



2019 Friends of Scouting

Invest in Youth. Invest in Character. Invest in Leadership.

Pack, Troop, Crew, and Post

How to reach our Unit goal and what does the goal mean?

Goal Creation

Annually, your District staff and volunteer finance committee create goals for each Pack, Troop, and Crew for Friends of Scouting. These goals are determined by taking the cost of funding one Scout by the Council for one-year (\$180) X number of families in the Unit at end of year X 60% (the average number of attendees at your presentation).

This represents your goal. At that time, your goal may be adjusted slightly based on previous year(s) results from presentations, as well as previous Scouting family enrollment. In other words, we try to keep it fair for all included to reach their goals.

We develop these goals to go along with our "Unit Incentive Program" where met goals can result in Free Rank Advancements, pinewood cars, gift cards and more for your Unit.

How do we meet our Unit goal?

- 1) Hold a Family Friends of Scouting Presentation at your Blue & Gold Banquet or Court of Honor**
 - a. Your Unit leadership will be contacted by a District volunteer or staff member to schedule this presentation. We will train a volunteer to come and deliver a presentation during your event to give all families an opportunity to participate in the giving program and explain where the money goes.

- 2) Council Email Invites to your group**
 - a. If your Unit provides an email invite list to the Council Marketing Director, they will send a nice email inviting them to your event, including a link to online donations, a link to the Friends of Scouting video, and providing more information prior to the presentation on your behalf.
 - b. Excel List is preferred but any is acceptable. Send to beth.costa@scouting.org.

- 3) Unit Online Donation Platform**
 - a. Every Unit that holds a presentation will be given a unique link to an online donation platform. This can be used at any time throughout the year and during the presentation if a family is more comfortable donating online. This allows the gifts from your families to be credited to your Unit goal and will be included with any email invites.

- 4) Facebook Fundraiser through Blackhawk Area Council**
 - a. Through the Blackhawk Area Council Facebook page, any person can set up an online fundraiser through Facebook for fun, birthdays, anniversary, etc. and designate the recipient be the Blackhawk Area Council. This is a great way to get gifts from others not in Scouting. The total raised from such fundraisers will be credited to the Unit whose family the fundraiser belongs to.