | FOS Committee Meeting                                                                                                                                                                                                                                                           |
| <input type="checkbox"/> September         | Community Campaign Steering Committee Meetings Start                                                                                                                                                                                                                            |
| <input type="checkbox"/> <b>October 22</b> | <b>FOS “Investment in Adventure” Campaign Kickoff</b>                                                                                                                                                                                                                           |
| <input type="checkbox"/> November          | <b>District Kickoffs</b>                                                                                                                                                                                                                                                        |
| <input type="checkbox"/> November 1        | <b>“Leaders in Investment” Campaign Begins</b>                                                                                                                                                                                                                                  |
| <input type="checkbox"/> November 1        | Unit Presentation Scheduling Starts                                                                                                                                                                                                                                             |
| <input type="checkbox"/> November 12       | <b>Unit Presenter training (<i><u>mandatory</u> for all presenters</i>)</b>                                                                                                                                                                                                     |
| <input type="checkbox"/> November 19       | <b>FOS Committee Meeting</b>                                                                                                                                                                                                                                                    |
| <input type="checkbox"/> December 17       | FOS Committee Meeting                                                                                                                                                                                                                                                           |
| <input type="checkbox"/> December 15       | <b>“Leaders in Investment” Campaign Complete</b>                                                                                                                                                                                                                                |
| <input type="checkbox"/> December 15       | <b>Unit Goals Set for Unit “Investment in Adventure” Campaign</b>                                                                                                                                                                                                               |

## 2026

- |                                          |                                                                |
|------------------------------------------|----------------------------------------------------------------|
| <input type="checkbox"/> January 1       | <b>Unit “Investment in Adventure” Presentations Begin</b>      |
| <input type="checkbox"/> January 1       | <b>Community FOS and “Lasting Investment” Campaigns Begin</b>  |
| <input type="checkbox"/> January 28      | FOS Committee Meeting – Benchmark: <i>25% of overall goal</i>  |
| <input type="checkbox"/> February 25     | FOS Committee Meeting – Benchmark: <i>40% of overall goal</i>  |
| <input type="checkbox"/> March 25        | FOS Committee Meeting – Benchmark: <i>50% of overall goal</i>  |
| <input type="checkbox"/> <b>March 31</b> | <b>Unit Presentations Complete</b>                             |
| <input type="checkbox"/> April 7         | Clean-Up Campaign Letters Mailed                               |
| <input type="checkbox"/> April 22        | FOS Committee Meeting – Benchmark: <i>75% of overall goal</i>  |
| <input type="checkbox"/> April 21-28     | Clean-up Phone-a-thons                                         |
| <input type="checkbox"/> <b>May 1</b>    | <b>Community and “Lasting Investment” Campaigns Complete</b>   |
| <input type="checkbox"/> May 27          | FOS Committee Meeting – Benchmark: <i>100% of overall goal</i> |
| <input type="checkbox"/> June            | <b>CAMPAIGN CELEBRATION</b>                                    |

**2026 FOS “Investment in Adventure” – District Overall Chair  
Job Description**

\_\_\_\_\_ District

**Prepared for** \_\_\_\_\_

1. Give overall leadership to the attainment of 100% of the District goal of \$\_\_\_\_\_ by **May 27, 2026**.
2. As a district leader for the campaign, make a “Leaders in Investment” pledge/gift for 2026.
3. With the District Executive, set individual campaign goals within the district to achieve overall goal **by September 24, 2025**.
4. With the District Executive, recruit enough Campaign Chairs to work on the individual campaigns (District, Community, Unit) within the district.
5. Conduct and chair prospect and evaluation meetings to add new contributors and upgrade current and past contributors.
6. Attend Council FOS Kickoff meeting for key district leaders to be held on **October 22, 2025**.
7. Hold a **District FOS Kickoff in November 2025**. *(Can be part of November’s District Committee meeting or Roundtable)*
8. Host report meetings or calls where each of the District’s FOS Campaign Chairs and District Executive to report progress of the District campaigns, prior to each council report meeting. *(Roughly 30 minutes each)*
9. Attend monthly Council FOS Investment in Youth Committee report meetings. *(Roughly 45 minutes each)*
10. Attend Victory Celebration in **June 2026**.

Signed \_\_\_\_\_  
Volunteer

\_\_\_\_\_  
District Chair

# Keeping Volunteers Accountable

Keeping volunteers accountable is crucial for a successful fundraising campaign. Here's a comprehensive plan to achieve that:

## 1. Clear Communication and Expectations (Before Recruitment):

- **Define Roles and Responsibilities:** Create detailed job descriptions for each volunteer role, outlining specific tasks, time commitments, and expected outcomes (e.g., number of calls made, amount of funds raised, event attendance goals).
- **Set Clear Fundraising Goals:** Communicate the campaign's overall fundraising target and how each volunteer's efforts contribute to it. Break down the big goal into smaller, achievable targets for individual volunteers or teams.
- **Volunteer Agreement:** Develop a volunteer agreement (not a legally binding contract, but a mutual understanding) that clearly states expectations, responsibilities, confidentiality clauses (especially for donor data), and the organization's commitment to supporting them. Have volunteers review and sign this.
- **Provide "Why":** Explain the impact of the funds raised and how they directly benefit the cause. This emotional connection is a powerful motivator.

## 2. Thorough Training and Onboarding:

- **Comprehensive Orientation:** Conduct an in-depth orientation that covers the organization's mission, vision, values, the campaign's goals, and the specific duties of their role.
- **Fundraising Skills Training:** Provide training on effective fundraising techniques, including:
  - **Making the Ask:** Scripts, handling objections, storytelling.
  - **Donor Cultivation:** How to build relationships with potential donors.
  - **Using Fundraising Tools:** Any software, platforms, or materials they'll need.
  - **Brand Messaging:** Ensure consistent messaging about the organization and campaign.
- **Materials and Resources:** Equip volunteers with all necessary materials:
  - Campaign information packets (FAQs, success stories, impact reports)
  - Pledge forms, donation links, and other relevant forms
  - Contact lists (if applicable and with clear guidelines on privacy)
  - Templates for emails, social media posts, or letters.
- **Point Person:** Assign a dedicated staff member or experienced volunteer as a point person for questions, support, and guidance.

## 3. Ongoing Support and Monitoring:

- **Regular Check-ins:** Schedule regular check-in meetings (individual or group) to discuss progress, challenges, and offer support. These can be weekly or bi-weekly, depending on the campaign's intensity.
- **Progress Tracking System:** Implement a system to track volunteer activities and fundraising progress. This could be:
  - **Spreadsheets:** For smaller campaigns, simple spreadsheets can track calls made, meetings scheduled, donations secured.
- **Set Interim Deadlines/Milestones:** Break down the overall campaign timeline into smaller milestones with clear deadlines for volunteers to work towards.

- **Peer Accountability:** Encourage volunteers to work in teams or pairs, fostering a sense of shared responsibility and peer support. Group meetings can also be a good place for peer accountability.
- **Offer Feedback:** Provide constructive feedback, acknowledging successes and offering guidance on areas for improvement.

#### 4. Motivation and Recognition:

- **Celebrate Successes:** Regularly acknowledge and celebrate individual and team achievements. Share positive updates on fundraising progress with all volunteers.
- **Public Recognition:** Recognize volunteers through newsletters, social media shout-outs, website mentions, or during events.
- **Incentives (Optional):** Consider small, non-monetary incentives for reaching milestones or exceeding goals (e.g., branded merchandise, gift cards, special recognition at an event).
- **Thank-You Notes:** Send personalized thank-you notes to volunteers, expressing appreciation for their time and effort.
- **Share Impact:** Continuously update volunteers on how the funds they've helped raise are making a difference. This reinforces their purpose and keeps them motivated.

#### 5. Addressing Underperformance:

- **Early Intervention:** If a volunteer is struggling, address it early and privately. Understand if there are any obstacles or if they need additional support or training.
- **Re-evaluate Role/Tasks:** If a volunteer consistently struggles to meet expectations, consider if their role is a good fit or if their tasks need to be adjusted.
- **Open Communication:** Maintain open and honest communication about performance. Explain the impact of their underperformance on the overall campaign goals.
- **"Graceful Exit" Strategy:** In rare cases where a volunteer is consistently disengaged or disruptive and no solution can be found, have a clear and respectful process for ending their involvement.

By implementing these strategies, you can foster a culture of accountability, support, and motivation among your fundraising volunteers, leading to a more successful campaign.

