



Friends of Scouting Materials for those inviting volunteers and parents to give

Thank you for your efforts to support the continued growth and success of the units and districts of the Transatlantic Council (TAC).

Friends of Scouting (FOS) is the local fundraising appeal that TAC runs every year to fund its operating programs and services. Our collective commitment is to reach our goal between the beginning of December through the end of February.

By making an FOS gift, you are investing your treasure in a character and leadership program that will impact thousands of youths for the rest of their lives. By also volunteering your time to ask other people to contribute to FOS, you are demonstrating your commitment to “Help Other People at All Times”.

Thank you for sharing the TAC story with others and inviting them to invest in the program and services that TAC delivers every week, when youth of great promise interact with adults of great character.

In this guide are materials to support your FOS efforts. It includes sections on:

- FOS giving levels and recognition
- FOS Ask to an individual prospect
- FOS Ask to volunteers and parents at a unit meeting or event (with presentation outline, model script, and tips)

As TAC meets or exceeds its FOS goal, we can continue to grow our programs and services. To support each Scout, TAC spends much more each year than it receives at registration. The Council is serving youth in more countries with fewer staff than ever before. You can inspire others to ensure TAC's success.

We look forward to working with you and supporting your efforts. Thank you again.



Friends of Scouting Giving Levels and Recognition

\$2000 (\$200/month) – 8 Scouts

TAC Blanket + FOS Neckerchief +
FOS gold border patch

\$1000 (\$100/month) – 4 Scouts

FOS Neckerchief + FOS gold border patch

\$500 (\$50/month) – 2 Scouts

FOS neckerchief

\$250 (\$25/month) – 1 Scout

FOS gold border patch

\$125 (\$12.50/month) – “Scout Me In”

FOS silver border patch

\$76 (\$7.60/month) -- "Patriot"

FOS bronze border patch

FOS Ask to an individual prospect, by phone or email

[Note: This is a model, to give you something ready to use, or to serve as a starting point. With slight changes, it can work as a verbal call script or an email. Or you can put selected paragraphs into a string of WhatsApp messages. Feel free to use this model just as it is, or to change it as you see fit to make it your own. You might personalize it with your own experience; tailor it to the concerns and interests of the prospect; add in sections from the Model Presentation Script further down this document; add in sections from the Q&A document. The words in square brackets are notes to you.]

Hi _____ (their name), this is _____ (your name).

I'm calling/writing as a volunteer with the Transatlantic Council, Boy Scouts of America, or TAC.

I would like to take just a few minutes to update you on TAC Scouting and ask for your help. Is this a good time to talk? [If not, ask when would be a good time, and call back at that time.]

Great. First, thanks very much for the time, energy and contributions you've made to TAC over the past year. TAC Scouting is going strong once again, and we are looking forward to even brighter Scouting in the future.

We serve 4,000+ youth and 1,500+ adult volunteers across Europe, Africa, the Middle East, and Central Asia.

We offer unparalleled Scouting adventures in many venues:

- our signature Normandy Camporee every 2-3 years on the D-Day landing beaches – the premier camporee in the world, renowned throughout the BSA
- summer camps in Switzerland and Croatia, and a New Year holiday camp in Kenya
- incredible Wood Badge adult training and National Youth Leadership Training
- Klondike Derby at Kandersteg International Scout Centre
- Historic Trails across Europe
- District camporees in historic and exciting places across TAC

Each year, we conduct an annual Friends of Scouting (FOS) appeal with those who are directly engaged in TAC Scouting, to raise a critical portion of TAC's operating budget.

Thanks again for your past contributions to FOS! Because of you, TAC has recently served youth in 56+ countries; awarded the Eagle Scout rank to many young women and men; and set the gold standard in Scouting for efforts to improve human impacts upon the planet. It can do even more, with our further financial support!

For the FOS 2026 campaign, we've set an ambitious but achievable Council goal to raise \$200,000 by the end of February 2026. For us to get there, TAC needs your treasure, *as well* as your time and talent, in order to excel.

I have already made my gift to the FOS appeal and would like to invite you to please join me.

FYI, here are the levels of giving: [read or insert from p.2]

Think of the high value you and your family have obtained from Scouting, and how it continues enriching your lives. Please follow the Cub Scout motto and "Do Your Best", focusing on each of the three words:

- ⇒ You should DO something
- ⇒ YOUR best might be different from someone else's
- ⇒ Your BEST means stretching to do as much as you possibly can, until it feels great.

We would like to invite you to consider a gift of \$_____ or more to the FOS appeal.

[Suggest the amount indicated in the IC5+ Plan, which also indicates any FOS gift the individual may have made last year. Pause to let the prospect respond to what you just said. See if they have any questions. Refer to the TAC Highlights and the Questions and Answers documents as needed.]

To give on our secure online platform, please just follow this link:

<https://donations.scouting.org/#/council/802/appeal/8775>

You can pay when you make your online gift. You can pay all at once, or pay a smaller amount monthly for 10 months, increasing the impact of your overall gift. Or you can make an online FOS pledge to pay later at your convenience.

