



Friends of Scouting Campaign

Presenter Training Agenda

1. Speaker Instructions
 - a. Breakout Session
2. Saying "Yes"
3. Commanding Attention of the Room
4. Short Story
 - a. Breakout Session
5. Hook your Audience
6. Addressing Different Audiences
 - a. Dealing with an Open Room
 - b. Dealing with a Closed Room
7. Solution
 - a. Dealing with an Open Room
 - b. Dealing with a Closed Room
8. Visualization
 - a. Audio
 - b. Cards
 1. Breakout Session
9. The Ask
10. Other Workplace Giving
 - a. Breakout Session

Speaker Introduction:

Every good speaker is introduced. What will you share about yourself?

Included in your packet are two examples of Introductions. One is by Family Friends of Scouting Chair, Dennis Fallon, and the other is by Comedian and Communication Specialist, Stevie Ray.

Key things to tell the audience:

1. What makes you knowledgeable about FFOS or Scouting?
2. What makes you relatable?
3. Tell the audience something funny or interesting about you.

Example One: Introduction for Dennis Fallon

Our guest for today is Dennis Fallon. He has been a registered Scout for close to 30 years. Dennis is an Eagle Scout, Scoutmaster of Troop 506 and this year marks his 20th year as a Vigil Honor member of our own Order of the Arrow Lodge #16. He lives in Ham Lake, Minn., with his wife and son and prefers to be outside whenever possible. During the day, Dennis practices the 'dark arts' of arboriculture as a utility arborist with operations in five states.

Example Two: Introduction for Stevie Ray

Our guest today is Stevie Ray, a corporate speaker and trainer across the country for over 25 years and co-founder of Stevie Ray's Improv Company in Minneapolis. He is a nationally syndicated columnist for The Business Journal Newspapers, and is the author of nine books including:

- *Quick Thinking for Any Situation*
- *The Calm Before the Brainstorm*, and
- *Speaking in Public, without Sweating in Private*

His books have been read by nearly every member of his family. In addition to his work in the corporate world, Stevie is a professional entertainer and has performed with such stars as Paula Poundstone and Weird Al Yankovik.

He is also a bee-keeper, volunteers recording books on tape for the blind, has studied seven martial arts and holds black belts in four of them, and at one point in his career he was actually a bodyguard for Pee Wee Herman.

Please welcome Stevie Ray.

Let's break this out:**Key things to tell the audience:**

1. How you are knowledgeable in your area of expertise (Scouting and Family FOS)
"Guest today is Stevie Ray, a corporate speaker and trainer across the country for over 25 years and co-founder of Stevie Ray's Improv Company in Minneapolis."

2. How you are a part of the group or relatable
"...nearly every member of his family," "He is a beekeeper, volunteers recording books on tape for the blind, has studied the martial arts..."
3. Something funny or interesting about you
"...at one point in his career he was actually a bodyguard for Pee Wee Herman."

SMALL GROUPS: Write Your Introduction

STEP 1: Brainstorm talking points about yourself. What is surprising about you? What would people find interesting? Topics can include family, hobbies, career, travels, Scout involvement etc.

SMALL GROUP: Share your points with the group. What do they find interesting?

STEP 2: Which points did the group like, and how do they fit into the following categories?

A) What makes you knowledgeable about Family FOS or Scouting?

B) What makes you relatable?

C) Tell the audience something funny or interesting about you.

STEP 3: Please include the following "Note to Host."

Note to Host: Please read the introduction as written and avoid paraphrasing. Also, please avoid saying "He told me to say this." That makes it sound like you don't want to do the introduction. Thanks!

STEP 4: Get People to say, "Yes."

1. Look around this room. Look at all the volunteers here. How many volunteers do you think run Scouting?
 - a. 42%
 - b. 83%
 - c. 99%
 - d. 68%

Answer: The answer is 99% (*nod*, "yes", *clap*), isn't that great?

2. How many organizations can say that (*nod*, *clap*)?

STEP 5: Grab the attention of the room

Did you know that a kid's attention span is a minute per every year of age?
(Insert Joke: Well, until they get married. Then it drops to one minute per year.)

(Pause for laugh)

So, a five-year-old only has a five minute attention span. You are here for the kids and the kids have a program to get to. I am going to keep this short and sweet.
(You made a promise to keep it short, increase credibility, by keeping your promise.)

SMALL GROUP: Practice

STEP 6: Short Story

Write your "Story"

1. Highlight a character trait that a child learned (ex. overcoming fear).
2. Relatable
3. What was the child like before, during, and after?
4. Must be about a person who did something.