## 2026 District FOS Investment in Adventure Goal Setting

| 2026                         |       | District FOS Campaign Goals |           |             | EXAMPLE                    |       |
|------------------------------|-------|-----------------------------|-----------|-------------|----------------------------|-------|
| Campaign                     | Chair | Timeline                    |           | Goal        | Current Actual<br>1/1/2026 |       |
| Scouting 365 Chair           |       | Nov 25 - May 26             | Goal      | \$22,000.00 | (\$22,000.00)              |       |
| District Leadership Campaign |       | Nov 25 - Dec 15             | Goal      | \$5,000.00  | \$0.00                     |       |
|                              |       |                             | Remaining | \$17,000.00 | (\$22,000.00)              |       |
| Unit 365 Campaign            |       | Jan 26 - Mar 26             | Goal      | \$5,500.00  | \$0.00                     |       |
|                              |       |                             | Remaining | \$11,500.00 | (\$22,000.00)              |       |
| Community Campaign - #1      |       | Mar 26 - May 26             | Goal      | \$2,000.00  | \$0.00                     |       |
|                              |       |                             | Remaining | \$9,500.00  | (\$22,000.00)              |       |
| Community Campaign - #2      |       | Feb 26 - Apr 26             | Goal      | \$2,000.00  | \$0.00                     |       |
|                              |       |                             | Remaining | \$7,500.00  | (\$22,000.00)              |       |
| Lasting Investment Campaign  |       | Jan 26 - May 26             | Goal      | \$5,000.00  | \$0.00                     |       |
|                              |       |                             | Remaining | \$2,500.00  | (\$22,000.00)              |       |
| Ask/Special Event            |       | Jan 26 - May 26             | Goal      | \$2,500.00  | \$0.00                     |       |
|                              |       |                             |           | \$0.00      | (\$22,000.00)              | 0.00% |
| Additional campaigns         |       |                             |           |             |                            |       |
| Community -                  |       | Feb 26 - Mar 26             | Goal      |             |                            |       |

## 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.

# 2026 FOS “Leaders in Investment” Campaign

**Campaign Goal:** The District Leaders in Investment Campaign is an annual fundraising initiative designed to secure vital financial support for the ongoing operations and strategic initiatives of the Laurel Highlands Council. This campaign uniquely focuses on engaging and soliciting gifts from all registered district volunteers, recognizing their deep commitment to Scouting and their influential role within their respective districts. The primary goal is to empower these dedicated leaders to further invest in the program they champion, ensuring a robust and impactful Scouting experience for all youth.

## Why Focus on District Volunteers?

District volunteers are the backbone of our local Scouting programs. They are directly involved in delivering the Scouting experience, supporting units, recruiting new members, and ensuring the quality of our programs. By engaging them in this fundraising effort, we:

- **Acknowledge their Leadership and Commitment:** This campaign provides a direct opportunity for district leaders to demonstrate their commitment beyond their time and talent, showcasing their belief in the power of Scouting.
- **Leverage Their Influence:** District volunteers often have strong connections within their communities and can serve as powerful advocates for the campaign, potentially inspiring others to give.
- **Cultivate a Culture of Philanthropy:** By involving key leaders in fundraising, we foster a deeper understanding of the financial needs of the council and encourage a broader culture of giving within the Scouting family.
- **Secure Essential Funding:** The collective generosity of district volunteers can provide a significant and reliable source of unrestricted funds, crucial for supporting all aspects of council operations.

## Campaign Objectives

- **Financial Goal:** To raise their part of the District's Overall FOS Goal by December 15, 2025.
- **Participation Goal:** To achieve a 100% participant rate among all registered district members-at-large and commissioners.
- **Engagement:** To deepen the understanding among district volunteers of the financial needs of the council and the impact of their contributions.
- **Stewardship:** To ensure all donors are properly acknowledged and their contributions are stewarded effectively.

## Target Audience

All individuals currently registered as district volunteers within the Laurel Highlands Council. This includes, but is not limited to:

- District Chairs
- District Commissioners (all levels)
- District Committee Members (all sub-committees: Membership, Advancement, Activities, Training, Development, etc.)
- District Executives (as donors, though their primary role is staff support)
- District Religious Emblems Coordinators
- District Health & Safety Officers
- Anyone officially registered with a district-level volunteer role.

## Campaign Structure and Phases

The campaign will be structured in three main phases:

### Phase 1: Planning and Preparation (Four weeks prior to launch)

- 1. Form Campaign Committee:**
  - Recruit a small, dedicated committee comprised of respected district volunteers and key council staff (e.g., Council Advancement Chair, District Operations staff, Development Director).
  - Committee responsibilities include setting goals, developing materials, identifying prospects, and overseeing the campaign.
- 2. Data Collection and Prospect Identification:**
  - Generate a comprehensive list of all registered district volunteers with current contact information.
  - Segment the list based on their roles and tenure to help tailor communications.
- 3. Develop Campaign Materials:**
  - **Case for Support:** A compelling document outlining the council's mission, current needs, the impact of donations, and specific examples of how funds will be used. This should directly address the value proposition for district volunteers.
  - **Pledge Form/Online Giving Portal:** Easy-to-use options for making contributions (one-time or recurring).
  - **Frequently Asked Questions (FAQ):** Address common concerns about fundraising, financial transparency, and gift impact.
  - **Testimonials:** Collect quotes or short videos from respected district volunteers explaining why they support the council financially.
  - **Campaign Website/Landing Page:** A dedicated online hub for information, giving, and progress tracking.
- 4. Volunteer Training and Briefing:**
  - Train the campaign committee and other key volunteer solicitors on campaign messaging, talking points, overcoming objections, and gift solicitation techniques.
  - Brief District Chairs and Commissioners on the campaign's importance and their role in promoting participation.

**5. Set Recognition Levels (Optional but Recommended):**

- Establish various giving levels with corresponding recognition (e.g., donor wall, special lapel pin, recognition at a district event, inclusion in annual report). This can encourage larger gifts.

**Phase 2: Solicitation (November 1st through December 15th)**

**1. Launch Event/Communication:**

- **Official Kick-off:** Consider a virtual or in-person kick-off event for all district volunteers, led by the Scout Executive, Council President, and/or Campaign Chair. This event sets the tone and builds excitement.
- **Initial Communication (Email/Letter):** A personalized message from the Scout Executive or Campaign Chair, introducing the campaign, its importance, and a direct call to action. Include a link to the campaign website.

**2. Peer-to-Peer Solicitation:**

- **The Power of Connection:** Encourage district volunteers to solicit their peers. This is often the most effective method as it leverages existing relationships and trust.
- **Assignment of Prospects:** Assign specific district volunteers to reach out to a small number of their colleagues directly (via phone call, personal email, or even in-person if appropriate). Provide them with talking points and materials.

**3. Direct Mail/Email Follow-up:**

- Send targeted follow-up communications to those who have not yet responded.
- Highlight key messages, success stories, and the approaching campaign deadline.

**4. District Meetings and Events:**

- Integrate campaign messaging into regular district committee meetings, roundtable events, and other gatherings.
- Have a campaign committee member or a prominent district volunteer briefly speak about the campaign's importance.

**5. Online Giving Promotion:**

- Regularly promote the online giving portal through social media, email newsletters, and council website banners.
- Consider a "Matching Gift Challenge" if a lead donor or board member is willing to match gifts up to a certain amount.

**6. Progress Tracking and Reporting:**

- Regularly update the campaign committee and district leadership on progress towards financial and participation goals.
- Share a "thermometer" or other visual representation of progress to build momentum.

**Phase 3: Stewardship and Follow-up (Ongoing during and after the campaign)**

**1. Prompt Acknowledgment:**

- Send personalized thank-you letters/emails to all donors immediately upon receipt of their gift.
- For significant gifts, a personal phone call from the Scout Executive, Council President, or Campaign Chair is highly recommended.

**2. Recognition:**

- Implement the planned recognition program for donors at various levels.

- Publicly acknowledge the collective efforts and generosity of district volunteers (e.g., in council newsletters, annual report, at annual recognition events).
- 3. **Impact Reporting:**
  - After the campaign concludes, provide a clear report to all district volunteers (donors and non-donors alike) detailing the total raised and, most importantly, how the funds were utilized. This report demonstrates transparency and the tangible impact of their support.
- 4. **Cultivation:**
  - Maintain regular communication with district volunteers throughout the year, keeping them informed about council activities and successes, reinforcing their connection to the mission.
  - Begin to lay the groundwork for next year's campaign by gathering feedback and identifying potential new campaign committee members.

