



# BOY SCOUTS OF AMERICA®



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# FRIENDS OF SCOUTING—THE ASK EVENT

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# INTRODUCTION

The Friends of Scouting (FOS) dinner/ask event can be a phenomenal tool for you and your volunteers to maintain FOS campaign discipline with built-in deadlines, provide soft-sell approaches for volunteer workers, enable upgrading of previous contributors, and build your campaign's base. The dinner can be organized in 60 to 90 days, but a longer period is desirable for adequate preliminary planning.

## Objectives

Proper planning and attention to details are crucial for success. The objective of this manual is to assist you with organizing and conducting your Friends of Scouting ask event, by following these steps to success:

- Secure an interesting speaker
- Secure a prominent location
- Acquire your initial FOS campaign data and prepare spreadsheet
- Identify and develop your invitation list
- Recruit a sufficient number of table hosts
- Train table hosts
- Develop and mail invitations
- Prepare a script for the dinner and recruit the necessary participants
- Communicate with table hosts regularly, ensure personal contacts are made
- Prepare materials needed for the night of the dinner
- Conduct the dinner program
- Ensure all pledge sheets are entered into the system and filed
- Organize and conduct a clean-up effort of unworked previous givers

# STEPS TO SUCCESS

## **Secure Interesting Speaker**

Identify and secure a speaker who will be interesting and a draw for guests. The speaker is the key to identifying the date of the dinner because you want to work within his/her available dates in the general time frame you are targeting. Find out which dates are available at prominent venues and use them as a reference point when discussing potential dates with your speaker.

Some councils have secured notable sports figures and famous individuals as their dinner speaker, and these typically come with a high price tag. Although it is wonderful to have such a speaker, you do not need to spend a substantial amount, or any amount for that matter, to have an interesting speaker and a successful event. Research speakers and utilize local resources available in your area.

Influential board members and key volunteers may have links to local speakers and have the ability to persuade them to participate. Even if a speaker generally charges the public a fee, do not be afraid to ask him or her to participate in your event free of charge. Once your speaker is confirmed, secure your location.

## **Secure Prominent Location**

Identify potential locations in your territory available for a Tuesday or Thursday evening during your targeted time frame. Most councils hold their FOS dinners in either February or March. Experience shows that it is best to hold the dinner on a weeknight. There are fewer conflicts, locations are more readily available, and it often costs much less.

The location should be prominent and easy to access. A lot of people will come just because of where you are having it, and presumably others will not come if you do not choose the right place.

The location should be tied in with one of your key volunteers who can help with keeping the cost of the dinner at a minimal amount. For instance, if one of your key volunteers is a leading member of the prominent country club in your area, he/she can greatly assist you with negotiating dates, cost, and other factors that may help your budget. This event can also be done as a breakfast or lunch to suit your needs.

Once the speaker is confirmed, secure your location and negotiated price of the meal per person. You can have a plated meal or utilize a buffet. Buffets can reduce the cost of the per-person meal and also allow flexibility with attendance and late additions.

## **Acquire Initial FOS Campaign Data and Prepare Spreadsheet**

Download your complete previous year's FOS campaign list from fundraising/prospect print selections in ScoutNet. It will download as a BSA print file that you can open with Excel and manipulate in any manner you deem necessary.

This new Excel spreadsheet will serve as your campaign record-keeping file and also your mail-merge database to print your invitation envelopes. By simply adding columns to the spreadsheet and keeping track of which FOS previous contributor is being contacted by which table host and their responses, you will be able to maintain a solid record of your campaign and progress. See Appendix A—Sample FOS Alpha Spreadsheet on Page 12.

## **Identify and Develop Invitation List**

Determine the level of donors you wish to invite to the dinner. It is suggested that you set a minimum ask amount for those attending the dinner. Do not sell tickets or tables because this is an FOS ask event and not a special event like a distinguished citizen dinner.

This is a free event where previous contributors and new guests are invited to attend personally by a table host. Previous contributors know what FOS is and that they will be asked to support local Scouting. New invitees should be told by the table host that it is a fundraising event. Selling tickets, tables or sponsorships will undermine your success.

For example, if you were to set the minimum ask at \$250 you would;

- Invite all previous contributors who gave \$250 or more last year.
- Include last year's contributors in the \$150 to \$249 range so you have the opportunity to upgrade them.
- Review last year's contributors who gave \$149 and below to determine those who may have the ability to increase their giving. Especially review multiple-year givers.
- Include your key volunteers in reviewing this list to identify those with the potential of giving at the \$240 level. Review all of your key volunteers and past participants in special events to determine those who you believe you can move into your annual campaign, who have the potential to contribute \$240, and invite them to the dinner.

