



Black Swamp Area Council

BOY SCOUTS OF AMERICA

30 Days to Stronger Scouting A Friends of Scouting Alternative



Every kid deserves the chance to be a Scout and go to camp. This alternative to the traditional Family Friends of Scouting campaign is designed to give your unit the opportunity to make sure Scouting programs are possible for all. Instead of someone visiting to ask for donations, we can come celebrate with you when your unit has reached its Friends of Scouting goal.

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What is 30 Days to Stronger Scouting?

An alternative to the traditional Family Friends of Scouting presentation that allows units to work within their own circle to make sure our Council can support every kid that wants to be a Scout and go to camp. It gives units the opportunity to forego scheduling a traditional presentation when they meet certain goals. The investments help keep the overall cost of Scouting to a minimum, meaning keeping fees lower for activities.

The premise is simple: Collect Friends of Scouting donations and pledges within your unit over 30 days. Reach your unit goal and forego scheduling a traditional in-person presentation plus earn free cloth rank badges for your unit for a full year.

When is the 30 Days?

30 Days to Stronger Scouting promotional focus is the month of March; however, you may begin your campaign any time after January 1 of the current year. All donations received toward the current year's campaign by March 31 will count toward your goal. Pledges should be reported by March 31.

How does this benefit my Unit and District?

- ✿ Your unit will become engaged in the larger picture of Scouting as you educate them on the things they don't see that support their program and your unit.
- ✿ Reduce the amount of time spent by volunteers scheduling and conducting presentations
- ✿ Allows unit events to forego adding time to their programs for full Friends of Scouting presentations (schedule just a couple of minutes to celebrate success!!)
- ✿ Chance to earn FREE cloth rank badges for an entire year!
- ✿ Could save about \$38 on a typical after camp Troop Court of Honor for 15 Scouts with 3 in 1st year Scout program
- ✿ Could save about \$60 or more on a Pack Blue & Gold with 25 Scouts

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How does my unit participate?




-  Choose a Unit Coordinator. This individual will serve as the point of contact for Friends of Scouting and the 30 Days Campaign. They will help educate families about the local Scouting program and how they can help.
-  Send pre-communication emails, letters, texts, and messages to families. We can provide your unit with social media posts to help publicize the campaign and help you reach your unit goal.
-  Collect gifts, pledges and donations using the supplied giving brochures or the online portal. Work to reach your unit goal by the end of March.
-  Turn in all pledges by March 31 to qualify for incentives.

What are the incentives?

-  Incentive A: Forego a traditional unit Friends of Scouting presentation
-  Incentive B: Free Cloth Rank patches (April 1 through March 31 of the following year)
-  Qualify by reaching goal by March 31 (all gifts/pledges must be turned in by March 31)

How will you calculate our unit goal?

Unit goals are based on a few simple formulas:

-  \$150 x number of youth in the unit most recent recharter
-  OR 25% increase in current campaign over previous year's presentation total
-  Minimum \$500 raised

Once the goal is calculated, the District Professional or the District Family Friends of Scouting Chair will contact the Unit Coordinator to discuss the unit goal.

If the Unit feels the goal should be adjusted to increase or accommodate other factors for the families giving, average gift or overall amount raised, they may negotiate a new goal which must be reviewed/approved by the District Family Friends of Scouting Chair.

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Does every family have to give \$150?

No. The goal is an average. Some families may give more as they are able, and some families may give less or not at all. The goal is to collectively reach the total. The council spends \$250 on each Scout's program support each year. This is a figure that is important to communicate, and many families may give at that level.

What if we already had a presentation or if gifts have already been given toward our unit goal?

Having an in-person presentation is always the best way to support Scouting, so thank you for holding one! Any donations and pledges received for the current year's campaign through March 31 will count toward your Unit Goal.

Do gifts go to our Unit and then we give one big gift?

No. To comply with IRS regulations of tax-deductible status, each donation or pledge should be attributable to a family with contact information. Checks should be made out to Black Swamp Area Council and a giving form from the brochure should accompany the check. That said, should your unit wish to give a gift from its funds toward your unit goal, your unit can write a check and attach a giving form.

Do families still get the cool gifts (patches, coins, etc)?

Yes! All families who give receive patches, and other incentives as a thank you for their support. Also reaching your goal will get Council Shoulder Patches for every registered person in the unit, as in previous years.

How do we use the Online Giving Portal?

Direct families to the web address for the portal. Make sure the family lists their Unit information, to receive credit toward the Unit goal. Your District leadership can tell you how much was given through the portal so you can better track your Unit goal.

How do we receive our free cloth rank patches?

Units that qualify will be on file with the Findlay and Lima Scout Shops. Unit must provide Scoutbook reports and mention you qualified. The shop will verify and simply not charge you for your rank patches. Must order from Findlay or Lima shop to get your benefit.

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Unit Toolkit and other tidbits

Unit Coordinators will receive tools including a flyer explaining the 30 Days to Stronger Scouting campaign, giving brochures, an audit form to list/track pledges, a large envelope to collect pledges, email / letter templates, giving portal instructions, social media images and a short video explaining Friends of Scouting. Plus, your Family Friends of Scouting Chair and your District Professional are always at your side to mentor you and your unit along the way.

Please turn in pledges and gifts to your Family Chair or District Professional as soon as you receive them (once a week is a good practice). Everything must be turned in by March 31 to qualify for incentives.

Friends of Scouting scripts, resources, and ways to overcome objections can be found in the traditional Family Friends of Scouting handbook.

ONLINE GIVING PORTAL

Gifts can be pledged or paid by Debit or Credit card.

The web page to give is: <https://donations.scouting.org/#/council/449/appeal/4888>

You can also text **GIVE449** to **844-615-4269**



Gift Amount
\$40 USD

Payment Frequency
One-time

Pledge Payment ID (optional)
Enter Pledge Payment ID

District (optional)
Enter District Name

Unit (optional)
Enter Unit Name

Remain anonymous

*More than half of registered families do not participate in annual giving. Think about the impact of increasing that number. A few additional gifts from each Pack, Troop or Crew across the council could have a **dramatic** impact on the funding of local Scouting.*

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