



2024 Friends of Scouting Materials for those inviting volunteers and parents to give

Thank you for your efforts to support the continued growth and success of the units and districts of the Transatlantic Council (TAC).

Friends of Scouting (FOS) is the local fundraising appeal that TAC runs every year to fund its operating programs and services. Our collective commitment is to raise \$300,000 in FOS by end-February 2024.

By making an FOS gift, you are investing your treasure in a character and leadership program that will impact thousands of youth for the rest of their lives. By also volunteering your time to ask other people to contribute to FOS, you are demonstrating your commitment to Help Other People at All Times.

Thank you for sharing the TAC story with others and inviting them to invest in the program and services that TAC delivers every week, when youth of great promise interact with adults of great character.

In this guide are materials to support your FOS efforts. It includes sections on:

- FOS Ask to an individual prospect, by phone or email
- FOS Ask via a string of WhatsApp messages, for individuals or groups
- FOS unit presentations to volunteers and parents at a unit meeting or event (with model script, presentation outline, and presentation tips)

Other key available support materials include:

- Questions & Answers about TAC and FOS
- TAC 2023 Highlights (draft) and 2022 Highlights
- TAC Recruiting Toolkit

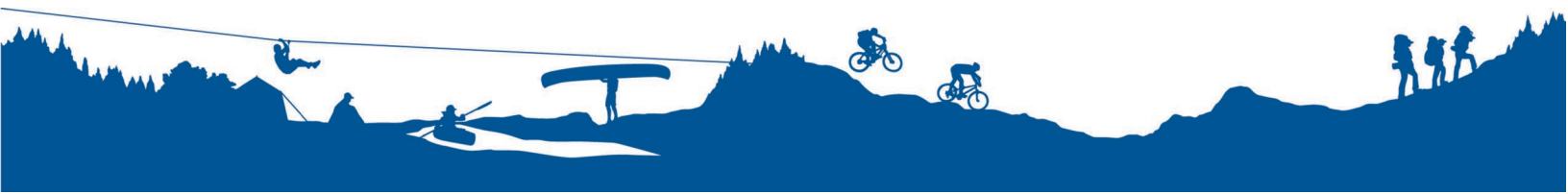
As TAC meets or exceeds its FOS goal of \$300,000, we can continue to grow our programs and services in 2024. To support each Scout, TAC spends much more each year than it receives at registration. The Council is serving youth in more countries with fewer staff than ever before. You can inspire others to ensure TAC's success.

We look forward to working with you and supporting your efforts. Thanks again.

Scout On,

Dean Menegas, Council President

Jim Kramer, Development Chair



FOS Ask to an individual prospect, by phone or email

[Note: This is a model, to give you something ready to use, or to serve as a starting point. With slight changes, it can work as a verbal call script or an email. Feel free to use this model as is, or change it to make it your own. Personalize it with your own experience; tailor it to the concerns and interests of the prospect; add in sections from the Model Presentation Script further down this document, or from the Q&A document. The words in square brackets are notes to you.]

Hi _____(their name), this is _____ (your name).

I am calling/writing as a volunteer with the Transatlantic Council, Boy Scouts of America, or TAC.

I would like to take just a few minutes to update you on TAC Scouting and ask for your help. First, thanks very much for the time, energy, and contributions you have made to TAC over the past year. TAC Scouting is stronger than ever, and we are looking forward to even brighter Scouting in 2024.

We serve over 4,000 youth and 2,000 adult volunteers across Europe, Africa, the Middle East, and Central Asia.

We offer unparalleled Scouting in many venues:

- our signature Normandy Camporee every 2-3 years on the D-Day landing beaches – the premier camporee in the world, renowned throughout the BSA
- summer camps in Switzerland and Croatia, and a New Year holiday camp in Kenya
- incredible Wood Badge adult training and National Youth Leadership Training
- Klondike Derby at Kandersteg International Scout Centre
- Historic Trails across Europe
- District camporees in historic and exciting places across TAC

Each year, we conduct an annual Friends of Scouting (FOS) appeal with those who are directly engaged in TAC Scouting, to raise a critical portion of TAC's operating budget.

Thanks again for your past contributions to FOS! Because of you, TAC has recently served youth in over 50 countries; awarded the Eagle Scout rank to 30 young women; and set the gold standard in Scouting for efforts to improve human impacts upon the planet. It can do even more, with our further financial support!

For the FOS 2024 campaign, we have set an ambitious but achievable Council goal to raise \$300,000 by the end of February 2024. For us to get there, TAC needs your treasure, *as well* as your time and talent, in order to excel.

I have already made my gift to the 2024 FOS appeal and would invite you to please join me.