## Key Messages and Talking Points

- **"Your leadership extends beyond your time – it's about investing in the future."**  
Emphasize that their financial contribution is an extension of their already significant commitment to Scouting.
- **"Every dollar directly supports the programs and services that empower our youth."** Be specific about how funds will be used (e.g., leadership training for Scouts, camp improvements, recruiting new members, providing financial assistance to families).
- **"Your gift ensures that Scouting remains accessible and impactful for all."**  
Highlight the importance of financial aid and program quality.
- **"As a district leader, your participation sends a powerful message to others."**  
Stress the influence they have on unit leaders and families.
- **"This campaign is about participation, not just the size of the gift. Every gift, no matter the amount, makes a difference."** Encourage broad participation.
- **"We are all Scouters, working together to build a brighter future for the next generation."** Foster a sense of unity and shared purpose.

## Success Metrics

- Total funds raised against goal.
- Percentage of district volunteers who made a gift.
- Average gift size.
- Number of new donors.
- Feedback from district volunteers on the campaign experience.

By implementing this detailed "District Leadership Campaign," the Laurel Highlands Council can effectively engage its most dedicated volunteers, secure vital financial resources, and further strengthen the foundation of Scouting for years to come.

## 2026 FOS “Leaders in Investment Campaign” Chair

### Job Description

\_\_\_\_\_ District

Prepared for \_\_\_\_\_

1. Give overall leadership to the attainment of 100% of the FOS “Leadership in Investment” Campaign goal of \$\_\_\_\_\_ by **December 31, 2025**.
2. As a district leader for the campaign, make a “Leaders in Investment” pledge/gift for 2026.
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 FOS Kickoff meeting for key district leaders to be held on **October 22, 2025**.
5. Assist the District Overall FOS Chair in holding a **District Scouting FOS Kickoff in November 2025**. *(Can be part of November’s District Committee meeting and/or Roundtable)*
6. Take part in District FOS report meeting/calls as called by the FOS District Overall Chair.
7. Attend Victory Celebration in **June 2026**.

Signed \_\_\_\_\_  
Volunteer

\_\_\_\_\_  
District Chair

# 2026 District Community “Friends of Scouting” Campaigns

The Community “Friends of Scouting” (FOS) 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 Community FOS Chairman and supported by the LHC professional staff. All campaign participants must agree to maintain donor confidentiality.

## Community Campaign Strategy

**1. Steering Committees** – The steering committee membership should be top-level volunteer representatives of the entire services area. Each service area’s Friends of Scouting chairman should be a member of the steering committee.

The function of this group is to ensure that each district steering committee has adequate leadership. Each district steering committee should determine (with preplanning by the professional) the structure of each districts’ campaign. The committee’s function is:

- Recruitment of campaign leadership to meet the campaign structure needs of each campaign
- Improvement of the overall prospect list through
  - Addition of prospects
  - Rating and evaluation of prospects
  - Assignment of prospects to workers.

**2. District Organization and Structure** – Each district professional should evaluate the previous year’s campaign and, with the district/local steering committee, ensure that the leadership needs of each campaign are met. Proven structures may include I-C-5 (or other variation), blitz day, group campaign, or ask event.

**3. Volunteer Leadership** – Your district will achieve its goal if the right volunteers are recruited, those who have and should use their personal and business relationships to benefit Scouting. The right volunteer should successfully recruit a great community campaign chairman who, in turn, should recruit the appropriate campaign leadership for the local structure. Campaign leadership and workers should be responsive to an influential campaign chairman – not the staff advisor. Quality volunteer leadership from the top down is the key to success.

**4. Scouting Professional Leadership** – The staff advisor’s role is to work with his/her volunteers to identify the very best campaign leaders to recruit into the various positions. He or she should insist that the campaign plan be followed and that they recruit only the best volunteers. The advisor then supports and manages each team to the successful completion of their goals. The staff advisor keeps the campaign on track by following the plan, using volunteer influence to influence others, developing relationships with volunteers, keeping volunteers accountable through recognition and reports, and by constantly thanking and recognizing volunteers.

**5. Campaign Kickoff and Campaign Leadership Meetings** – your district fund development chairman, district Community Friends of Scouting chairman, and your community campaign chairman are expected and should be recruited to attend the campaign kickoff, report and victory celebration meetings. If a volunteer cannot attend, the district finance chairman or community campaign chairman should represent him/her. Volunteers should deliver all reports. The district Community Friends of Scouting chairman should hold and host regular district FOS meetings to be attended by the community campaign chairman (and other campaign chairpersons – family, project sales/gift-in-kind) chairperson. Ideally, these should be held over breakfast or lunch at his/her office.

**6. Prospect Assignment** – Prospects assigned to returning campaign workers should remain assigned to those workers if those prospects have a history of giving. Prospects who did not contribute in the previous year's campaign, but are currently assigned to a worker, may be reassigned by the steering committee if they feel the prospect can be worked more successfully by another worker. Unassigned prospects should be available to workers for selection. New prospects must be cleared by the steering committee before they can be worked. New prospects may be from anywhere without regard to district boundary. The new prospect generation process is addressed in The Steering Committee.

## Goal Setting

Each service area should have a community-campaign base goal founded on the previous year's accomplishment, percent of goal attained, historical trend developed by council/district volunteers in conjunction with council needs. The district Community FOS campaign chairman and staff advisor then should meet to set local campaign base goals, based on structure and a fair portion of the overall council goal. Each team should be asked to set its own stretch goal, which should be a minimum of a 15-20 percent increase over the base goal.

# 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. It's a structured fundraising approach where each campaign worker is responsible for securing a small, manageable number of gifts, typically five (hence "I-C-5," meaning "I See Five" prospects or gifts).

## Key Characteristics of an I-C-5 Campaign:

- **Volunteer-Driven:** Relies heavily on the efforts of a broad base of volunteers. The District Overall FOS Chairman and a Community FOS Campaign Chairman work together to recruit the leadership and workers needed to complete the 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.
- **Personalized Approach:** Emphasizes direct, personal solicitations rather than mass appeals.
- **Manageable Workload:** The "I See Five" principle ensures that each volunteer's task is not overwhelming, making it easier to recruit and retain participants.
- **Structured and Organized:** Requires clear planning, roles, and reporting mechanisms for success.
- **Focus on Relationships:** Builds on existing relationships between volunteers and prospects.

|                       |                   |
|-----------------------|-------------------|
| 1 Chairman @ \$365    | = \$365           |
| 4 Captains @ \$365    | = \$1,460         |
| 16 Volunteers @ \$183 | = \$2,928         |
| 64 Donors @ \$92      | = \$5,888         |
| <b>CAMPAIGN TOTAL</b> | <b>= \$10,641</b> |



|                       |                   |
|-----------------------|-------------------|
| 1 Chairman @ \$365    | = \$365           |
| 3 Majors @ \$365      | = \$1,095         |
| 9 Captains @ \$365    | = \$3,285         |
| 36 Volunteers @ \$183 | = \$6,588         |
| 144 Donors @ \$92     | = \$13,248        |
| <b>CAMPAIGN TOTAL</b> | <b>= \$24,581</b> |

## “I SEE FIVE” Guiding Principles

1. Requires a commitment to detail. The little things make a big difference! No shortcuts allowed!
2. Requires discipline from beginning to end in following a strict schedule of benchmarks. Management's role is quality control!
3. Requires an up-front understanding by the professional staff that it will, in all probability, have to drag the campaign volunteers kicking and screaming across the finish line!
4. Requires a belief that the plan will work ANYWHERE.
5. Requires a “not if but when” attitude of the staff and volunteers.

## Here's a general description of how an I-C-5 fundraising campaign is typically conducted.

### 1. Planning and Goal Setting:

- **Define Campaign Goals:** Clearly establish the overall fundraising target, including the total amount of money to be raised and the number of donors needed.
- **Identify Prospects:** Create a comprehensive list of potential donors. This can include past donors, current members, parents, community leaders, businesses, and other stakeholders.
- **Determine Campaign Structure:** Based on the number of prospects and the fundraising goal, an organizational hierarchy is established. This usually involves:
  - **Campaign Chairman/Chairperson:** Overall leader of the campaign.
  - **Community/Major Gift Chairmen/Co-Chairs/Zone Chairs:** Responsible for specific geographic areas or larger prospect groups. Each of these individuals would ideally manage up to five "Community Captains."
  - **Community Captains:** Each captain is responsible for recruiting and overseeing a small team of "Workers."
  - **Workers/Solicitors:** These are the individuals who directly approach prospects. The core of the I-C-5 model is that each worker is assigned a small, manageable number of prospects (typically 5, but sometimes more if it's a "blitz" campaign).
- **Recruit Leadership and Volunteers:** Recruit influential and committed individuals for leadership roles and a sufficient number of workers to cover all prospects.