May we please count on your FOS support now?

[Wait for a response.] Thank you for your time today and for your investment in FOS.

Please be sure to enquire whether your employer possibly has a corporate matching program for your gift, and use it.

Together, we will make this 2AC's best year ever. Many thanks again for everything you have done, and will continue to do, for TAC's youth!

FOS Presentations to Volunteers and Parents at Unit Meetings or Events

Presentation Outline

Introduction

Your name, Scouting affiliation with a TAC unit and/or Scouting connection as a volunteer or family. Say that you represent the Transatlantic Council, BSA. Thank the unit leadership.

Story

Tell a brief personal or local story, illustrating Scouting's positive impact on you or the community.

Purpose

Discuss the FOS program, its importance, and how they can participate.

Council Facts

Select key budget facts: To support each Scout, TAC spends on average around \$250/year – far more than it receives at registration. All FOS contributions stay with TAC; none of the money goes to BSA National.

Select key council facts: 4,000 Scouts in 56+ countries; 1,500 volunteer adult leaders in over 150 Packs, Troops, and Crews; 100 Eagle Scouts each year.

Unit Goal

Tell how much was raised last year by their unit, if it was an impressive number.

Giving

Direct them to the online giving website to make a secure gift using their smartphone or tablet. Suggest key giving levels, and mention recognitions available (see chart on p.2).

Explain the giving options online—paying in full with a credit card or making a pledge for payment at a schedule convenient for them. Hold the stage until the parents and unit volunteers have been able to make their gift or pledge online.

Close

Thank them! Remain on location for the remainder of the meeting. Give a progress update.

Model Presentation Script

[Presenter: This is a model, to give you something ready to use, or to serve as a starting point. It has proven success in TAC with some of the top-fundraising units in TAC. As written, it takes around 6 minutes to deliver. Feel free to use this model just as it is, or to change it as you see fit to make it your own. Personalize it with your own experience. Tailor it to the concerns and strengths of the unit. Add in sections from the Q&A document. The words in square brackets are alternatives or notes to you.]

Good day! My name is _____. I am a [Note: explain your Scouting connection].

Today I have the privilege of asking you to join me in critical financial support of the Transatlantic Council, or “TAC.” Today we’ve been celebrating achievements and activities in this great [Pack] [Troop] [Crew].

Many of those successes would not have been possible without the regional support of TAC. I’ll explain why TAC is important to you, why it needs the money, and how you can help today.

[Note: This is a good place to add a personal story, about why TAC is so special for you, or for this unit. Or you can use the following paragraph about Normandy:]

Who has been to a Normandy Camporee? That is really a unique experience, and it’s famous throughout the BSA. We get Scouts and senior leaders from the UK, France, and Canada and many from the US. Our Council has even been named a Custodian of Omaha Beach by the French Government, for our role in preserving the memory of the D-Day landing beaches. I’ll bet your Scout came back amazed and inspired. We did this camporee most recently and will do it again – all because of TAC!

What’s a Council, you ask?

There are over 200 local Councils in Scouting America. All but three of them serve youth in the US, each covering an area where you could drive to any unit in an afternoon. Ours is the Transatlantic Council, or “TAC” for short. We cover all of Europe, the Middle East, Africa, and Central Asia. We are 56+ countries with active Scouts and growing, with a small professional staff, an incredibly efficient structure. These staff leverage the skills and energies of many adult volunteers, serving thousands of Scouts. TAC is made up of 6 districts (yours is the ____ District), and each district contains around 20-50 units like this one.

How does TAC affect your Scout?

Without TAC, all district and council programs, facilities, support, and networks would disappear. Your unit would stand alone, using the national programs. There is no unit support structure at BSA national headquarters. You would lose the following:

- Camps and events, run by the district and council for your Scouts
- Staff who support your unit
- Hundreds of volunteers, guided by the council, to support your unit programs and administration
- Training for your Scouts and their leaders

Here are some more specifics on what you would lose. Without TAC, there would be no Normandy Camporee. For many, that alone is reason enough to ensure TAC's existence. But let's continue.

Without TAC, there would also be no annual [Note: fill in names of your own district's specific activities: Spring Camporees, Fall Camporees, Merit Badge Universities, Cub Scout Day Camps].

There would be no annual Scout summer camp in the Swiss Alps (Camp Alpine) or on the Adriatic Sea (Camp Avantura). No adventure camp in East Africa (Camp Kenya).

No National Youth Leadership Training program.

No Program Supply Center in Europe to buy uniforms and handbooks and badges.

No adult leader training. No Wood Badge training.

No Order of the Arrow programs. No Black Eagle Lodge.

No continuous path from Lion to Eagle for families on the move.

Any of these reasons is enough to make TAC mission critical to your child's Scouting experience.

And without your support, there will be no TAC. No money comes from BSA National. Like all BSA councils, TAC must be self-sufficient.

Funding from the US Department of Defense has fallen in recent years. To support each Scout, TAC spends on average around \$250/year – far more than it receives at registration. But if TAC were to charge \$250/year for each Scout, there would be some youth who couldn't afford to be Scouts. We do not want to see that happen.