Example:

“One summer at Many Point we had sailing as a group activity. Three first year Scouts, John, Dylan and Sean teamed up. None of them had been in a sail boat before. After five minutes of dry-land instruction the Troop was turned loose in sail boats. The three boys were apprehensive as they got into their boat.

As soon as they got out onto the water they were sailing up the lake, down the lake and zooming past more experienced boys like they had been sailing all their lives. After the event we had reflection and Dylan said to the group ‘I guess I don’t know what I can do unless I try’. That message resonates with the goals of Scouting – give youth an opportunity to discover their unknown talents.”

Write your story

SMALL GROUP:

Write this in your small group, time it, and critique the presenter story.

STEP 7: HOOK

Include the following paragraph in your own words.

Wouldn’t it be great if 100 percent of youth were involved in Scouting (*nod, “yes”*)? Now, imagine your child as a successful adult. What does this adult look like to you, and what character traits do they have?

I would like to take a few seconds and have everyone turn to their neighbor and tell them your top three traits.

1. Call on a few people in room (these could be the opinion leaders or the people you spoke to in advance).

Of those three traits, do they learn one of those in Scouting?

STEP 8: Addressing Different Audiences

Use one of the following techniques.

Option One: If the room is open and responsive, ask the crowd:

- “What are you worried will stop your child from learning those skills?”
- Confirm one of the answers. For example. “You are right, if you don’t learn dependability, you won’t be successful.”

Option Two: If the room is closed.

- Call on people in the crowd.
- Identify the opinion leader of the group or a few people you spoke to in advance. “Susan, we met earlier and you were telling me about a few obstacles. What were those?”

BOTH: Write down the crowd’s concerns. Follow up with a statement that confirms their belief. For example, “That’s true. If a person doesn’t _____, then they aren’t successful.”

STEP 9: Solution

Say the section below in your own words. We don’t want this to sound scripted.

OPTION ONE (from above) “Let’s look at these (the things that are an obstacle).” Do you think Scouting helps with _____, _____, _____?

OPTION TWO (from above): “We all know that Scouting helps with _____, _____, _____.”

BOTH: As you know, Scouting is the largest youth serving organization in the Nation. Your time and support helps youth to build strong moral character, know right from wrong, teaches kids how to create and reach goals, and to learn skills that they apply to every aspect of their lives.

You know firsthand how Scouting has changed your child and can see how Scouting benefits more than just the people in this room. YOU and YOUR SCOUT impact the entire community.

STEP 10: Visualization

Video or Cards

- “Please look to the screen as we hear from some parents in our own community as to why they Support Scouting.”
- If a unit cannot use the video, you can deliver the same message verbally. Start by saying, “Let’s take a moment to hear from parents in our own community as to why they Support Scouting.”

Video Quotes

1. "Growing up, I had a chance to participate in Scouting. What I learned in Scouting, I use in my business and raising a family, every day. What's found in Scouting, is only found here." – Edmundo Lijo (Scout Parent)
2. "My son goes to school to learn reading and writing, but he joined Scouting to learn self-confidence, perseverance, and to have fun!" – Zia McNeal (Scout Parent)
3. "It's important for my kids to learn skills to apply in the real world. Being involved in a group teaches Will and John to be a part of a team and to work with many different personalities." – Carrie Renner (Scout Parent)
4. "My son is in sports like baseball and karate, but he's in Scouting in order to learn good values, how to make good life choices, and how to set and reach goals." – Joe Anderson (Scout Parent)
5. "I look at everything happening in the world today, and I know I have to do whatever it takes to prepare my son for success. Nobody else will." – Greg Lund (Scout Parent)

SMALL GROUP: Practice reading your cards.

STEP 10: What's Next?

You have been given a Scouting brochure. On the back is a pledge card. We know that when you signed up for Scouting you already gave. THANK YOU! Our family strongly supports youth leadership development and we make Scouting one of our top charitable donations. Please join us in making your gift today of \$21 per month. Providing day camps, summer camps, and camperships among other services, are not part of the sign-up fee you made.

You might be thinking, "I already pay a certain amount for my kid to be in Scouting." What you pay does not cover all the costs. Since the fees don't cover everything, we come to those who can afford it, to give to Scouting, to make it accessible for everyone.

Will you help youth build life skills and impact our community?

Please take a moment to fill out your pledge card. If you have a smart phone you can go to our new website to give to your unit. www.NorthernStar.org/give and click "Donate Now".