### 2. Training and Preparation:

- **Train Workers:** Provide comprehensive training to all workers on the campaign's mission, goals, key messages, and effective solicitation techniques. This includes handling objections and recording donations.
- **Prepare Materials:** Develop compelling fundraising materials, such as brochures, pledge cards, online donation links, and testimonials, to support the workers' efforts.
- **Assign Prospects:** Carefully assign prospects to individual workers, ensuring that each worker has a manageable list of individuals they can effectively contact and solicit. The goal is often to assign prospects where there's an existing relationship or a clear connection.

### 3. Execution - The "I-C-5" Core:

- **Kick-off Meeting:** Hold a motivating kick-off meeting for all volunteers, generating excitement and reviewing the plan.
- **Direct Solicitation:** Workers personally contact their assigned prospects. This is often done through in-person meetings, phone calls, or personalized emails. The emphasis is on direct, personal asks.
- **Follow-up:** Workers diligently follow up with prospects who haven't yet committed or have questions.
  - **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.
- **Regular Reporting:** Implement a system for workers to report their progress regularly (e.g., weekly or daily, especially in a "blitz" campaign). This allows campaign leadership to track progress, identify challenges, and offer support.

#### 4. Monitoring and Adjustment:

- **Track Progress:** Continuously monitor fundraising progress against the set goals.
- **Problem-Solving:** Address any roadblocks or challenges that arise during the campaign. This might involve reassigning prospects, providing additional training, or adjusting strategies.

#### 5. Recognition and Celebration:

- **Thank Volunteers:** Regularly thank and recognize all volunteers for their efforts.
- **Donor Recognition:** Acknowledge and thank donors promptly and appropriately.
- **Victory Celebration:** Hold a victory celebration once the campaign goal is achieved (or nears completion) to recognize the collective efforts of volunteers and donors.

*By breaking down the fundraising effort into small, manageable chunks, the I-C-5 model aims to make a large fundraising goal achievable through the collective efforts of many individuals.*

### Qualities for a good I-C-5 Chair

- Position, status, reputation.
- Donor or potential donor
- They should know and support the Scouting program.
- Understand the support roll Council plays in supporting Scouting.
- Be willing to take the time to do the job right.
- Knowledge of the business community of your district to identify prospective donors and workers.
- Detailed knowledge of the Scouting program is NOT essential.

### I-C-5 Variations

Based on the size of the community, the newness of the campaign, or the number of prospects that need to be worked, a structure might include an I-C-4 (or I-C-3) structure or other variation.

#### Blitz Campaign

A blitz campaign is one in which the same preparation work must take place, but the campaign actually takes place in one day. A scenario would include a kickoff at a breakfast meeting, workers take five cards and work them during the morning, report meeting at lunch as to the amount raised, workers take five more cards and work them during the afternoon, and a victory celebration in the early afternoon. A blitz campaign also should be a variation of an I-C-5, based on the number of prospects to be worked and number of workers needed to work those prospects. A structure for a 130 prospect campaign might be a Chairman - 3 Captains - 16 Workers - 240 Prospects.

## Group Campaign

A variation on a blitz campaign is the group campaign, which should involve more campaign workers and usually a longer period of time. A scenario would include a kickoff meeting; workers take five cards and work them during the week, return for a report meeting a week later, workers take five more cards and work them during the next week and return for a victory celebration the following week. A blitz campaign also should be a variation of an I-C-5, based on the number of prospects to be worked and number of workers needed to work those prospects. A structure for a 240-prospect campaign might be Chairman - 2 Majores - 4 Captains - 16 Workers - 240 Prospects. A group campaign can last from one to four weeks.

## Business, Community Group, Service Club, and Vendor Campaigns

**Business, Community Group, and Service Club 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 campaigns 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.

**Vendor Campaigns** are designed to work through a volunteer's business. Letters or personal contacts are made to the vendors used by the company to solicit donations. A follow-up for each request should be made a week or two after the initial contact.

# Prospect Selection and Cultivation

**Prospect Selection** This initial phase is about building a targeted list of potential donors who have the *capacity* to give and a demonstrable *interest* or *connection* to the mission of Scouting. This is broken down in two parts, Identification and Qualification.

**Identification** (Finding Prospects) -The goal is to generate a comprehensive list of potential individual, corporate, and foundation donors.

- **Internal Stakeholders:**
  - Current and Former District Committee Members and Members-at-Large.
  - **Council-level and District-level Volunteers** and key leaders.
  - **Alumni** of the Scouting program, particularly Eagle Scouts.
  - **Past Donors** (including those who gave to previous FOS campaigns or other council events).
  - Parents of older Scouts who have seen the long-term impact of the program.
- **External Community:**
  - **Business Leaders and Corporate Executives:** Especially those whose companies align with youth development, education, or community service. Many companies offer **matching gift programs**.
  - **Community Leaders:** Influential people (elected officials, clergy, educators) who value character development.
  - **Foundations and Trusts:** Organizations with a history of funding youth programs in the council's service area.
  - **Professional Contacts:** Individuals recommended by current donors, volunteers, or board members (often generated through a Prospect Identification/Screening Committee).

**Qualification** (Rating Prospects): Once identified, prospects must be qualified to determine their suitability and potential giving level. This is often described as the I-C-A model (Interest, Capacity, Access/Connection).

- **Interest/Linkage:** How strong is their connection to Scouting?
  - *Examples:* Former Scout, former volunteer, currently has a child in the program, serves on the board of a unit's charter organization, or has a clear philanthropic focus on youth.
- **Capacity (Ability to Give):** What is their financial capability?
  - *Assessment is based on:* Real estate holdings, business ownership/executive role, past giving history to the council or other non-profits, and public information. This helps determine the "ask" amount (e.g., major gift vs. standard contribution).
- **Access/Connection** (Getting the Appointment): Who is the best person (the *solicitor*) to make the ask?
  - The most effective ask is typically peer-to-peer. The solicitor should be a respected peer of the prospect, ideally with a similar giving capacity, who has already made a gift and can personally attest to Scouting's impact.

The outcome is a ranked and segmented list of prospects, each with an assigned target gift level and a recommended cultivation/solicitation strategy.

## Example categories

|         |           |            |
|---------|-----------|------------|
| Class A | Best      | Top 10-15  |
| Class B | Medium    | Next 20-30 |
| Class C | Potential | Next 20-30 |
| Class D | Possible  | Remainder  |

## 2. Cultivation (Building the Relationship)

Cultivation is the process of building a relationship with a prospect to deepen their interest, inform them of the council's needs, and prepare them for a solicitation. This process often takes time and is tailored to the individual prospect.

### Key Cultivation Strategies:

| Strategy                                  | Description                                                                                                         | FOS Context Example                                                                                                   |
|-------------------------------------------|---------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|
| <b>Personalized Communication</b>         | Avoid mass mailings; tailor communications to the prospect's known interests and connection to Scouting.            | Sending an update on the <b>ScoutReach</b> program to a prospect interested in at-risk youth.                         |
| <b>Share Impact Stories</b>               | Connect the financial need to the tangible results (the mission). Donors give to impact, not just to a budget.      | Inviting a prospect to a Court of Honor or a camp dedication to see youth growth/program in action.                   |
| <b>Mission Engagement</b>                 | Provide opportunities for the prospect to interact with the program and its beneficiaries.                          | Inviting the prospect to lunch with the Scout Executive, Council President, or an Eagle Scout to hear their story.    |
| <b>Involve in Leadership</b>              | Offer non-financial roles that provide a sense of ownership and importance, especially for high-capacity prospects. | Asking a business leader to serve on a task force for a camp improvement project or a campaign steering committee.    |
| <b>Host Exclusive Events</b>              | Create a sense of <i>insider</i> status and appreciation for supporters.                                            | Holding a small, intimate dinner for major donors or prospects with the Council President or a distinguished speaker. |
| <b>Provide "Behind-the-Scenes" Access</b> | Show the prospect what their investment supports directly.                                                          | A private tour of the council service center, a camp property, or a facility that FOS funds maintain or support.      |
| <b>Transparency and Reporting</b>         | Keep the prospect informed of council successes and challenges, tying outcomes back to the community's support.     | Sending a personalized "Year in Review" report that highlights key metrics like volunteer training and youth served.  |

# The Cultivation Timeline

Cultivation is not a single event, but a continuous cycle.

