



 Family Friends of Scouting

# Presenter Training

Celebrating 250 Years of the  
USA by Fundraising for our  
Future Leaders, Scouts!



# Welcome Unit Presenters!

## Who is a Unit Presenter?

- A Fellow Scouter
- Someone Invested in the Future of Scouting
- Someone who has a good story about why Scouting has changed their life, or the life of someone they know
- A friendly face who connects with units to schedule a presentation
- Someone who can follow a proven path to fundraising success

# It's YOU!



# Getting to Know You

Introduce yourself:

- Name
- Unit / District
- Favorite Merit Badge or Cub Adventure



# Securing a Date

Establishing a **strong connection** with unit leadership is crucial.

Begin by working with your **District Friends of Scouting Chair and District Professional** to secure a presentation date and identifying a reliable contact person to facilitate effective communication.

## Good Dates for a Presentation:

- Blue and Gold
- Court of Honor

## Undesirable Dates for a Presentation

- Pinewood Derby
- Normal Pack/Troop/Crew/Ship Meeting



# Importance of Volunteer Storyteller

## AUTHENTIC SCOUTING CONNECTION

Engaged storytelling shows how Scouting changes lives.

## BUILDING COMMUNITY TRUST

Fostering connections and explaining why Friends of Scouting fundraising is needed.

## INSPIRING ENGAGEMENT

Motivating participation and ensuring that people understand how their gifts will make a big impact.



# Importance of Volunteer Storyteller

BOTTOM LINE:

**You are connecting to the  
“Why” of Scouting!**

# Activity Time

Tell us a story that demonstrates why Scouting has had such a big impact on you or someone you know.

- A kid set on the right path.
- A Scoutmaster who changed your life.
- A Scout who discovered something about themselves.
- A camp story that shows overcoming adversity.
- A career interest found through Scouting/Exploring.
- A family strengthened through their Scouting experience.



# Gathering Presentation Materials

You will be given a presenter box before every presentation. This year's box will contain the following:

- Presentation Envelope
  - Unit Roster with contact info and giving history
  - Prefilled Friends of Scouting Pledge Cards
  - Blank Pledge Cards
  - Unit Fundraising Goal
- Pens
- Thank You Items

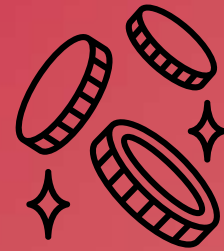


# This Year's Giving Levels

\$100 - Friends of Scouting Council Patch



\$365 - Friends of Scouting Challenge Coin



Any Gift - Friends of Scouting Bumper Sticker

**FRIENDS OF SCOUTING  
BUMPER STICKER**

\$500 - Friends of Scouting Lantern



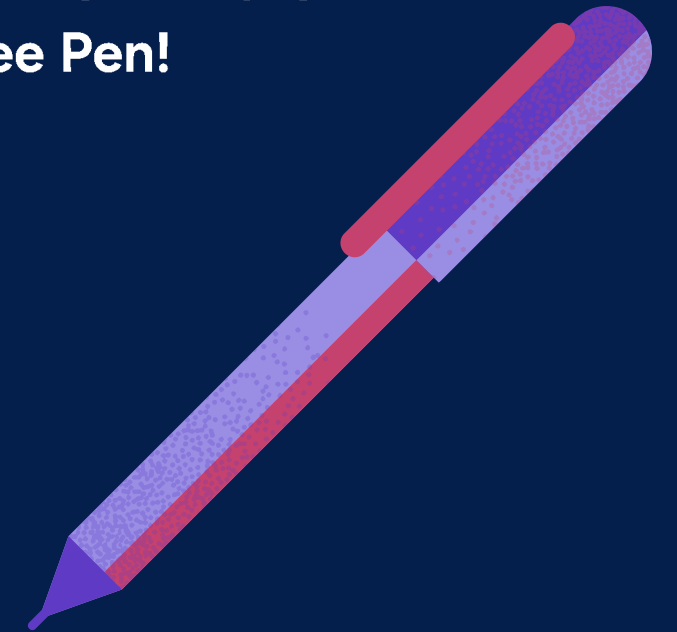
\$1200+ - Friends of Scouting Soft Cooler\*



\$750 - Friends of Scouting Belt Buckle\*



Any Filled Out Pledge Card (Even \$0) Gets a Free Pen!