(if the Unit sent a giving link via email, you can refer to that email and link)

You will notice on the brochure different giving levels.

If you give:

| | |
|-------------|---|
| \$208/Month | Sponsor a Patrol or Den – Framed Art Print |
| \$83/Month | Become an Eagle Fellow – Framed Art Print |
| \$42/Month | Support Two Scouts – Leadership Center Commemorative Coin |
| \$21/Month | Support One Scout – Northern Star Scouting Socks |

You can find digital versions of this and all other Family FOS materials at www.NorthernStar.org/Give under the Resources button.

(PAUSE FOR ONE TO TWO MINUTES).

One way to increase your gift is by checking with your employer to see if they have an Employee Giving Program. Your company may offer a donation match.

You know all those hours you spend driving your kids to unit meetings or camping with your kid? Many companies will honor those hours with a monetary donation that will be applied to your unit FFOS goal!

If you are a business owner, please speak with me after the meeting about ways that we can work together for FFOS.

Please give generously, so you can help our kids OVERCOME THE IMPOSSIBLE!

NOTE: DO NOT SAY "THANK YOU" at the end of your speech! You want to leave on a Powerful note. Just walk away!

SMALL GROUP: Practice your full presentation. Remember, the presentation should be 5-7 minutes.

Just the Presentation

Look around this room. Look at all the volunteers here. How many volunteers do you think run Scouting?

- a. 42%
- b. 83%
- c. 99%
- d. 68%

Answer: The answer is 99% (*nod yes, clap*), isn't that great?

How many organizations can say that (*nod, clap*)?

Did you know that a kid's attention span is a minute per every year of age? (Insert Joke: Well, until they get married. Then it drops to one minute per year.)

(Pause for laugh)

So, a five-year-old only has a five minute attention span. You are all here for the kids and the kids have a program to get to. I am going to keep this short and sweet.

INSERT YOUR SHORT STORY

Wouldn't it be great if 100 percent of youth were involved in Scouting (Nod Yes)? Now, imagine your child as a successful adult. What does this adult look like to you, and what character traits do they have?

I would like to take a few seconds and have everyone turn to their neighbor and tell them your top three traits.

(Pause)

"What are you worried will stop your child from learning those skills?"

"You are right, if you don't learn dependability, you won't be successful."

"Let's look at these (the things that are an obstacle)." Do you think Scouting helps with _____, _____, _____?

As you know, Scouting is the largest youth serving organization in the Nation. Your time and support helps youth to build strong moral character, know right from wrong, and teaches kids how to create and reach goals, and to learn skills that they apply to every aspect of their lives.

You know firsthand how Scouting has changed your child and can see how Scouting benefits more than just the people in this room. YOU and YOUR SCOUT impact the entire community.

Please look to the screen as we hear from some parents in our own community as to why they Support Scouting.

(Show Video)

You have been given a Scouting brochure. On the back is a pledge card. We know that when you signed up for Scouting you already gave. THANK YOU! Our family strongly supports youth leadership development and we make Scouting one of our top charitable donations. Please join us in making your gift today of \$21 per month. Providing day camps, summer camps, and camperships among other services, are not part of the sign-up fee you made.

You might be thinking, "I already pay a certain amount for my kid to be in Scouting." What you pay does not cover all of the costs. Since the fees don't cover everything, we come to those who can afford it, to give to Scouting, to make it accessible for everyone.

Will you help youth build life skills and impact our community?

Please take a moment to fill out your pledge card. If you have a smart phone you can go to our new website to give to your unit. www.NorthernStar.org/give and click "Donate Now".

(if the Unit sent a giving link via email, you can refer to that email and link)

You will notice on the brochure different giving levels.

If you give:

| | |
|-------------|---|
| \$208/Month | Sponsor a Patrol or Den – Framed Art Print |
| \$83/Month | Become an Eagle Fellow – Framed Art Print |
| \$42/Month | Support Two Scouts – Leadership Center Commemorative Coin |
| \$21/Month | Support One Scout – Northern Star Scouting Socks |

(PAUSE FOR ONE TO TWO MINUTES).

One way to increase your gift is by checking with your employer to see if they have an Employee Giving Program. Your company may offer a donation match.

You know all those hours you are spend driving your kids to unit meetings or camping? Many companies will honor those hours with a monetary donation that will be applied to your unit FFOS goal! If you are a business owner, please speak with me after the meeting about ways that we can work together for FFOS.

Please give generously, so you can help our kids OVERCOME THE IMPOSSIBLE!

Note: *Don't say thank you. Just walk away.*

Notes

Notes