1. **Initial Contact:** Establish a relationship (e.g., personal introduction, phone call).
2. **Information Sharing:** Educate the prospect about the council's needs and impact (e.g., share a video, a specific program brochure).
3. **Engagement:** Get the prospect involved non-financially (e.g., invite to a committee meeting, a merit badge event).
4. **Deepening Connection:** Personal visits and continued communication tailored to their interests.
5. **Solicitation:** Once the prospect is cultivated, interested, and qualified, the appropriate solicitor makes a clear and direct request for a specific, meaningful gift amount.
6. **Stewardship:** After the gift, ensure prompt, personalized thank you and ongoing reporting of the gift's impact, which seamlessly transitions into the next year's cultivation.

# Donor Profile Form

Laurel Highlands Council, Scouting America

For Internal Use Only

**Donor Name:** \_\_\_\_\_  
(Corporation/Foundation/Individual)  
**Address:** \_\_\_\_\_  
**City, State, Zip:** \_\_\_\_\_  
**Phone:** \_\_\_\_\_  
**Email:** \_\_\_\_\_

## Contact Information

**Primary Contact:** \_\_\_\_\_ **Phone:** \_\_\_\_\_  
**President/Chairman of the Board:** \_\_\_\_\_ **Phone:** \_\_\_\_\_  
**Corporate Contributions Coordinator:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

## Individual Donor Information

**Nicknames(s)** \_\_\_\_\_

**Individual donor's birth dates:** Hers \_\_\_\_\_ His \_\_\_\_\_

**Children names** \_\_\_\_\_

**Planned Giving Prospect** \_\_\_\_ Yes \_\_\_\_ No

**Current Donor Level** \$ \_\_\_\_\_ **As of** \_\_\_\_\_

**Lifetime Giving Amount** \$ \_\_\_\_\_ **As of** \_\_\_\_\_

**Donor Since** \_\_\_\_\_ (year)

**Known areas of interest in the your organization:**

\_\_\_\_\_  
\_\_\_\_\_

**Notes:** (relationship history, religious affiliations, private club memberships, board affiliations, family history, etc.)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**2026 District Community “Friends of Scouting” Chair  
Job Description**

\_\_\_\_\_ District

**Prepared for** \_\_\_\_\_

1. Assume responsibility for their part of the District’s Community “Friends of Scouting” goal of \$\_\_\_\_\_ **by May 1, 2026.**
2. As a district leader for the campaign, make a “Leaders in Investment” pledge/gift for 2026.
3. Attend Council FOS Campaign Kickoff on **October 22, 2025.**
4. Identify and recruit key campaign personnel to conduct the Community FOS campaign and to support their efforts by identifying new donor prospects.
5. Host two Community FOS 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 FOS, 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 Captains to complete the campaign by \_\_\_\_\_.
9. Attend monthly Council FOS Investing in Youth Committee report meetings. *(Roughly 45 minutes each)*
10. Attend FOS Campaign Celebration in **June 2026.**

Signed \_\_\_\_\_  
Volunteer

\_\_\_\_\_  
District Chair

## 2026 District Community “Friends of Scouting” Campaign Captain Job Description

\_\_\_\_\_ District

Prepared for \_\_\_\_\_

1. Assume responsibility for their part of the District’s “Friends of Scouting” Community goal of \$\_\_\_\_\_ **by May 1, 2026.**
2. As a district leader for the campaign, make a “Leaders in Investment” pledge/gift for 2026.
3. Attend Council FOS “Investment in Adventure” Campaign Kickoff on **October 22, 2025.** Ensure that you have full attendance from your team.
4. Attend the Captain’s Orientation on \_\_\_\_\_.
5. Attend two FOS Community 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. Complete your team’s recruitment by \_\_\_\_\_.
7. Attend the Captains’ Report Meetings on \_\_\_\_\_ and \_\_\_\_\_. (*Roughly 30 minutes*)
8. Encourage all workers to complete the campaign by \_\_\_\_\_.
9. Personally call on the top potential contributors with whom your influence may be helpful in their support of the campaign.
10. Attend FOS Campaign Celebration in **June 2026.**

Signed \_\_\_\_\_  
Volunteer

\_\_\_\_\_  
District Chair

**2026 District Community “Friends of Scouting” Campaign Worker  
Job Description**  
\_\_\_\_\_ District

**Prepared for** \_\_\_\_\_

1. Assume responsibility for their part of the District's FOS Community goal of \$\_\_\_\_\_ **by May 1, 2026.**
2. As a district leader for the campaign, make a “Leaders in Investment” pledge/gift for 2026.
3. Attend Council FOS Campaign Kickoff on **October 22, 2025.**
4. Attend your Captain's Report Meetings on \_\_\_\_\_ and \_\_\_\_\_.  
(*Roughly 30 minutes*)
5. Call on 5 or more potential contributors with whom your influence may be helpful in their support of the campaign. All contacts should be completed by \_\_\_\_\_.
6. Attend FOS Campaign Celebration in **June 2026.**

Signed \_\_\_\_\_  
Volunteer

\_\_\_\_\_  
District Chair

# 2026 FOS “Investment in Adventure” District Unit Campaign

The FOS “Investment in Adventure” Unit Campaign is an annual fundraising effort to secure financial support directly from Scouting families – parents, guardians, and extended family members of registered Scouts. The funds raised through FOS are crucial for the council's ability to operate and provide programs and services to its units (packs, troops, crews, and ships) and individual Scouts.

Here's a breakdown and key talking points of what our FOS “Investment in Adventure” campaign entails:

## I. Purpose and Importance (aka. "Return on Investment"):

- **Financial Sustainability:** FOS is the primary source of unrestricted operating funds for our council. These funds cover essential expenses that direct unit dues or activity fees don't.
- **Program Delivery:** FOS ensures the council can:
  - Maintain and operate Scout camps and properties.
  - Provide professional staff support (trainers, program executives, district executives).
  - Offer leader training and resources.
  - Develop and implement quality programs (e.g., STEM, conservation, high adventure) and council-wide activities.
  - Subsidize the cost of advancement, awards, and recognition.
  - Provide insurance for Scouting activities.
  - Support membership growth and outreach to underserved communities.
- **Keeping Scouting Affordable:** By covering many overhead costs, FOS helps keep registration fees and activity costs lower for individual families.

## II. Key Components and Strategies:

- **Education and Awareness:**
  - **"Why Friends of Scouting – Investment in Adventure Matters":** A significant focus is on educating families about how their contributions directly impact their child's Scouting experience and the overall health of the local council. This is done through presentations, testimonials, and printed materials.
  - **Transparency:** The Laurel Highlands Council provides breakdowns of how FOS dollars are spent.
- **Volunteer-Driven:**
  - **Unit “Investment in Adventure” Chairs:** Each Pack, Troop, or Crew typically designates a volunteer “Investment in Adventure” coordinator or chair. This person is critical for organizing and promoting the campaign within their unit.
  - **District and Council FOS Committees:** Volunteers at the district and council levels provide training, resources, and oversight to unit-level efforts.

- **Campaign Launch and Timeline:**
  - **Annual Cycle:** FOS “Investment in Adventure” Unit Campaign runs annually, kicking off in late fall or early winter and continuing through the spring.
  - **Presentations:** The core of the campaign involves “Investment in Adventure” presentations delivered to parents at pack or troop meetings, by a council or district volunteer, or sometimes by a well-briefed unit leader.
- **Giving Levels and Recognition:**
  - **Suggested Donation Levels:** The Laurel Highlands Council proposes various giving levels to encourage different levels of support, with suggested per-Scout or per-family amounts.
  - **Recognition:** Donors are recognized for their contributions, sometimes with patches, or inclusion in an "Investment in Adventure" honor roll. We also offer incentives for units that reach certain giving tiers.
- **Payment Options:**
  - **Pledges:** Families are encouraged to make pledges that can be paid overtime (e.g., monthly, quarterly).
  - **One-time Donations:** Options for immediate, one-time contributions are also available.
  - **Online Giving:** The Laurel Highlands Council offers secure online donation portals.
  - **Employer Matching Gifts:** Families are encouraged to check if their employers offer matching gift programs, which can double or even triple their contribution.
- **Personal Ask and Follow-Up:**
  - **Face-to-Face or Personal Outreach:** While group presentations are common, a personal "ask" from a trusted leader or fellow Scouting parent is often the most effective.
  - **Follow-up:** Gentle reminders and follow-up communications are common to encourage pledges and collect outstanding commitments.
- **Stewardship and Appreciation:**
  - **Thank You:** Prompt and sincere thank-you messages are crucial to acknowledge contributions and foster continued support.
  - **Impact Reporting:** Report back to families on the tangible impact of their “Investment in Adventure” contributions throughout the year.