## **Recruit Sufficient Number of Table Hosts**

Identify a sufficient number of prospects you would like to serve as table hosts. Gather the necessary information including their proper name, preferred mailing address, and phone numbers. Table hosts can be recruited by word of mouth prior to securing the date and location of the event by simply giving them a date range; however, a recruiting process should take place later in coordination with the orientation.

Have your top volunteer and top FOS volunteer jointly send a recruiting letter to all prospective table hosts. The letter should be accompanied by a table host job description and include a predetermined table host orientation meeting date, location, and time. The orientation preferably should take place at the dinner location. The letter should indicate that your top volunteer, top FOS volunteer, or staff member will be contacting them by phone in the next few days to secure their participation. In the meantime, if they have any questions, list the telephone numbers of the top volunteers. Make sure that everyone invited receives a personal call. See Appendixes B and C for sample host letters.

Additionally, letters can be sent to your executive board members from the council president and a vice president indicating the importance of the event and that they are being counted on to participate in the effort to reach out to the council's base of supporters.

## **Train Table Hosts**

Have your key volunteer leadership review all upper-level past FOS contributors prior to the table host orientation and determine who is the best person to contact your major contributors.

For the first year, you will want to assign previous contributors to those workers serving as table hosts who have been successful with those contributors in the past. In the future, you will have returning table hosts who will want to contact the same individuals. Good record keeping is mandatory.

Hold your table host orientation 30 days prior to the dinner and mail your invitations on this date.

At the orientation, have a packet of information with the following information for each table host (with their name on it):

- Table host job description
- Spreadsheet list of entire previous contributors without giving history
- Contact selection sheet
- Sample table host phone script
- Sample completed FOS card

Have table hosts review the spreadsheet listing of entire previous contributors to identify those they would like to contact to sit at their table.

Once this is completed, ask the table hosts to call out their selected names so you can record them on your master spreadsheet and so everyone will hear those they have selected. The purpose for this, which needs to be stated to the group, is so someone else in the room with a stronger link to the contributor or prospect can speak up and determine who has the best relationship with the prospect.

Have the hosts write down their final list of previous contributors (six-eight) and new prospects to invite (two-three) and turn in the contact selection sheet. More can be assigned to stronger volunteers at your or at a key volunteer's discretion, if necessary. Review the table hosts' new prospects immediately at the orientation by comparing the names to your FOS alpha spreadsheet to prevent duplication of contacts. Have additional invitations available at the orientation for the new prospects identified with the understanding that the host will personally address and mail them.

Have your traditional FOS cards printed and sorted alphabetically so the hosts can take the cards that correspond to their final list of previous contributors they selected.

At the completion of the orientation, inform your table hosts they can begin their calls in two-three days. Give your table hosts no more than two weeks from the orientation to have all their contacts completed. Table hosts not in attendance at the orientation should be personally visited and need to understand they will be selecting individuals to call from those remaining. See sample orientation materials are in the appendix section of this manual.

## Table Host Responsibilities

1. Attend table host card selection and orientation on (date—three weeks prior to the dinner).

If you are unable to attend, please make arrangements to make your selections after the meeting by calling \_\_\_\_\_ (typically the Scout executive or development director).

2. Select approximately six-eight names of current contributors at the orientation meeting and identify two-three new invitees you can call to sit at your table.

Invitations will be mailed (date, typically the day of the table host orientation) to all current contributors. Please take several invitations and personally address/mail to your new invitees once they have been cleared.

**NOTE:** Current givers invited typically sponsor two Scouts by contributing at the \$240 level. New invitees also will be asked at the dinner by our council leadership to contribute at this level.

3. All of your contacts need to be completed and your information/worked cards turned in to \_\_\_\_\_ (typically the Scout executive or development director) by (date, one week prior to the dinner) so we can give an accurate count to the venue and prepare accordingly.

Please begin your calls on or about (date, two-three days after the orientation).

- If your contact indicates he/she will attend, simply tell him/her you will reserve a seat and call to remind him/her a day or so before the dinner. *Please do not ask for his/her gift if he/she is attending; we will do that at the dinner.*
  - If a contact indicates he/she is unable to attend, *please say we will be announcing a total at the dinner and would love to include his/her gift (use the table host script provided as a guide).* When you receive a pledge over the phone, please secure a specific amount and the month he/she would like to be invoiced. Write this on the contact's card and sign your name on the space labeled "enroller."
4. Attend the dinner on (date). Be sure to arrive 15–20 minutes early to receive your table host packet and table assignment. Please bring any additional pledge cards you have worked.

## **Develop and Mail Invitations**

Invitations should be printed in the same manner they would be for a social event, for example on a 5x7 cardstock. Likewise, envelopes should be printed with the council's return address on the back flap. Invitation letters should not be used. There will be some cost in printing the invitations and envelopes unless you are able to have the printing donated.