\*(Ordered in May, 2026)

# PREPARATION

“Planning your route to success saves you time and energy on the way to the summit.”

– SCOUTING VETERAN



# Common Unit Objections

**Objection:** *Our families can't afford it or just aren't interested.*

**Response:** "EVERY MEMBER deserves the opportunity to give. A presentation is needed to deliver the message and let each family decide for themselves. Giving makes people feel good and we want to spread that positive energy in our District."

**Objection:** *Can we pick a date other than our Pack Blue and Gold night?*

**Response:** "Our experience has shown that there is better attendance at the Blue & Gold rather than a normal meeting. Parents, grandparents, and even extended family have the Blue & Gold meeting on their schedule. The 5-8 minutes needed for the Friends of Scouting presentation won't prolong the Blue & Gold that long, and many parents will appreciate learning about what our Council does in support of their youth."



# Overcoming Objections

## Who Gives and Why it Matters:

- At the heart of American philanthropy, individuals continue to lead the way. In 2024, they gave \$392.45 billion, accounting for 66% of total giving\*.
- This marks a 5.1% increase in inflation-adjusted dollars and suggests many Americans are giving more generously relative to their available resources\*.

Giving Positively benefits Donors and Donation Recipients. Never say no for someone!

**Give them the opportunity to give!**



\*Giving USA 2024: A Giving Nation in Transition Signals Growth, Change and Opportunity, Jamie Lundberg, [Giving Trends](#), July 24, 2025