What am I asking you to do? Many of you already support the program with your time, for which I am eternally grateful. I would like to invite you please to join me in making a gift to

TAC. This is about supporting the Council's annual fundraising appeal and its programs and services.

Your support today will make the difference between a weak or nonexistent Council, and a great Council.

All contributions will stay with TAC, to support TAC's core mission. None of the money goes to Scouting America. The contributions support our own Scouts and their leaders, and TAC's own operating costs – not the costs and liabilities of Scouting America.

[Note: for civilian units, add this paragraph:] Here's another reason for you to consider being extra generous. Many TAC families are US military personnel on extremely limited budgets. They give in other ways that we can't match. We invite you to help TAC serve those who serve us.

How much should you contribute? (I'm talking about dollars, not local currency). I strongly urge each of you to please do one of the following things today:

If you can: Many supporters invest in TAC with a gift to the appeal of \$1,000 or more, to support 4 Scouts or more, including many who serve on the TAC Executive Board. Please join [us][them]! [We need many generous gifts to achieve that.] [This unit aims to raise at least \$___, 000 this year for FOS. Your help is needed to achieve that.]

If not that: Please give at least **\$250 per Scout**, to cover your own costs. \$250 was TAC's average cost for your child to be in Scouting this year. I'm sure you don't want to rely on others to fundraise to enable your own family Scouting activities.

At the very least: Please give **\$125**, as a Scout Me In participant in the appeal. We aim for 100% participation – without you, we can't succeed. Plus, with a \$125 gift, you get a really cool TAC Friends of Scouting patch!

So now you ask, how can I give?

It couldn't be easier! Go online.

<https://donations.scouting.org/#/council/802/appeal/8775>

[Note: The rest of this paragraph is filling time while people make their gift or pledge online.]

You can pay online by credit card, so the currency doesn't matter. You can also make a pledge online and make future payments later.

Some companies, possibly including yours, will match their employees' charitable contributions. Be sure to check. If they match, you'll increase the impact of your gift.

Some companies also will make charitable gifts based on the number of hours you volunteer for a nonprofit, so be sure to check on that as well.

We have, beyond doubt, the most amazing council in the entire Scouting America. TAC Scouting inspires youth and transforms lives. This is how you can keep it going. Thanks again very much for your critical support!

Tips for Successful Presentations

Here are some tried-and-true suggestions on how to make a successful FOS presentation at a unit meeting or event. (They work well for video as well as in-person presentations, with some small adjustments.):

Practice giving your presentation, in front of a mirror or to a family member. The more you practice, the more relaxed you will be, and the smoother your presentation will appear.

Length of presentation: 5-8 minutes. A 5–6-minute presentation better avoids fidgeting. A 7–8-minute presentation gets a bit more information across. Use your judgment.

Understand what you are saying. From that understanding will come the sincerity people will accept. Review the “Questions & Answers about TAC and FOS” document. Know and understand the full context and be prepared to answer any questions that arise.

To help you know the units you serve, and enable good positive feedback, contact the district executive and obtain information regarding any increase in membership this year, advancement reports showing unit progress, leadership trained, and activities held. This will let them know that the district committee is aware of what they are doing for their Scouts.

When you schedule the presentation, let the unit contact know that you would prefer to make your presentation immediately following dinner at a Cub Scout Blue & Gold Banquet or early in the program for a Scout Court of Honor or Venturing Crew Meeting. Experience shows that your audience will be more attentive and generous once they have eaten or before they get tired from a long program.

Verify the date, time, and location before your presentation, and confirm that you will be there. Don't get caught by a sudden change of plans.

Place your notes on index cards or small sheets of paper. Highlight important points that you want to be sure and make. This will allow you to move about and appear more relaxed.

Make it easy for people to give online on the TAC website immediately, by printing out several copies of the QR code that leads to the donation page and circulating them around the room.

Don't relinquish the podium until you have noticed that most of the families have had a chance to visit the TAC online website and make their gift or pledge. Yes, that might be a bit uncomfortable, but that is the consistent advice that makes for a successful FOS presentation. You are there to tell the TAC story and invite parents and leaders to give—so be sure that you give them time to go online to make their gift or pledge. Otherwise, you will have made a great effort to educate your audience about TAC, but you will have missed an opportunity to raise vital funds for TAC. So, make it easy for parents and volunteers to give.

Be prepared to continue talking to the audience while they are visiting the donation page on the TAC website and making their gift. You could even lead the Cubs or Scouts in a song (pre-arranged with the MC) while their parents and volunteers are completing their secure online gift or pledge.

Once you have seen that most individuals have completed their gift online, thank everyone for their attention and time, and turn the program back over to the MC.

If possible, please be present for the entire event. There may be ill feelings if you just show up, make your FOS pitch, and run. You are there as a TAC representative. You being there throughout the entire program shows that the district cares about them and their unit.

Prior to leaving, be sure and thank your host and contact person for inviting you. Tell them you look forward to returning next year. Be sure to thank them for their support of TAC.

Thank you for what you are doing to support the youth in your district and in TAC!