It is strongly suggested that you utilize a mail merge from your Excel record-keeping file to print addresses on the front of the envelopes in a suitable font such as Lucinda Calligraphy. It is also strongly suggested you use stamps for the envelopes rather than your postage meter. These small touches may be a bit more time-consuming but they surely pay dividends in your invitation being read and responded to by the recipients.

Mail the invitations out on the day of your table host orientation or within one day.

## Prepare Dinner Script and Recruit Necessary Participants

Here is a basic outline for the dinner program around which you would build and write your script. The script should be written with a large enough font to be easily read, then placed in a binder using sheet protectors.

An advance copy should be provided to your key volunteers on the program (i.e., council president and FOS chairman,) one week prior to the dinner so they can make adjustments or personalize, as they deem necessary. A sample script is provided in the appendix section of this manual.

1. Call to Order .....BSA Executive/Key Volunteer
2. Introduction of Council President .....BSA Executive/Key Volunteer
3. Welcome .....Council President
4. Pledge of Allegiance..... Local Boy Scout
5. Invocation .....Local Minister
6. Dinner
7. Local Scouting Highlights ..... Council President/District Chairman
8. Inspirational Scouting DVD
9. Introduction of FOS Chairman..... Council President/District Chairman
10. Recognition of Major Yearly Contributors..... FOS Chairman
11. Pledge Challenge ..... FOS Chairman
12. Introduction of Speaker ..... FOS Chairman
13. Speaker ..... Guest Speaker
14. Recognition of Speaker ..... Council President/District Chairman
15. Announcement of Total ..... FOS Chairman
16. Closing Comments ..... Council President/District Chairman

## **Communication With Table Hosts**

Ensure your table hosts are making their personal contacts by communicating with them regularly and monitoring their progress closely during their two-week calling period. Daily emails recognizing select table hosts who are having success are a gentle way to encourage those who are lagging behind in their contacts. Periodic personal telephone calls to those you are not hearing from will keep you informed of their progress and allow you to assist with any problems they may have. A full midterm report should be emailed to all of your table hosts at the end of the first week listing:

- Number of total contacts to be made
- Number of contacts completed
- Number of guests attending
- Number of pledges received from those not attending

At the end of the first week it may be necessary for you to reassign contacts if a table host has indicated he/she will no longer be able to make the contacts. The goal is to have all contacts completed and an answer from each as to whether or not they will attend the dinner. For those not attending the dinner, the goal is for the table host to secure a pledge amount and date to be billed.

## **Prepare Materials for Dinner**

### **Table Assignments**

Identify the setup of the room with your venue and the placement of tables. Draw up a diagram of where the tables will be located and assign each table a number.

Begin preliminary assignment of tables to hosts based on the following:

- The table host's position in the council and prominence
- The giving level of the host's previous contributors
- The number of guests the host has indicated will be attending

Some table hosts will have more guests attending than a table will seat and need to have overflow to an adjoining table. Some table hosts will have less than a full table and need to be combined with another host's overflow or another host with less than a full table. All guests who have indicated they will attend must be assigned to a table.

## **Pledge Sheets**

Print personalized, pictured pledge sheets for all guests attending the dinner. This is critical to the success of being able to upgrade previous contributors and put a face on the impact of his/her gift.

Also, print a number of nonpersonalized, pictured pledge sheets in case someone shows up whom you were not expecting. Have blank spaces for name, address, and ask amount, which can be filled in on a moment's notice and presented to the table host to whom they are assigned. Sample pledge sheets are provided in the appendix section of this manual.

## **Information Table and Entrance**

Attention to details is vital to success. Prepare a master alpha list of the guests attending with their assigned table number. Have this list enlarged, attached to foam boards, and placed on two easels on opposite sides of the entrance to your room. Your guests will be able to easily identify which table number they are assigned to and greatly assist you with the expedient flow of guests into the room. Greeters wearing name badges should be positioned at the entrance to welcome guests and direct them to the seating lists. They also should be alert and ready to handle any special needs a guest may have or the arrival of unexpected guests.

In the middle of the entrance, place an information table or two manned by a staff member with the following information:

- Diagram of table locations
- Master alphabetical seating list
- Master alphabetical list of all previous FOS contributors
- Blank nonpersonalized, picture pledge sheets
- Name badges for all key volunteer leadership including table hosts
- Table host dinner packets
- A table diagram to keep track of tables that have empty seats, which you can fill with unexpected guests or make necessary adjustments to based on needs that arise.