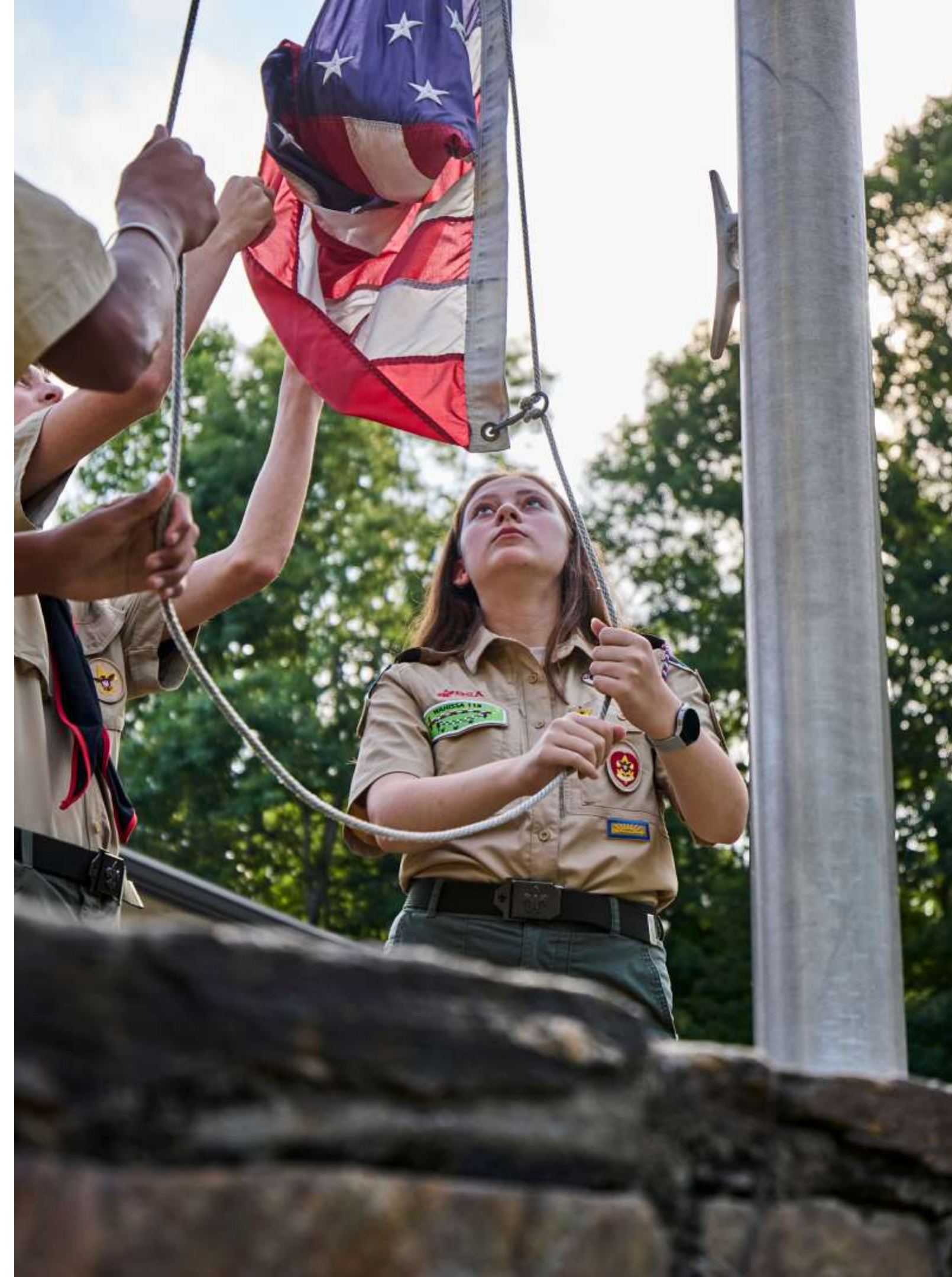
# Arrival Practices

## DO

- Make Sure you have all of your materials in your car
- Arrive 15 Minutes Early
- Help Set Up
- Coordinate with Unit Leader for where you fit into the schedule
- Greet families as they arrive

## DON'T

- Arrive Late
- Sit in Your Car Until Meeting Time
- Be a Loner in the Corner
- Forget materials at home



# Presentation Tips

## ENGAGING STORYTELLING

Stories that move the heart and connect you to the families.

## DYNAMIC PACING

Hold's attention and keeps your presentation brief. **5 MINUTES!**

## POSITIVE BODY LANGUAGE

Inspire confidence and keeps your audience focused.



# Making an Effective Ask

## Be Specific

### Make A Specific Ask

- *“I’m asking you to join me tonight in donating \$250 more this year than we donated last year to support a future leader, currently growing and learning with Scouting.”*

### Present Options and Thank You Items

- Give people the list of giving levels and invite them to go up a level from the previous year.
  - *“By giving \$250 more than you did last year, most of you will move up a tier in our giving levels. Thank you to everyone stepping up in a big way to support Scouting this year!”*
- Make sure your potential big givers are given a chance to discuss their gift.
  - *“If you are interested in stepping up for Scouts at the \$2500 or higher level, please write “I’d like to discuss my gift” on your Friends of Scouting Pledge Card. Our District team will contact you about giving options including the Tom Wooten Society, stock donations, and other giving considerations.”*



# This Year's

# Ask

Lets make this year big to grow Scouting's impact!

## The 2026 Specific Ask

- *"This year marks the 250th anniversary of the United States. In honor of that, I'm asking you to join me tonight in donating \$250 more this year than we donated last year to support a future leader, currently growing and learning with Scouting."*

## Why?

- *"By raising your gift by \$250 dollars, you will be supporting one additional Scout over your current gift."*



# Strategies for Donor Engagement

## Have Scouts Pass Out and Pick up the Pledge Cards

- Pick a patrol or den to pass out the cards and a different patrol or den to pick up the cards from the audience.
- Coordinate this with the Den Leader or Senior Patrol Leader

## Coordinate with your Unit Leaders

- Ask your Unit Committee Chair and Cubmaster/Scoutmaster/Advisor/Skipper if they will donate before the meeting.
- Ask them ahead of time to stand up when pledge cards are out and encourage everyone.
- **"I've already donated because I believe in this. Please join us in giving tonight!"**



# Strategies for Donor Engagement

## Hand Out Items as Pledge Cards are Returned to You

- Give your thank you items to your Unit Leadership conspicuously.
- If they gave before the meeting and made an announcement to the unit, give them one tier higher than their gift (up to belt buckle).

