



Friends of Scouting Phone Solicitation Tips

1. **Give** the Friends of Scouting Campaign your personal, positive endorsement. Stress to the prospect that **you** personally believe in Scouting and what it can do for young people, and that this effort to raise money is necessary.
2. **Ask** for a specific amount. The cost of support we provide on behalf of each Scout/member is approximately \$171 annually.
3. **Be a friend**, regardless of the result of your call. As much as the council relies upon increased support, if prospects should turn you down, they shouldn't be made to feel guilty. A friendly word, and a "thanks anyway" will leave prospects with a good feeling toward Scouting.
4. **Be alert** for disguised "No's." Pledges for unspecified amounts, or "I'll send something in" are really "no's" by a prospect who hasn't the heart to turn you down directly.
5. When a prospect says "yes," be sure you **clearly indicate on the telephone pledge form the amount of the gift and billing instructions**. If prospects have any special time that is most convenient for them, please so indicate. Historical pledges without special instructions will be billed as they have been in previous years. Pledges from new donors **without** special instructions will be billed immediately.
6. Once you have secured the gift, please sign your name. Make sure District and Unit /Worker information is on the pledge form. Send both copies of the phone pledge form to the Scout Office. The Scout Office will process the pledge and send the white copy to the donor immediately to verify their commitment.

(Note: DE is responsible for sending out white copy to donor.)

(Under separate envelope, return bottom of yellow form to Development for entry)

FINDING THE WORDS

Hi, my name is _____ and I am calling on behalf of the Boy Scouts of America, Northern Star Council. I'm a volunteer who believes in the good work of Scouting here in our community. That's why I've agreed help with the annual Friends of Scouting Campaign and I hope that you will consider making a donation.

Northern Star Scouting serves nearly one out of every five eligible young people in its 24-county area. Scouts learn new skills, gain a sense of teamwork and belonging as they discover the satisfaction of service to the community. These experiences help them develop character, citizenship and fitness – critical traits to become responsible, successful adults.

And Boy Scouting isn't just for boys, either. Girls and young women can also test their limits and enjoy the fun, character-building activities of Learning for Life, Exploring and Venturing.

Local, independent research shows that these programs are effective and reaching many of those who need Scouting most. Since their involvement in Scouting those asked, report an increased willingness to help others, to be a team member, to carry out responsibilities and to get along with others. Over 25% of current members face at least two "risk characteristics" that made growing up more challenging and benefit even more from having positive adult volunteer leaders in their lives.

More than ever, Scouting needs your support. Can we count on you for a Friends of Scouting gift of \$ _____? Thank you very much. Would you like us to send a statement or would you rather put that on your Visa or MasterCard? You will receive a formal acknowledgement from the Council Service Center, and a copy of your telephone commitment today.

Thank you so much for you support.

RESOURCES FOR OVERCOMING OBJECTIONS

1. I already gave to the **United Way**.

That's great! About 8% of Scouting's budget comes from the United Way. Out of every \$100 undesignated gift to the United Way, Scouting receives approximately \$1. The Friends of Scouting Campaign is the only source of income that can guarantee keeping pace with Scouting's growth and outreach efforts — United Way income has decreased steadily, and they know we must go elsewhere to fund the balance of our budget.
2. Is it true that the **Twin Cities United Way no longer gives** to Scouting because of the Supreme Court Ruling on the gay issue?

That may be true in some communities — Duluth, for instance — but in the Twin Cities, the partnership between Scouting and the United Way is still strong. In fact, nearly 8% (including designated gifts) of Northern Star Scouting's Operating Budget is derived from funding by area United Ways.
3. I **don't have any kids** or kids of Scouting age.

Did you know that one out of every five eligible kids in our town is involved in Scouting programs? Up to one-half in some programs! Also, a recent study by Wilder Research revealed that 27% of our youth members have, on average, two at-risk characteristics. Parents reported that after their child's involvement in Scouting, there was a noticeable improvement in attitude and self-control. Those kinds of benefits radiate outward to the surrounding communities and we all benefit.
4. I believe that I'll wait until I receive information in the mail.

Very good. I will see that something is mailed to you today. When you receive it, I'm sure you will find that it explains what I've described today. I am a volunteer for Scouting and I hope to wrap up this segment of the campaign today; so I'd appreciate your taking action today.
5. I would like to support a **coed program**.

The Boy Scouts of America has two coed young adult division ... "Exploring" and "Venturing." These men and women 14-21 are provided resources to explore various careers and lifetime interests. Today more than 50% of our Explorers are young women. Scouting's Learning For Life Values Education Program, which takes place in St. Paul schools, also serves young women in the classroom. In addition, females can hold any adult leadership role, as a volunteer or a professional Scouting executive. They provide positive role models to all youth involved.
6. What about **minority youth** involvement?

All of our programs are open to all youth. Through several outreach programs Scouting supports specialized programs that target and reach out to at risk youth in rural and urban settings, and provides programs to meet specific ethnic community needs.
7. Isn't Scouting a **religious organization**?

Scouting is a nonsectarian, youth education program. One component is a Scout's pledge to do their duty to God and to be reverent.
8. How is **leadership** selected?

The chartered partner is responsible for selecting and approving all adult leadership in accordance with National BSA policies. The Northern Star Council has final approval on all adult leadership registered.

9. I'm just **not interested**.

I'm sorry to hear that and I appreciate your honesty. Is there some particular reason you would hesitate to make a pledge? Perhaps I can pass along your ideas, and we can avoid losing the interest of another prospective volunteer?

(Wait for a response ... listen intently, and attempt to get him/her into a position so that you can ask a closing question.)