## **Table Host Dinner Packets**

- Instructions for the table hosts while at the dinner attached to the outside of the packet (a sample is provided in the appendix section)
- Personalized, picture pledge sheets for each guest and the table host
- Two nonpersonalized, picture pledge sheets
- A list of the table host's contacts
- Several pens

## **Instructions for Table Hosts While at the Dinner**

- Please use the pictured pledge sheets in this packet for your guests who are attending rather than the small, preprinted ones you received earlier. The pictured ones have more information, make a better presentation, and have a suggested giving amount.
- Please do not pass out the pledge sheets in this packet until (name, council president, FOS chairman, or district chairman) asks you to during the program. At the appropriate time during the program, he will ask you to pass your pledge sheets out to your guests.
- Collect all of the pledge cards from your guests and place them back in you packet. Also, place the pledge sheets you have previously filled out for the guests not attending in your packet. Once you have finished, raise your hand and a staff member or volunteer will come to you to pick them up your packet.
- If at any time you have a question or need anything, simply raise your hand and a staff member will come to your assistance.
  - *Thank you again for taking such an integral part in tonight's event and ensuring the future of our local Scout programs.*

## **Conduct the Dinner Program**

Council staff members should always be alert and attentive to the needs of the table hosts, key volunteers, and guests. Remember, you are counting on this event to generate approximately 60 to 70 percent of your overall FOS campaign total. Work the room during the program and refrain from standing in the back and talking with one another. Do not focus on having long conversations with volunteers who are your friends, but rather meet, greet, and be attentive to as many guests as possible. Be on the lookout for guests and table hosts who raise their hand so you can offer any assistance they may need.

During the program, there will be a point when a key volunteer will ask the table hosts to pass out the pledge sheets to their guests. It is especially important for staff to be attentive to the needs of the table hosts at this time. Make sure they have everything they need or work to secure it for them.

Once the table host has collected all of the pledge sheets from the guests and placed them back in the packet, he/she will raise a hand indicating for you to come and pick up the packet. Take the packet in its entirety to the information table, hand it to the staff member responsible for counting, and return to the room.

When the count of all pledges received at the dinner has been completed, the total should be added to the total of pledges entered into the system prior to the dinner, for a grand total. The staff member responsible for the count should take the totals to the Scout executive who then will present it to the key volunteer to make the announcement.

All pledge sheets, traditional pledge cards, checks, table host packets, and information submitted should be secured in one case and locked in an appointed staff member's trunk to be taken to the Scout office first thing in the morning.

### **Ensure All Pledge Sheets Are Entered and Filed**

The next morning the appropriate staff member and the finance assistant should open the case to review and sort the pledge sheets, checks, and information returned. Make a list of what was received, have the finance assistant input the information into the system, and then enter the information into your master record-keeping file.

### **Organize and Conduct Cleanup Effort of Unworked Previous Givers**

Based on your records, you will know what previous contributors were either unreachable or did not for some reason attend the dinner. This information needs to be given to the table hosts as soon as possible, so they can make the contact and secure a gift.

Most councils with an annual dinner start making plans for the next year's dinner immediately after the event. This helps tie in key current year personnel while they are still excited about the current event, and it helps you make decisions that could improve next year's event before you forget.