Think of the high value you and your family have obtained from Scouting, and how it continues enriching your lives. Please follow the Cub Scout motto and "Do Your Best," focusing on each of the three words:

- ⇒ You should DO something
- ⇒ YOUR best might be different from someone else's
- ⇒ Your BEST means stretching to do as much as you possibly can, until it feels great.

We would like to invite you to consider a gift of \$_____ or more to the 2024 FOS appeal. [Suggest the amount indicated in the 2024 IC5 Plan, which also indicates any FOS gift the prospect may have made last year. Pause to let the prospect respond to what you just said. See if they have any questions. Refer to the "TAC Highlights" and the "Questions and Answers" documents as needed.]

To give on our secure online platform, please just search "TAC BSA FOS" now. Or you can follow this link: <https://donations.scouting.org/#/council/802/appeal/6653>

You can pay when you make your online gift. You can pay all at once, or pay a smaller amount monthly for 10 months, increasing the impact of your overall gift. Or you can make an online FOS pledge to pay later at your convenience.

May we please count on your FOS support now?

[Wait for a response.] Thank you for your time today and for your FOS investment.

Please be sure to enquire whether your employer possibly has a corporate matching program for your gift and use it.

Together, we will make 2024 TAC's best year ever. Many thanks again for everything you have done, and will continue to do, for TAC's youth!

FOS Ask via a string of WhatsApp messages, for individuals or groups

Lots of people receive their WhatsApp messages on their phone home screens, even if they do not read all their emails. And lots of units have WhatsApp groups for their leaders, or for all of their families. And it is easy to contribute to FOS on your phone.

Below is a string of 7 WhatsApp messages, each one short paragraph, telling the whole FOS story in bite-sized pieces. The donation link is given twice, so people do not forget it. It is easy to cut and paste into WhatsApp on your computer. A leader who is part of a unit WhatsApp group can send the full string. Then they, or someone else, can follow up a few days later with a repeat of part of the string. An effective method is to start with the full string of 7 messages; then follow up by repeating just the first 3.

The string is also easily adaptable for 1-to-1 conversations with your direct contacts, including on other chat platforms.

(1) Dear families: We are part of the BSA Transatlantic Council (TAC). We need your help, please, to ensure a strong TAC operating budget for 2024. We all need to support TAC's annual Friends of Scouting fundraising campaign, which ends on 29 February.

(2) TAC spends around \$250 per year on average to support each Scout but receives only \$48 per Scout at registration. We should not make TAC raise funds from other families to support our own Scouts. We each need to support all of our own Scouts – and as many additional Scouts as possible so that TAC can afford to serve less-fortunate families.

(3) Please take 3 minutes now to invest in TAC Scouting here:
<https://donations.scouting.org/#/council/802/appeal/6653>

(4) TAC brings us the Normandy Camporee, summer camps in the Swiss Alps and on the Adriatic coast, an adventure camp in Kenya, district camporees for Cubs and Scouts in our region, support for our Eagle candidates, top class training for our youth and adult leaders, a continuous path to Arrow of Light and Eagle for families on the move, 6 pro and 2 admin staff to support our unit, and hundreds of volunteers who support our programs.

(5) Please follow the Cub motto and “Do Your Best,” focusing on each word: you should Do something; Your best might be different from someone else's; your Best means stretching to do as much as you possibly can, until it feels great. We expect that your Best is more than \$0. Your Best may be \$125 (Scout Me In level), \$250 (One Scout), \$500 (Two Scouts), or \$1,000+ (Leadership).

(6) TAC has recently served youth in over 50 countries; awarded the Eagle Scout rank to 30 young women; and set the gold standard in Scouting for efforts to improve human impacts upon the planet. It can do even more, with our financial support!

(7) You can pay now; pledge now and pay over 10 months; or pledge now and pay later this year. Please invest in TAC Scouting here, today:
<https://donations.scouting.org/#/council/802/appeal/6653>.
Thank you very much!

FOS Unit Presentations to Volunteers and Parents at Unit Meetings or Events

A. Model Presentation Script

[Presenter: This is a model, to give you something ready to use, or to serve as a starting point. It has proven success with some of the top-fundraising units in TAC. As written, it takes around 6 minutes to deliver. Feel free to use this model as is or change it to make it your own. Personalize it with your own experience. Tailor it to the concerns and strengths of the unit. Add sections from the Q&A document. Words in square brackets are alternatives or notes to you.]

Hi everyone! My name is _____. I am a [Note: explain your Scouting connection].

I have the privilege of asking you to join me in critical financial support of the Transatlantic Council, or "TAC." Today we have been celebrating achievements and activities in this great [Pack] [Troop] [Crew]. Many of those successes would not have been possible without the regional support of TAC. I will explain why TAC is important to you, why it needs the money, and how you can help today.

