

2026 Friends of Scouting
Investment in Adventure
Unit Campaign
Unit Presenter's Guidebook



Dear FOS Unit Presenter:

On behalf of the Laurel Highlands Council and the FOS team, we would like to thank you for your commitment to the youth of our Council. Scouting continues to provide the much-needed character development programs that are so important to our communities. Your support of the Council through the FOS – Investing in Adventure program helps ensure quality programs and positively impacts the lives of over 8,500 youth.

Our annual FOS campaign is planned, directed, and conducted by volunteers. Its success depends on you. Each volunteer team has a professional advisor (your District Professional) to assist with the information, training, and supplies. **As a volunteer presenter, you help make all this possible.**

The FOS – Investment in Adventure Unit Campaign begins on January 1 and wraps up by April 15. You will get council-prepared materials to help make your five-minute presentations as successful as they can be.

Contributors should receive instant recognition for all gifts and pledges at any giving level. As a presenter, you will collect the contributions, distribute recognition items, and deliver the results and left-over recognition items to your District Professional within 48 hours of your presentation.

During the campaign, we will host FOS events to report milestones reached. We encourage your attendance at these events, especially those in your district. They are fun social events to connect with Scouters in your area and to track our progress.

We have seen countless hours of community service in which Scouts have shown the true meaning of helping others at all times. Over 230 young men and women will earn the Eagle Scout Award this year, and the credit for this accomplishment goes not only to the youth and their parents, but also to the leaders who have dedicated their service to our movement.

These are just some of the many reasons Friends of Scouting presentations are so important to our youth and our communities. Again, thank you for your dedication to Scouting and our youth.

In Scouting,

Your Friends of Scouting Team

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.

2026 District FOS Timeline

2025

- ❑ **October 22** FOS “Investment in Adventure” Campaign Kickoff
- ❑ **November** District Kickoffs
- ❑ **November 1** “Leaders in Investment” Campaign Begins
- ❑ **November 1** Unit Presentation Scheduling Starts
- ❑ **November 12** Unit Presenter training (mandatory for all presenters)
- ❑ **November 19** FOS Committee Meeting
- ❑ **December 17** FOS Committee Meeting
- ❑ **December 15** Unit Goals Set for Unit “Investment in Adventure” Campaign

2026

- ❑ **January 1** Unit “Investment in Adventure” Presentations Begin
- ❑ **January 28** FOS Committee Meeting – Benchmark: *25% of overall goal*
- ❑ **February 25** FOS Committee Meeting – Benchmark: *40% of overall goal*
- ❑ **March 25** FOS Committee Meeting – Benchmark: *50% of overall goal*
- ❑ **March 31** Unit Presentations Complete
- ❑ **April 7** Clean-Up Campaign Letters Mailed
- ❑ **April 22** FOS Committee Meeting – Benchmark: *75% of overall goal*
- ❑ **April 21-28** Clean-up Phone-a-thons
- ❑ **May 27** FOS Committee Meeting – Benchmark: *100% of overall goal*
- ❑ **June** CAMPAIGN CELEBRATION

2026 District FOS Campaign Goals

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

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 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 Unit "Investment in Adventure" Campaign

Unit Presentation Report

Unit Type & Number				District		
Presentation Date				Presenter		
Location				Unit Coordinator		

[illegible]

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.