# APPENDIX

## Appendix A—Sample FOS Alpha Spreadsheet

Company	First	Last	Suf	Address Line 1	City	State	Zip Code	District	Business Ph	Home Ph	10 PL	09 PD	08 PD	07 PD	06 PD
AC Foundation, Inc				324 Greenoak Dr	Anytown	VA	27263 2344	Board	555-212-1212	555-968-2323	27500	27500	0	0	0
DB Foundation, Inc				1504 E Walnut St	Anytown	VA	27530 5240	Bow	555-212-1212	555-968-2323	10000	10000	2500	2000	2000
	Howard	Booth	Jr	PO Box 10009	Anytown	VA	27532 0009	Board	555-212-1212	555-968-2323	5000	5000	5000	5000	5000
Billow Foundation	Ray	Billow	Jr	PO Box 919	Anytown	VA	27533 0919	Board	555-212-1212	555-968-2323	4375	4375	4000	4000	3000
Community Fund				4601 Six Forks Rd Ste 524	Anytown	VA	27609 5286	Bow	555-212-1212	555-968-2323	3210	3210	1970	0	0
Jackson & Sons	Lonnie	Jackson		2330 Indian Springs Rd	Anytown	VA	28333 6402	Arrow	555-212-1212	555-968-2323	3000	3000	2500	2000	1000
	Jim	Downs		316 E Walnut St	Anytown	VA	27530 4837	Board	555-212-1212	555-968-2323	2500	2500	0	0	0
	Gerald	Mitchell		PO Box 10249	Anytown	VA	27530 4837	Spear	555-212-1212	555-968-2323	2500	2500	0	0	0
House of Steel				PO Box 100	Anytown	VA	28376 0100	Board	555-212-1212	555-968-2323	2500	2500	0	0	0
JM Rover				PO Box 10249	Anytown	VA	27532 0249	Board	555-212-1212	555-968-2323	2500	2500	500	500	500
Bishop Inc.	William	Bishop	Sr.	612 N Chestnut St	Anytown	VA	28365 1214	Board	555-212-1212	555-968-2323	2200	2200	2000	2000	2000
	Bob	Pile		PO Box 248	Anytown	VA	27533 0248	Arrow	555-212-1212	555-968-2323	1600	0	1500	1100	1100
Smith Family	William	Smith		P.O. Drawer P	Anytown	VA	27530 4837	Board	555-212-1212	555-968-2323	1500	1500	1800	12000	1500
Julian Wees Co.	Wes	White		1400 S George St	Anytown	VA	27530 6856	Bow	555-212-1212	555-968-2323	1250	1250	1250	1250	1250
	John	Gerse		PO Box 916	Anytown	VA	27533 0916	Arrow	555-212-1212	555-968-2323	1200	1200	1000	1000	1000
Bank & Trust Co.	John	Kline		PO Box 729	Anytown	VA	28365 0729	Board	555-212-1212	555-968-2323	1200	1200	1000	1000	1000
Affordable Inc				PO Box 1042	Anytown	VA	28503 1042	Board	555-212-1212	555-968-2323	1000	1000	0	0	0
J.P. Produce Co.				3709 N Glenn Ave	Anytown	VA	27105 3828	Spear	555-212-1212	555-968-2323	1000	1000	0	0	0
P & Q Corporation				PO Box 11179	Anytown	VA	27532 1179	Arrow	555-212-1212	555-968-2323	1000	1000	0	0	0
Group Alliance				PO Box 9729	Anytown	VA	23228 0729	Board	555-212-1212	555-968-2323	1000	1000	0	0	0
Quality Sales				223 Grasshopper Cir	Anytown	VA	28117 7099	Bow	555-212-1212	555-968-2323	1000	1000	0	0	0
MooreFoodservice				PO Box 580	Anytown	VA	28031 0580	Board	555-212-1212	555-968-2323	1000	1000	0	0	0
Whites Car Sales	James	Atkins		PO Box 3817	Anytown	VA	27895 3817	Arrow	555-212-1212	555-968-2323	1000	1000	0	0	0
	Frank	Howser		203 Cox Blvd	Anytown	VA	27534 9479	Board	555-212-1212	555-968-2323	1000	1000	1000	1000	1000
				PO Box 11360	Anytown	VA	27532 1360	Spear	555-212-1212	555-968-2323	1000	1000	1000	1000	1000

## Appendix B—Sample New Table Host Recruitment Letter

(On council letterhead)

Date

«First\_Name» «Last\_Name»

«Address»

«City\_St\_Zip»

Dear «First\_Name»,

Another active Scouting year is well under way and it is time to begin preparations for our annual Boy Scouts of America, Friends of Scouting dinner for our \$200 and above contributors.

The kickoff dinner will be held at 7 p.m. Tuesday, March 24, at Walnut Creek Country Club and will feature a special reprisal of President Theodore Roosevelt as performed at the White House recently for the president of the United States. Please take a moment to review the enclosed speaker information.

We are in the process of putting together our team to serve as table hosts responsible for inviting current and prospective friends to attend.

Can we count on you to assist us as a table host?

You will be provided with a list of our current friends and strong supporters, and then asked to choose those you will call to invite to sit at your table. Our one and only table host meeting/orientation will be *at 6:30 p.m. Tuesday, March 3, at Walnut Creek Country Club in the Club Room, accessed through the main entrance.*

We will be contacting you by phone in the next few days. In the meantime, if you have any questions, you can reach Tom at 999-776-3154 or Bill at 999-543-3622.

Your time and visibility in your community are a valuable resource for us, and we would greatly appreciate your willingness to give our boys a small portion in support of this great event.

Best regards,

Tom Spencer  
President

Bill Moore  
Vice President

## Appendix C—Sample Table Host Recruitment Letter for Board

(On council letterhead)

Date

«First\_Name» «Last\_Name»

«Address»

«City\_St\_Zip»

Dear «First\_Name»,

Another active Scouting year is well under way and it is time to begin preparations for our annual Boy Scouts of America, Friends of Scouting dinner for our \$200 and above contributors.

The kickoff dinner will be held at 7 p.m. Tuesday, March 24, at Walnut Creek Country Club and will feature a special reprisal of President Theodore Roosevelt as performed at the White House recently for the president of the United States. Please take a moment to review the enclosed speaker information.

We are in the process of putting together our team to serve as table hosts responsible for inviting current and prospective friends to attend.

As executive board members, this event is our responsibility and we know we can count on you at this important time to reach out to our base of supporters in the communities we serve.