[Note: This is a good place to add a personal story, about why TAC is so special for you, or for this unit. Or you can use the following paragraph about Normandy:]

Who here has been to a Normandy Camporee? That is really a unique experience, and it is famous throughout the BSA. We get Scouts and senior leaders from the UK, France, and Canada and many from the US. Our Council has even been named a Custodian of Omaha Beach by the French Government, for our role in preserving the memory of the D-Day landing beaches. I will bet your Scout came back amazed and inspired. Our next Normandy camporee is coming up in April 2024 – all because of TAC!

What is a Council, you ask?

There are around 250 local Councils in the Boy Scouts of America. All but 3 of them are in the US, each covering an area where you could drive to any unit in an afternoon. Ours is the Transatlantic Council, or "TAC" for short. We cover all of Europe, the Middle East, Africa, and Central Asia. We are over 50 countries with active Scouts and growing, with a professional staff of just 6, an incredibly efficient structure. Those 6 leverage the skills and energies of 2,000 adult volunteers, serving 4,000 Scouts. TAC is made up of 6 districts (yours is the _____ District), and each district contains around 20-50 units like this one.

How does TAC affect your Scout?

Without TAC, all district and council programs, facilities, support, and networks would disappear. Your unit would stand alone, using the national programs. There is no unit support structure at BSA national headquarters. You would lose the following:

- Camps and events, run by the district and council for your Scouts
- Six council professionals and two admin staff, who support your unit
- Hundreds of volunteers, guided by the council, to support your unit programs and administration

- Training for your Scouts and their leaders

Here are some more specifics on what you would lose. Without TAC, there would be no Normandy Camporee. For many, that alone is reason enough to ensure TAC's existence. But let's continue.

Without TAC, there would also be no annual district activities, like [Note: fill in names of your own district's specific activities: Spring Camporees, Fall Camporees, Merit Badge Universities, Cub Scout Day Camps].

There would be no annual Scout summer camp in the Swiss Alps (Camp Alpine) or on the Adriatic Sea (Camp Avantura BSA) or anywhere else in the Eastern hemisphere. And no Scout camp every 2 years in Kenya.

No National Youth Leadership Training program.

No Program Supply Center in Europe to buy uniforms and handbooks and badges.

No adult leader training. No Wood Badge training.

No Order of the Arrow programs. No Black Eagle Lodge.

No continuous path from Lion to Eagle for families on the move.

Any of these reasons is enough to make TAC mission-critical to your child's Scouting experience.

And without your support, there will be no TAC. No money comes from BSA National. Like all BSA councils, TAC must be self-sufficient.

Funding from the US Department of Defense has fallen from 70% to about a quarter of TAC's budget. To support each Scout, TAC spends on average around \$250/year – far more than it receives at registration. But if TAC were to charge \$250/year for each Scout, many youth could not afford to be Scouts. We do not want to see that happen.

What am I asking you to do? Many of you already support the program with your time, for which I am extremely grateful. I would like to invite you please to join me in making a gift to TAC. This is about supporting the Council's annual fundraising appeal and its programs and services.

Your support today will make the difference between a weak Council and a great Council.

All contributions will stay with TAC, to support TAC's core mission. None of the money goes to BSA National. The contributions support our own Scouts and their leaders, and TAC's own operating costs.

[Note: for civilian units, add this paragraph:] Here's another reason for you to consider being extra generous. Many of TAC families are military personnel on very limited budgets. They give in other ways that we cannot match. We invite you to help TAC serve those who serve us.

How much should you contribute? (I am talking in dollars, not local currency). I strongly urge each of you to please do one of the following things today:

If you can: Many supporters invest in TAC with a gift to the appeal of \$1,000 or more, to support 4 Scouts or more, including 50% of the TAC Executive Board. Please join [us][them]! [TAC aims to raise \$300,000 in this appeal. We need many generous gifts to achieve that.] [This unit aims to raise at least \$___, 000 this year for FOS. They need your help to achieve that.]

If not that: Please give at least **\$250 per Scout**, to cover your own costs. \$250 was TAC's average cost for your child to be in Scouting this year. I am sure you don't want to rely on others to fundraise to enable your own family's Scouting activities.

At the very least: Please give **\$125**, as a Scout Me In participant in the appeal. We aim for 100% participation – without you, we cannot succeed. Plus, with a \$125 gift, you get a really cool TAC Friends of Scouting patch!

So now you ask, how can I give?

It could not be easier! Go to <https://donations.scouting.org/#/council/802/appeal/6653>.