## Announce the Total Raised at the End of the Event

- Share the success of the night and thank everyone!



# Second Ask & Thank-You

Ending the presentation on a positive note is crucial. Make a **second ask** if the unit fundraising goal has not been met, while celebrating participation and distribute **thank-you items** to reinforce appreciation.





# Thank You Follow-Up

## Give thanks for awesome donors!

- Following up with heartfelt **thank-you emails** by the end of the same week.
- Personal calls strengthens connections with donors and unit leaders, ensuring they feel appreciated and valued for their contributions to Scouting.



# Coordinating with Unit Leadership

## Follow Up and Get Clear Futures

Effective communication with unit leadership is essential for **returning Family Friends of Scouting pledge cards** and connecting with parents who missed the event or needed time to think or talk with their spouse.

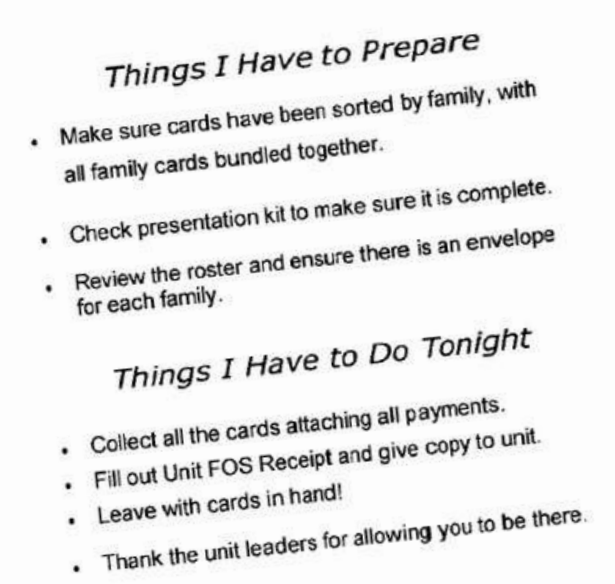
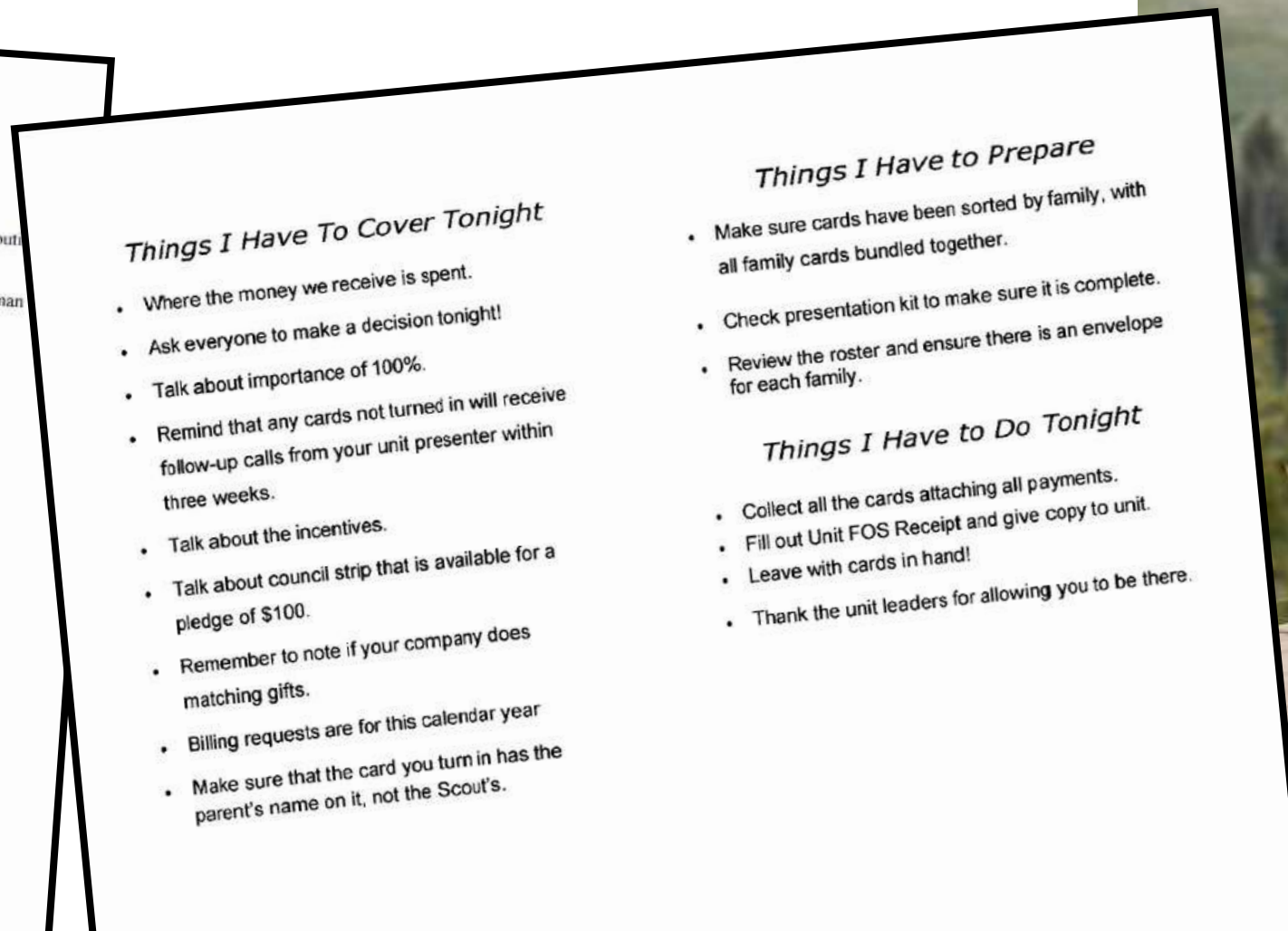
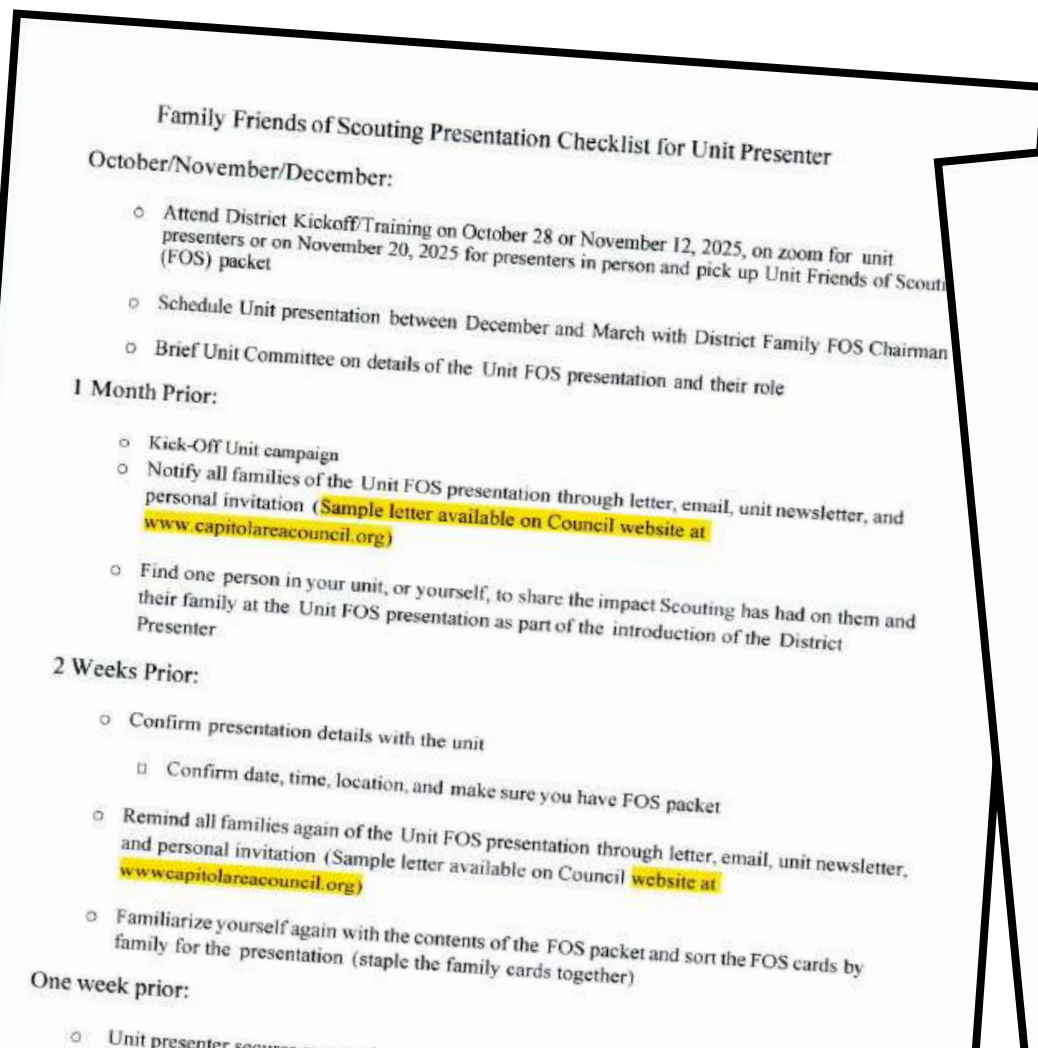
- Clear Future means any filled out pledge card with a gift or with a "\$0" for 2026
- Send Follow Up Emails within one week of the presentation.
- Ask Unit leaders to ask them to fill out a pledge card at their next unit meeting.
- Make a phone call to connect.