You will be provided a list of our current friends and strong supporters, and then asked to choose those you will call to invite to sit at your table. Our one and only table host meeting/orientation will be at 6:30 p.m. *Tuesday, March 3, at Walnut Creek Country Club in the Club Room, accessed through the main entrance.*

We will be contacting you by phone in the next few days. In the meantime, if you have any questions, you can reach Tom at 999-776-3154 or Bill at 999-543-3622.

Your time and visibility in your community are a valuable resource for us, and we would greatly appreciate your willingness to give our boys a small portion in support of this great event.

Best regards,

Tom Spencer  
President

Bill Moore  
Vice President

## Appendix D—Sample Table Host Job Description

1. Attend table host card selection and orientation on (date—three weeks prior to the dinner).

If you are unable to attend, please make arrangements to make your selections after the meeting by calling \_\_\_\_\_ (typically the Scout executive or development director).

2. Select approximately six-eight names of current contributors at the orientation meeting and identify two-three new invitees you can call to sit at your table.

Invitations will be mailed (date, typically the day of the table host orientation) to all current contributors. Please take several invitations and personally address/mail to your new invitees once they have been cleared.

**NOTE:** Current givers invited typically sponsor two Scouts by contributing at the \$240 level. New invitees also will be asked at the dinner by your council leadership to contribute at this level.

3. All of your contacts need to be completed and your information/worked cards turned in to \_\_\_\_\_ (typically the Scout executive or development director) by (date, one week prior to the dinner) so we can give an accurate count to the venue and prepare accordingly.

Please begin your calls on or about (date, two-three days after the orientation).

- If your contact indicates he/she will attend, simply tell him/her you will reserve a seat and call to remind him/her a day or so before the dinner. *Please do not ask for his/her gift if he/she is attending; we will do that at the dinner.*
  - If a contact indicates he/she is unable to attend, *please say we will be announcing a total at the dinner and would love to include his/her gift (use the table host script provided as a guide).* When you receive a pledge over the phone, please secure a specific amount and the month he/she would like to be invoiced. Write this on the contact's card and sign your name on the space labeled *enroller*.
4. Attend the dinner on (date). Please be sure to arrive 15–20 minutes early to receive your table host packet and table assignment. Please bring any additional pledge cards you have worked.

## Appendix E—Sample Table Host Contact Selection Sheet

**Friends of Scouting Dinner Contacts**  
(Please return this form tonight before you leave)

Your Name: \_\_\_\_\_ (Table Host)

Work Phone: \_\_\_\_\_

Mobile Phone: \_\_\_\_\_

Email: \_\_\_\_\_

**Names of previous contributors I have chosen to call.**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

**Individuals not currently listed I would like to invite.**  
(Please send them an invitation and call on them for attendance.)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## Appendix F—Sample Table Host Telephone Script

Good evening, I am following up on an invitation we mailed inviting you to our Boy Scout Friends of Scouting kickoff dinner that will be held on Tuesday, March 24.

We are excited about our featured guest, who recently performed at the White House. He is every bit our 26<sup>th</sup> president, Theodore Roosevelt, and will be in character the entire evening.

The social hour will begin at 6 p.m. with our guest, followed by dinner at 7 p.m., and I hope you and your spouse will sit at my table. Can I reserve you a place?

(If YES, thank them and say you will call to remind them, as we get closer to the event.)

(If NO, please ask them to renew their support of Scouting as follows.)

I am sorry you cannot attend; however, I hope you will want to continue your financial support of local Scouting programs. *We will be announcing a total at the end of the dinner and would like to count your gift in that total.* Your gift last year was \$(*see card*). Would you consider \$(*see suggestion on card*) to support more Scouts next year or can we count on your previous level of support again?

If YES, thank them for helping, confirm their mailing address, and ask which month they would like to be mailed an invoice from the Scout office.

If NO, make a subtle inquiry as to why and a notation on their card.

Please turn in your completed contacts to the Scout office along with your attendance list no later than Wednesday, March 18.

## Appendix G—Sample Script for Friends of Scouting Dinner

**Call to Order** ..... Pat Johnson

Please take your seats ... our program is about to begin.

Ladies and Gentlemen, please welcome the Friends of Scouting chairman for the Solana Area Council, Boy Scouts of America, Mr. Chris Taylor.

**Welcome** ..... Chris Taylor

Welcome to the Solana Area Council’s “Friends of Scouting” Kickoff Luncheon. We are very pleased you could attend in support of Scouting and hope you will enjoy our special program.

This is an exciting time in the life of the Solana Area Council, and as we celebrate the *past* with friends, viewing nostalgic pictures, telling old stories, and throughout next year with BSA’s Centennial Celebration, we also prepare for the *future* with evenings like this, visiting with supporters who join us in investing in America by investing in Scouting.

At this time please welcome the council commissioner of the Solana Area Council, Terry Michaels. Terry, please come forward to lead us in the Pledge of Allegiance and give our invocation.