### III. Common Challenges and Best Practices:

- **Donor Fatigue:** Families may be asked to support various causes.
- **Lack of Understanding:** Some families may not fully grasp why FOS “Investment in Adventure” program is necessary or how their money is used.
- **Volunteer Recruitment/Training:** Ensuring a dedicated and well-trained “Investment in Adventure” team is essential.

In essence, the FOS “Investment in Adventure” campaign is a vital partnership between our council and our Scouting families, working together to ensure that the character-building, leadership development, and outdoor adventures of Scouting remain strong and accessible for generations to come.

## FOS “Investment in Adventure” Unit Campaign Best Practices

- **Storytelling:** Share compelling stories about how FOS has positively impacted Scouts and units.
- **Personal Testimonials:** Have parents or Scouts share their own experiences.
- **Strong Unit Leadership Buy-in:** When unit leaders champion the “Investment in Adventure” program, it significantly increases success.
- **Clear Communication:** Articulate the “why” clearly and concisely.
- **Positive and Enthusiastic Approach:** Fundraising should be presented as an opportunity to invest in Scouting, not a burden.
- **Start Early:** Give families ample time to consider their contribution.

## Key Parts of a FOS “Investment in Adventure” Unit Campaign

### I. Create and train a team of workers.

- These may be district 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 the “Investment in Adventure” program.
- **Set a GOAL for each unit to reach.** Goals will be set by the Unit Leaders, District Unit Campaign Chair, and District Executive together and will be determined by the number of families in the unit and the demographics of the unit. The recommended starting goal is \$15 per family.

### III. Set a date for all unit presentations.

- Look for meetings with the most parents/adults present.
  1. Blue and Gold banquets work best for Cub Scout Packs.
  2. Courts of Honor or family nights for Scouts BSA Troops and Venture Crews.
- 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 “Investment in Adventure” pledge cards work best.
- Determine 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-separated for Dens. Have additional blank cards on hand.
- Bring FOS “Investment in Adventure” brochures and cards.
- Be introduced by unit leader.
- Be ready to talk about key topics affecting Scouting today, any projects the council is currently doing, and answer questions from the adults present.
- Give a presentation and ask for ALL cards to be turned in... even cards with no gift, and especially if they gave online.
- 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.

## 2026 District FOS “Investment in Adventure” Unit Campaign Chair Job Description

\_\_\_\_\_ District

Prepared for \_\_\_\_\_

1. Assume responsibility for their “Investment in Adventure” portion of the District’s FOS Campaign goal of \$\_\_\_\_\_ **by March 31, 2026.**
2. As a district leader for the campaign, make a “Leaders in Investment” pledge/gift for 2026.
3. Attend Council FOS “Investment in Adventure” Campaign Kickoff on **October 22, 2025.**
4. Recruit enough Unit “Investment in Adventure” Campaign presenters, matching them to every unit allowing us to make a presentation.
5. Confirm your and all your presenters’ attendance at the Unit Presenter Training on **November 19, 2025.** *(roughly one hour)*
6. Assist with the **District’s FOS Kickoff in November 2025.** *(Can be part of November’s District Committee meeting or Roundtable)*
7. With your presenters, contact units in the district about hosting a “Investment in Adventure” Unit presentation and set a goal for each unit.
8. With your presenters, assist in organizing follow-ups for each unit presentation.
9. Take part in District FOS report meeting/calls as called by the FOS District Overall Chair.
10. Attend monthly Council FOS Committee report meetings. *(Roughly 45 minutes each)*
11. Attend FOS Campaign Celebration on **June, 2026.**

Signed \_\_\_\_\_

Volunteer

\_\_\_\_\_

District Chair

**2026 District FOS “Investment in Adventure” Unit Presenter  
Job Description**

\_\_\_\_\_ District

**Prepared for** \_\_\_\_\_

1. Assume responsibility for their “Investment in Adventure” portion of the District’s FOS Campaign goal of \$\_\_\_\_\_ **by March 31, 2026.**
2. As a district leader for the campaign, make a “Leaders in Investment” pledge/gift for 2026.
3. Attend Council FOS “Investment in Adventure” Campaign Kickoff on **October 22, 2025.**
4. Attend Council Unit Presenter Training on **November 19, 2025.**
5. Work with District Unit “Investment in Adventure” Campaign Chair to coordinate presentations and set a goal for each unit.
6. Responsible for training and working with each unit’s “Investment in Adventure” Coordinator.
7. Work with the unit’s coordinator to work toward unit goal. Goals will be set by the Unit Leaders, District Unit Campaign Chair, and District Executive together and will be determined by the number of families in the unit and the demographics of the unit. The recommended starting goal is \$15 per family.
8. Make “Investment in Adventure” presentation to assigned units and turn in kit to the Scouting 365 District Unit Campaign Chair or the District Executive within 48 hours.
9. Assist in organizing follow up contacts for families who missed the presentation or did not turn in a card at the presentation.
10. Attend District FOS report meetings as scheduled.
11. Attend monthly Council FOS report meetings in December through March. (*Roughly 45 minutes each*)
12. Attend FOS Campaign Celebration in **June 2026.**

Signed \_\_\_\_\_

Volunteer

\_\_\_\_\_ District Chair

**FOS “Investment in Adventure” 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 our Unit Investment in Adventure campaign?"* fact sheet and 2026 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 "Investment in Adventure" Chairman, pass out cards.
- Thank unit for allowing you to speak.

## THE PRESENTATION AND Q&A

- How unit benefits from council budget
- **Open the floor and take time to answer questions from the leaders and other adults. Be prepared to discuss LHC and Scouting America's current "hot topics".**
- Remind parents all registration fees go the National Council but that all "Investment in Adventure" 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 Unit "Investment in Adventure" Campaign Chairman or District Executive within 48 hours.

## Overcoming Objections

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 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. Membership Assistance and Camperships are also 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 Executives 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 "Investment in Adventure" 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 "Investment in Adventure" 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 youth 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. The "Investment in Adventure" program 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 Laurel Highlands Council still needs to raise the additional \$700 to support your Scout.

## Secrets of Closing the Sale

There are many little things that can be done during a Unit “Investment in Adventure” 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.

# 2026 “Lasting Investment” Campaign

## Campaign Goal

The primary goal of the "Lasting Investment" Campaign is to re-engage past donors by demonstrating the amplified and ongoing impact of their previous contributions, encouraging them to make a new, or increased, investment in the Laurel Highlands Council.

### Specific Objectives:

- **Reactivation:** Re-engage 15% of inactive past donors.
- **Increased Giving:** Upgrading gifts from donors. Secure an average of 8% increase in donations from active past donors.
- **Total Funds Raised:** Raise the District Lasting Investment goal by May 1, 2026.
- **Stewardship:** Strengthen relationships with past donors, making them feel valued and integral to future success.

## Key Message & Theme

The core message of the "Lasting Investment" Campaign will center on the idea of **amplified impact and sustained growth**. "Lasting" evokes images of focused energy, powerful output, and continuous generation. We will frame their past donations not as one-time gifts, but as initial investments that have continuously generated positive outcomes. Their next "Investment" will further amplify this impact, ensuring a powerful, sustained future for the Laurel Highlands Council.

**Theme Statement:** "Your past generosity was the spark. Now, join us to create a 'Lasting Investment' – transforming sustained support into an amplified, continuous beam of impact for the Laurel Highlands Council.

## Campaign Pillars / Why Invest Again?

We will highlight compelling reasons for past donors to invest again, focusing on:

- **Amplified Impact:** Show, don't just tell, how their previous donations led to tangible results. Connect their past gift to a current success story.
- **Future Growth & Innovation:** Outline exciting upcoming projects, initiatives, or challenges that require sustained funding. Position their new investment as critical for the next phase of growth.
- **Exclusivity & Appreciation:** Emphasize that this campaign is specially designed for them as valued past investors. Offer unique insights, early access to information, or special recognition opportunities.
- **Legacy & Lasting Change:** Appeal to their desire to create enduring positive change. Their "lasting investment" will secure the future.
- **Stewardship & Transparency:** Reiterate our commitment to responsible use of funds and transparent reporting of impact.