[Note: The rest of this paragraph is filling time while people make their gift or pledge online.]

You can pay online by credit card, so the currency does not matter. You can also make a pledge online and make future payments later.

Some companies, possibly including yours, will match their employees' charitable contributions. Be sure to check. If they match, you will increase the impact of your gift. Some companies also will make charitable gifts based on the number of hours you volunteer for a nonprofit, so be sure to check on that as well.

We have, beyond doubt, the most amazing council in the entire BSA. TAC Scouting inspires youth and transforms lives. This is how you can keep it going. Thanks again very much for your critical support!

B. Presentation Outline

[Presenter: This is a general outline, for you to fill in with your own language, segments from the model presentation, and other FOS materials.]

Introduction

Your name, Scouting affiliation with a TAC unit and/or Scouting connection as a volunteer or family. Say that you represent the Transatlantic Council, BSA. Thank the unit leadership.

Story

Tell a brief personal or local story, illustrating Scouting's positive impact on you or the community.

Purpose

Discuss the FOS program, its importance, and how they can participate.

Council Facts

Select key budget facts: To support each Scout, TAC spends on average around \$250/year – far more than it receives at registration. All FOS contributions stay with TAC; none of the money goes to BSA National.

Select key council facts: over 4,000 Scouts in over 50 countries; 2,000 volunteer adult leaders in over 150 Packs, Troops, and Crews; 100 Eagle Scouts each year.

Unit Goal

Tell how much was raised last year by their unit if it was an impressive number.

Giving

Direct them to the online giving website to make a secure gift using their smartphone or tablet. Suggest key giving levels, and mention recognitions available.

Explain the giving options online paying in full with a credit card or making a pledge for payment at a schedule convenient for them. Hold the stage until the parents and unit volunteers have been able to make their gift or pledge online.

Close

Thank them! Remain on location for the remainder of meeting. Give a progress update.

C. Tips for Successful Unit Presentations

Here are some tried-and-true suggestions on how to make a successful FOS presentation at a unit meeting or event. (They work well for video as well as in-person presentations, with some small adjustments.):

Practice giving your presentation, in front of a mirror or to a family member. The more you practice, the more relaxed you will be, and the smoother your presentation will appear.

Length of presentation: 5-8 minutes. A 5-6 minute presentation is better and avoids fidgeting. A 7-8 minute presentation gets a bit more information across. Use your judgment.

Understand what you are saying. From that understanding will come the sincerity people will accept. Review the “Questions & Answers about TAC and FOS” document. Know and understand the full context and be prepared to answer any questions that arise.

To help you know the units you serve, and enable good positive feedback, contact the district executive, and obtain information regarding any increase in membership this year, advancement reports showing unit progress, leadership trained, and activities held. This will let them know that the district committee is aware of what they are doing for their Scouts.

When you schedule the presentation, suggest that you would prefer to make your presentation immediately following dinner at a Cub Scout Blue & Gold Banquet or early in the program for a Scout Court of Honor or Venturing Crew Meeting. Your audience will be more attentive and generous once they have eaten or before they get tired from a long program.

Verify the date, time, and location before your presentation, and confirm that you will be there. Don't get caught by a sudden change of plans.

Place your notes on index cards or small sheets of paper. Highlight important points that you want to be sure and make. This will allow you to move about and appear more relaxed.

Make it easy for people to give online on the TAC website immediately, by printing out several copies of the 1-page FOS flyer with the QR code that leads to the donation page and circulating them around the room.

Do not relinquish the stage until you have noticed that most of the families have had a chance to visit the TAC online website and made their gift or pledge. Yes, that might be a bit uncomfortable, but that is the consistent advice that makes for a successful FOS presentation. You are there to tell the TAC story and invite parents and leaders to give—so be sure that you give them time to go online to make their gift or pledge. Otherwise, you will have made a great effort to educate your audience about TAC, but you will have missed an opportunity to raise vital funds for TAC. So, make it easy for parents and volunteers to give.

Continue talking to the audience while they are visiting the donation page on the TAC website and making their gift. Or you could lead the Cubs or Scouts in a song (pre-arranged with the MC) while their parents and volunteers are completing their online gift or pledge.

Once you have seen that most people have completed their gift online, thank everyone for their attention and time, and turn the program back over to the MC.

If possible, please be present for the entire event. There may be ill feelings if you just show up, make your FOS pitch, and run. You are there as a TAC representative. You being there throughout the entire program shows that the district cares about them and their unit.

Prior to leaving, be sure and thank your host and contact person for inviting you. Tell them you look forward to returning next year. Be sure to thank them for their support of TAC.

Thank you for what you are doing to support the youth in your district and in TAC!