Pledge/Invocation..... Terry Michaels

Would you please rise and join me in the Pledge of Allegiance?

*(LEAD THE PLEDGE AND THEN SAY:)*

Please remain standing for our invocation.

Thank you ..... Chris Taylor

Thank you, Terry. We will resume the program shortly after our meal. Please proceed to the buffet.

*(LUNCH)*

*(HAVE THE HEAD TABLE EAT FIRST)*

Solana Area Council Scouting ..... Chris Taylor

We hope you enjoyed your meal. If you have not finished, please continue ... but we are going to move ahead with the program.

(PAUSE)

By your presence here, you have shown that as a member of the communities we serve, you care about their future.

Through the years, Scouting has helped to prepare American youth for the challenges of every era. America truly needs Scouting—more than ever. Citizenship training, personal management, self-reliance, and personal integrity are all hallmarks of the program.

Scouting continues to prepare our young people to lead, accept responsibility, and truly care about principles and causes beyond self-interest.

When you support the 8,000 registered youth and adult members of local Scouting, you truly affect the quality of life and community values of the 390,000 residents of our council territory. I know of no greater leveraged opportunity.

Because of your efforts and support, the Solana Area Council is experiencing extraordinary growth and we are reaching more and more children and their families with the Scouting program. Allow me to share a few of our recent highlights with you.

During the last year, we have continued to give our camp enhancements that have energized our youth, staff, and parents by adding: (*reference the photos at the table*)

- A 3-Story, 100-foot-long waterslide
- New docks, program shelters, fencing, and beach sand at the newly dedicated aquatics center
- Renovated our camp trading post, which added air conditioning, extensive merchandise, seating, games, and modern bathrooms.

The improvements have put our camp on the map and are allowing us to compete. How popular has camp become? We added yet another week of camp for the upcoming season and we have already sold out our first four weeks of Boy Scout camp!

But what are great facilities without Scouts?... Last year we were able to ...

- Increase new traditional youth by 35.2 percent through our schoolnight efforts this past fall, facilitated by leadership of our school superintendents organized by Dr. Bailey Smith, who is with us tonight.

Participation in activities and camping grew last year, evidenced by ...

- Increased attendance at all of our Cub Scout program events including our two Cub Scout weekends in October, which hosted over 2,000 Cubs and family members each.
- And increased attendance at all of our Boy Scout program events.

We are committed to being good stewards of the resources entrusted to us ... to be prudent, efficient, and accountable.

Last year we achieved a 25 percent increase in council FOS support from families, who already underwrite 100 percent of the operations of their units. We increased popcorn sales by 19 percent.

*(LEAD APPLAUSE)*

For almost 100 years, the Solana Area Council has successfully delivered Scouting to the youth of our communities. Whether you are a Scout volunteer, parent, board member, or financial contributor, your belief in Scouting makes the program work.

It is now my pleasure to introduce you to Pat Johnson, our Solana Area Council Scout executive

7:38 (comments) ..... Pat Johnson

Thank you, Chris.

You know, times and challenges change, yet the values of Scouting will never change.

Thanks to all of you who have joined us this evening to kick off our Friends of Scouting campaign, which generates the needed funds to keep Scouting strong in this area.

Friends of Scouting like you recognize that our youth must be a priority investment for a healthy community. There are a number of key supporters of Scouting I would like to publicly recognize.

Friends of Scouting like:

- Jay Best, Bill Bryan, Jim Daniels, Bob Logan, Louis Maxwell, Mike Pate, John Pegram, and \_\_\_\_\_ Bank

These are special Friends of Scouting who annually provide a great start to our campaign with major leadership gifts. On behalf of the nearly 8,000 youth and volunteers we serve together, please join me in giving them a round of applause.

(LEAD APPLAUSE)

**PLEDGE ACTIVITY ..... Chris Taylor**

At this time, I would like to ask our table hosts to distribute the commitment cards to guests at your table.

You know it costs \$120 to support one boy in Scouting for one year.

Your commitment card has your last year's Friends of Scouting gift indicated at the bottom as well as an amount we hope you will consider as your gift. The amount suggested is based on sponsoring a specific number of Scouts for this year.

Please take the next couple of minutes to fill out your card and give it back to your table host.

Table hosts, once you have collected the cards from your guests, please hold them up and we will have someone collect them and take them to our audit room. We will add them up and announce our total before the end of the program. There are just a few things we ask you to please remember:

(USE THE LARGE CARD TO SERVE AS THE EXAMPLE)

- 1) Indicate the month you wish to be billed for your commitment.
- 2) Please be certain you sign your card before you return it to your table host.

We will take a few minutes now to complete the cards. We will resume our program shortly.