## Communication Channels

A multi-channel approach will ensure maximum reach and personalized engagement.

- **Personalized Email Series:** The primary channel for broad reach and measurable engagement.
- **Direct Mail Package:** A high-impact piece for key segments or those with higher giving capacity, offering a tangible connection.
- **Personalized Phone Calls:** For top-tier past donors or those identified as having high potential for re-engagement.
- **Social Media Snippets:** Complementary messages to create buzz and reinforce themes.
- **Dedicated Campaign Webpage:** A central hub for information, impact stories, and the donation portal.

## Campaign Timeline

### Phase 1: Pre-Launch (2-3 Weeks Before Launch)

- **Data Segmentation & Personalization:** Identify past donor segments (e.g., lapsed, recurring, major gifts) for tailored messaging.
- **Content Creation:** Draft email series, direct mail copy, social media posts, and website content. Gather compelling impact stories, photos, and testimonials.
- **Webpage Development:** Create a dedicated "Lasting Investment Campaign" landing page with a clear donation form.
- **Internal Briefing:** Prepare staff/board members involved in calls or events.

### Phase 2: Launch (Week 1-2)

- **Email 1 (Announcement & Gratitude):** Soft launch, express profound gratitude for past support, introduce the "Lasting Investment" concept and its meaning.
- **Direct Mail Drop:** Send out personalized letters.
- **Social Media Teasers:** Short, engaging posts.

### Phase 3: Engagement & Follow-Up (Week 3-6)

- **Email 2 (Impact Story Deep Dive):** Showcase a specific, powerful success story directly linked to the kind of work their past donations supported.
- **Personalized Phone Calls:** Begin outreach to high-potential donors.
- **Email 3 (Future Vision & Urgency):** Detail upcoming initiatives and the critical need for continued "lasting investment." Include a soft deadline or specific funding goal.
- **Social Media Campaigns:** Share more stories, behind-the-scenes content, and calls to action.

### Phase 4: Final Push & Stewardship (Week 7-8)

- **Email 4 (Final Reminder):** A clear, concise message reiterating the urgency and final opportunity to contribute, linking directly to the donation page.
- **Personalized Thank You Calls/Emails:** Immediately acknowledge and thank all donors.

- **Impact Report / Update:** Send a brief update to all participants (even non-donors from the campaign) showing initial success.

## Messaging & Content Examples

### General Messaging Principles:

- **Gratitude First:** Always start with sincere thanks for their past generosity.
- **Impact-Focused:** Connect their giving to tangible results.
- **Future-Oriented:** Inspire them with the vision of what their continued support can achieve.
- **Exclusive & Valued:** Make them feel special as past investors.

### Email 1 - Subject: Thank You, [Donor Name] - Your Past Investment Still Shines Bright!

- **Content:** Reiterate deep appreciation for their prior support. Introduce "Lasting Investment" as building upon their foundation. Hint at exciting future developments and how their past gift paved the way. Link to campaign page.

### Direct Mail - Headline: [Donor Name], Your Investment Continues to Create Powerful Impact.

- **Content:** Personalized letter from a leader. Highlight a major achievement directly influenced by donor support. Use a strong visual (photo). Articulate future plans and the role their continued "lasting investment" will play. Include a reply card and return envelope.

### Email 3 - Subject: A Glimpse into the Future: Amplify Your Impact with a Lasting Investment!

- **Content:** Focus on specific, innovative projects or critical needs. Use compelling statistics or a powerful narrative. Create a sense of shared ownership in the future. Strong, clear call to action.

### Campaign Webpage - Headline: The Lasting Investment: Amplifying Your Impact, Securing Our Future.

- **Content:** Prominent "Donate Now" button. Key impact stories with photos/videos. Testimonials from beneficiaries or staff. Clear articulation of campaign goals and how funds will be used. Directions on how to select the proper district. FAQ section.

## Call to Action

- **Primary CTA:** "Make your Lasting Investment today!" or "Amplify your impact: Invest in our future."
- **Supporting CTAs:** "Learn more about our vision," "Read our impact stories," "Join the Lasting Investor Circle."
- **Clarity:** Ensure the donation process is simple, secure, and mobile-friendly.

## Stewardship & Recognition

- **Immediate Thank You:** Personalize thank you emails/letters, mentioning their specific "lasting investment."
- **Impact Reporting:** Regular updates (e.g., quarterly email newsletters, annual report) demonstrating the ongoing impact of their combined "lasting investments."
- **Donor Recognition:**
  - **"Lasting Investor Circle":** Create a special recognition level for those who contribute to this campaign, with exclusive updates or event invitations.
  - **Website/Annual Report Listing:** Acknowledge donors (with permission) on a dedicated page.
- **Personalized Touches:** Holiday cards, birthday wishes, or calls from board members for major donors.

## Metrics & Tracking

- **Website Analytics:** Traffic to campaign page, conversion rate of donations.
- **Email Analytics:** Open rates, click-through rates, conversion rates.
- **Donation Tracking:** Number of gifts, total amount raised, average gift size, new donor vs. repeat donor, lapsed donor reactivation.
- **Engagement Metrics:** Number of phone calls made/received, social media shares/comments.
- **Post-Campaign Survey:** Optional, to gauge donor sentiment and campaign effectiveness.

This comprehensive plan provides a robust framework for your "Lasting Investment Campaign." By focusing on amplified impact, clear communication, and dedicated stewardship, we can successfully re-engage our past donors and secure vital support for the Laurel Highlands Council.

# 2026 District Events

## Steps to create your budget

1. **List all expenses:** Identify every item needed for the event and estimate its cost (e.g., location rental, transportation, food, program materials, awards, insurance, marketing, staffing if applicable, contingency fund).
2. **Estimate attendance:** Based on past events, council attendance figures, or other relevant data, project the number of participants.
3. **Determine the event fee:** Calculate the fee per participant based on the total expenses and the estimated attendance, keeping in mind the need to make the event affordable.
4. **Explore additional income sources:** Consider other fundraising activities that can supplement event fees, such as merchandise sales, raffles, partnerships with local businesses, etc.
5. **Seek council approval:** Obtain necessary approvals from your District Executive or Staff Advisor before collecting or spending any funds.
6. **Implement tracking and management:** Utilize budget planning tools to track actual income and expenses against the budget, review the budget regularly, and make adjustments as needed.
7. **Post-event evaluation:** Analyze the event's financial performance to identify strengths and weaknesses for future events.

# 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.
- Identify and develop a sufficient number of sponsors for the event.
- Recruit a sufficient number of table hosts.
- Train your table hosts.
- Develop and mail invitations.
- Prepare a script for the event and recruit the necessary participants.
- Communicate with table hosts regularly, ensure personal contacts are made.
- Prepare materials needed for the day of the event.
- Organize and conduct a clean-up effort of unworked previous givers.

## District Ask Event Budget

**Event Name:**

**Date:**

**Location:**

### Estimated Revenue

| Income                           | Quantity | Cost | Total         |
|----------------------------------|----------|------|---------------|
| Event Sponsor                    |          |      |               |
| Presenting Sponsor               |          |      |               |
| Sponsor                          |          |      |               |
|                                  |          |      |               |
| Full-Page Ad                     |          |      |               |
| Half-Page Ad                     |          |      |               |
| Quarter-Page Ad                  |          |      |               |
|                                  |          |      |               |
| Silent Auction                   |          |      |               |
| Donations(\$ Avg) / Gift-in-Kind |          |      |               |
|                                  |          |      |               |
| <b>Total Estimated Revenue</b>   |          |      | <b>\$0.00</b> |

### Estimated Expenses

| Expense                        | Quantity | Cost | Total         |
|--------------------------------|----------|------|---------------|
| Catering/Food                  |          |      |               |
| Facility                       |          |      |               |
| Awards/Recognition             |          |      |               |
| Programs                       |          |      |               |
| Decorations/Flowers            |          |      |               |
| Marketing/promotion            |          |      |               |
| Video/Media                    |          |      |               |
| AV Support                     |          |      |               |
| MC Fee                         |          |      |               |
| Speaker Fee                    |          |      |               |
|                                |          |      |               |
| Contingency (10% of Expenses)  |          |      | \$0.00        |
| <b>Total Estimated Expense</b> |          |      | <b>\$0.00</b> |