# Key Points Recap

Review your Presenter Packet and become familiar with:

1. Unit Presenter Job Description
2. Unit Presenter Checklist
3. Success Tips
4. Day of Presentation: Things I Have to Cover





# Ways to Give!

## Give Butter

- Standard Online Giving Landing Page.

## Give Lively

- Allows you to set up a text to donate number.
- Allows donors to see the total raised towards their unit or district goal, instantly!

## Matching Gifts

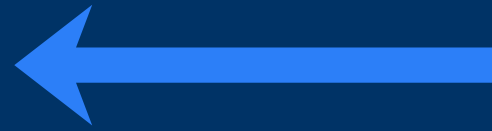
- The Council website has a tool where donors can see if their employer offers a match and matching details.

## More Resources and Types of Giving

- Donate Stock, Memorials, DCAL, Sporting Clays, Tom Wooten Society, Planned Giving, Auto & Boat donations, etc.

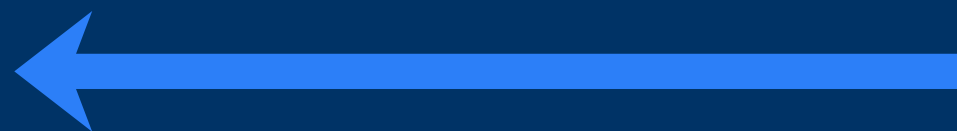
# Resources

DISTRICT PROFESSIONALS



FRIENDS OF SCOUTING PAGE

DONATE LINK



WAYS TO GIVE