(PAUSE, GIVING ENOUGH TIME FOR ALL TO BE COLLECTED)

Thank you again for your support of our kids and our program. We will have a total for you at the end of the program.

**8:00 Introduction of Speaker ..... Chris Taylor**

Ladies and gentlemen, please help me welcome a man who consistently stood against the tide, held his head high with courage and integrity, and did the right thing. The first and only Chief Citizen Scout of the BSA, President Theodore Roosevelt.

**Speaker ..... Joe Wiegand**

**Recognition of Speaker ..... Chris Taylor**

Our presenter tonight has been Joe Wiegand of Fairdale, Illinois, who is visiting us from his Winter Quarters in Sewanee, Tennessee. He also has a summer encampment in Alexandria Bay, New York. Thank you, Joe, for being here and making this evening very special.

As an extra token of our appreciation for your participation in this event, the Solana Area Council will provide scholarships in your name and in the spirit of Theodore Roosevelt, which will allow five boys the opportunity to attend camp this year.

*(ALLOW FOR APPLAUSE AND JOE TO EXIT)*

It is now my pleasure to announce what we have raised thus far toward our goal. May I please get our total? ... It is my privilege to let you know that we have raised \$\_\_\_\_\_, or just about \_\_\_\_\_% of our overall goal. This is a great beginning to our campaign and I sincerely thank you, each one of you.

Well, this brings to a close our Friends of Scouting kickoff; I hope you enjoyed it as much as we enjoyed you being here. Thanks again for your support of Scouting in the Solana Area Council, and good evening.

## Appendix H—Sample Pledge Sheet—Personalized



### Smith Family Foundation Mr. William R. Smith

Through Scouting, boys have made lasting friendships, accomplished goals, tackled challenges, and created lifelong memories.

Your past contribution of **\$1,000** played a vital role in our being able to offer top-notch programs and facilities.

In total, we provided service to nearly 6,600 local youth last year and are experiencing a substantial growth period. Funds we receive from our United Ways are diminishing and currently account for less than 10% of our annual budget.

It costs approximately \$120 to support one Scout for one year in our local program.

With that in mind, would you consider a gift of **\$1,200**, which will sponsor **10** boys this year?

We assure you, whatever level of support you choose, your meaningful gift will be one of the best investments you can make in 20\_\_!

#### **Commitment:**

I wish to join in support of the Boy Scouts of America and will contribute:

\$ \_\_\_\_\_ (please indicate gift amount)

Please have the Boy Scouts invoice me during the month of \_\_\_\_\_

Signature \_\_\_\_\_

Table Host's Name/Contributor's FOS Locator Number \_\_\_\_\_

## Appendix I—Sample Pledge Sheet—Generic



### 20\_\_ Friends of Scouting

Through Scouting, boys have made lasting friendships, accomplished goals, tackled challenges, and created lifelong memories.

In total, we provided service to nearly 6,600 local youth last year and are experiencing a substantial growth period. Funds we receive from our United Ways are diminishing and currently account for less than 10% of our annual budget.

It costs approximately \$120 to support one Scout for one year in our local program.

With that in mind, would you consider a gift of **\$2,400**, which will sponsor **two** boys this year?

We assure you, whatever level of support you choose, your meaningful gift will be one of the best investments you can make in 20\_\_!

#### **Commitment:**

Name \_\_\_\_\_

Address \_\_\_\_\_

Zip Code \_\_\_\_\_ Phone \_\_\_\_\_

Email \_\_\_\_\_

I wish to join in support of the Boy Scouts of America and will contribute

\$\_\_\_\_\_ (please indicate gift amount)

Please have the Boy Scouts invoice me during the month of \_\_\_\_\_

Signature \_\_\_\_\_

## Appendix J—Sample Table Host Instructions for Dinner Packet

1. Please *use the pictured pledge cards* in this packet for your guests who are attending, rather than the small preprinted ones you received earlier.

The pictured ones have more information, make a better presentation, and have a suggested giving amount.

2. *Please do not pass out the pledge cards in this packet until (name, council president, FOS chairman, or district chairman) asks you to during the program.*

At the appropriate time during the program, he will ask you to pass your pledge cards out to your guests.

3. Collect all of the pledge cards from your guests and place them back in your packet. Also, place the pledge cards you have previously filled out for the guests not attending in your packet.

Once you have finished, raise your hand and a staff member will come to you and pick them up.

4. If at any time you have a question or need anything, simply raise your hand and a staff member will come to your assistance.

*Thank you again for taking such an integral part in tonight's event and ensuring the future of our local Scout programs.*



**Prepared. For Life.®**

**BOY SCOUTS OF AMERICA  
Fund Development Department  
SUM-322  
1325 West Walnut Hill Lane  
P.O. Box 152079  
Irving, Texas 75015-2079**