**Estimated Net Difference** **\$0.00**

### Actual Revenue

| Income                      | Quantity | Cost | Total         |
|-----------------------------|----------|------|---------------|
| Event Sponsor               |          |      |               |
| Presenting Sponsor          |          |      |               |
| Sponsor                     |          |      |               |
|                             |          |      |               |
| Full-Page Ad                |          |      |               |
| Half-Page Ad                |          |      |               |
| Quarter-Page Ad             |          |      |               |
|                             |          |      |               |
|                             |          |      |               |
| Donations / Gift-in-Kind    |          |      |               |
|                             |          |      |               |
| <b>Total Actual Revenue</b> |          |      | <b>\$0.00</b> |

### Actual Expenses

| Expense                        | Quantity | Cost | Total         |
|--------------------------------|----------|------|---------------|
|                                |          |      |               |
|                                |          |      |               |
|                                |          |      |               |
|                                |          |      |               |
|                                |          |      |               |
|                                |          |      |               |
|                                |          |      |               |
|                                |          |      |               |
|                                |          |      |               |
|                                |          |      |               |
| Contingency (10% of Expenses)  |          |      | \$0.00        |
| <b>Total Estimated Expense</b> |          |      | <b>\$0.00</b> |

**Actual Net Difference** **\$0.00**

# Special Events

Special events are essentially effective methods of marketing. They stimulate interest, attract community response, and can build lasting relationships and support between the donor and council.

Special events generate revenue and are a source of operating income for local council budgets. Councils should not rely on special events to provide most of their annual income.

Probably the most important thing to remember about special events is that they should be used not only as fundraisers but as “friendraisers” and each has their strengths and weaknesses.

As with any fund-raising campaign, there are certain components that every successful special event must include:

## 1) Marketing

The event must be well marketed – if people don’t know about it, they won’t be there. Make sure your materials are clear about the “five W’s” – who, what, when, where, and why – as well as the cost to attend. Councils should also include in the materials an estimate of the “value received” by each donor who participates in the event. Do a brochure or marketing piece that can be mailed either by itself or included with other council mailings.

## 2) Leadership

Leadership is the most important ingredient for success. Event leaders should have a personal interest in the event and a proven dedication to Scouting. It also helps if they are asked to participate by a friend or business associate. It is vital to involve some top community and business leaders. You need a strong chairperson – one whose personal leadership and contacts will help you get the right resources and attendees – and is willing to invite and involve their friends or business associates.

Once you have a chairperson, help them recruit an enthusiastic team. Tailor the leadership to the type of event. For example, if you are honoring a volunteer who is a bank president, a chairperson who is also a banker, broker, or finance professional will often increase your chances of success. If you’re honoring an individual at the event, make sure the honoree is deserving and well-respected in the community.

Things to consider when selecting both the honoree and chairperson include:

- Personal relationships to Scouting
- Giving ability
- Active on other boards
- Participation in other organizations and clubs
- Network of friends and/or business colleagues
- Educational background

### 3) The Volunteers

Regardless of whether they are council leaders, board members, or committee members, VOLUNTEERS MAKE IT HAPPEN! Make sure they understand their responsibilities and your expectations for their personal and financial support, time commitment to the event, and ability to solicit others for their support. Provide them with a one-page job description.

### 4) The Constituency/Target Audience (Niche)

These are the people you want to market to, and the ones you want to attend. Look at the past, present, and potential new donors, e.g., executive board, advisory board, annual supporters, vendors of the honorees, chairmen, council, and individuals who will be on the respective committees. Remember as you develop your marketing materials that such a broad range of constituents has a similarly wide range of interests. Care should be taken to not inundate your board or donors with events they are expected to support. To continually be going back to the board and donors goes against the basics of donor-centric development. **Each event should have its own niche or audience that are not members of the council's other donor groups.**

### 5) The Plan

To have a successful fund-raising event, develop a well-organized and structured plan.

Successful events don't just happen. Some of the cornerstones of success:

- Establish a need for the event.
- Set a monetary goal that relates to the need and develop a budget.
- Recruit good leaders to organize the event and solicit others to support it.
- Identify who you want to attend, sponsor and underwrite the event.

Although every special event is unique in many ways, there are basic steps that – if taken – will ensure its success. The importance of planning, organization, and a fair amount of common sense can't be stressed enough. It doesn't matter if the goal is \$10,000 or \$250,000.

It's all about details. It's essential to start your planning early so the event runs smoothly and, more importantly, you meet your financial goals.

### 6) Timing

Choose an appropriate date for the event. Spring and fall tend to be the best seasons for most events. If it's an outdoor event, keep an eye on the weather and pick an alternative rain date or indoor facility. Pay attention to dates like religious and legal holidays, first and last weeks of school, other community events, and the week before and after an election. Even high school, college, or professional sports playoff periods are dates to avoid – especially if the “home team” is a perennial favorite. Check with your local Chamber of Commerce to see if their community calendar shows any major conflicts. When your date is set, have the Chamber add your event to their calendar; that way other organizations are also aware of it.

## District Special Event Budget

*EXAMPLE*

Date:

Location:

### Estimated Revenue

| Income                         | Quantity | Cost       | Total             |
|--------------------------------|----------|------------|-------------------|
| Event Ticket                   | 60       | \$25.00    | \$1,500.00        |
| Event Sponsor                  | 1        | \$2,000.00 | \$2,000.00        |
| Presenting Sponsor             | 1        | \$1,000.00 | \$1,000.00        |
| Sponsor                        | 3        | \$500.00   | \$1,500.00        |
| Full-Page Ad                   | 2        | \$200.00   | \$400.00          |
| Half-Page Ad                   | 4        | \$100.00   | \$400.00          |
| Quarter-Page Ad                | 8        | \$50.00    | \$400.00          |
| Silent Auction                 |          |            |                   |
| <b>Total Estimated Revenue</b> |          |            | <b>\$7,200.00</b> |

### Actual Revenue

| Income                      | Quantity | Cost       | Total         |
|-----------------------------|----------|------------|---------------|
| Event Ticket                |          | \$25.00    | \$0.00        |
| Event Sponsor               |          | \$2,000.00 | \$0.00        |
| Presenting Sponsor          |          | \$1,000.00 | \$0.00        |
| Sponsor                     |          | \$500.00   | \$0.00        |
| Full-Page Ad                |          | \$200.00   | \$0.00        |
| Half-Page Ad                |          | \$100.00   | \$0.00        |
| Quarter-Page Ad             |          | \$50.00    | \$0.00        |
| <b>Total Actual Revenue</b> |          |            | <b>\$0.00</b> |

### Estimated Expenses

| Expense                        | Quantity | Cost     | Total             |
|--------------------------------|----------|----------|-------------------|
| Catering/Food                  | 60       | \$25.00  | \$1,500.00        |
| Facility                       | 1        | \$200.00 | \$200.00          |
| Awards/Recognition             |          |          | \$150.00          |
| Programs                       |          |          | \$400.00          |
| Decorations/Flowers            |          |          | \$500.00          |
| Marketing/promotion            |          |          | \$500.00          |
| Video/Media                    |          |          | \$100.00          |
| AV Support                     |          |          |                   |
| MC Fee                         |          |          |                   |
| Speaker Fee                    |          |          |                   |
| Contingency (10% of Expenses)  |          |          | \$335.00          |
| <b>Total Estimated Expense</b> |          |          | <b>\$3,685.00</b> |

### Actual Expenses

| Expense                        | Quantity | Cost | Total           |
|--------------------------------|----------|------|-----------------|
| Catering/Food                  |          |      |                 |
| Facility                       |          |      |                 |
| Awards/Recognition             |          |      |                 |
| Programs                       |          |      |                 |
| Decorations/Flowers            |          |      |                 |
| Marketing/promotion            |          |      |                 |
| Facility Depsit Return         |          |      |                 |
| Contingency (10% of Expenses)  |          |      | \$335.00        |
| <b>Total Estimated Expense</b> |          |      | <b>\$335.00</b> |

**Estimated Net Difference** **\$3,515.00**

**Actual Net Difference** **(\$335.00)**

# 2026 FOS Recognition Program

## Individual Recognitions

\$100 and up      Special LHC Council Strip

## Unit Recognitions

**If a unit reaches their “Unit Goal” they will receive free rank advancement patches.**  
(From date of presentation until December 31, 2026)

*Goals will be set by the Unit Leaders, District Unit Campaign Chair, and District Executive together and will be determined by the number of families in the unit and the demographics of the unit.*