

Potawatomi Area Council 2019 Family Friends of Scouting



Campaign Resource Guide for Presenters and Unit Leaders

Assist in Planning and Conducting Friends of Scouting Unit Presentations

2019 Family Friends of Scouting

Thank You Gifts



\$200

Commemorative Camp Long Lake Patch

Every additional \$100 gets an additional patch



\$590

Commemorative Camp Long Lake Patch And a Custom Potawatomi Area Council Grill Set

Unit Incentive

Meet the set 2019 Unit goal and receive cloth rank advancements from the date you achieve your goal till March 1, 2020

Night of Presentation Incentive

One fishing pole per unit will be raffled off at the presentation

All families qualify for the drawing. To enter, a parent has to return their filled out pledge card to the presenter, at the meeting, before the drawing.



Mission Statement

The mission of the Potawatomi Area Council, Boy Scouts of America, in cooperation with chartered partner organizations is to help an ever-increasing number of youth mature into adults exhibiting traits of participating citizenship, character and personal fitness founded upon the moral and ethical values expressed in the Scout Oath, Promise and Law.

Vision Statement

We cultivate future generations of leaders to serve their communities by increasing the number of youth in Scouting. Fun and compelling programs are focused on activities and outdoor adventures that inspire leadership, character and service;

- Known and valued as a leading advocate for youth Relevant, efficient and adaptive to our changing environment;
- Financially strong and sustainable
- Culturally diverse as the community we server;
- Volunteers and employees known and admired for their leadership and for their enthusiastic commitment to serving young people;
- Easy for volunteers, families and Scouts to use our programs; and
- The Scout Oath and Law are primary in everything we do.

Service Area

Potawatomi Area Council serves all of Waukesha County and parts of Dodge, Jefferson, Walworth & Washington county.

Service Highlights

153 Eagle Scouts

101,476 Scouting for Food items were collected

31,413 Service hours were tracked by Scout Units

5,228 Merit badges were earned

2,735 Cub Scout rank advancements were earned

752lb Vegetables donated from the Scout garden

Population Served

The Potawatomi Area Council supports more than 2,350 volunteers who develop and enrich the lives of 6,102 youth over the course of year. The council provides volunteers a wide range of youth and adult training opportunities, including online courses, training videos. And district and council events.

Budget

Potawatomi Area Council operates its programs and properties on a budget of \$1,875,739.

Camp Highlights

In 2018, over 2,000 Scouts attended programs held at Camp Long Lake in Dundee, WI.

Partnerships

Community organizations representing education, religious, non-profit, civic and business organizations, join in partnerships with the PAC by chartering 186 Scouting units (including 93 Cub Packs, 65 Boy Scout Troops, 18 Venturing Crews and 11 Explorer Posts).

Scouting's Goals, Objectives, and Impact

As part of the council's strategic planning process, specific focus areas have been identified to fulfill Scouting's objective and to meet the needs and demands of the youth and families in our community.

Strategic Focus Areas

Scouting Program: WE provide programs and activities that attract new numbers and retain current members. The best possible training and leadership development is offered to youth and adult members, leading to stronger individual units, increased advancement and membership growth.

Talent Management: We identify, attract, develop and retain the volunteers and employees who possess the skills and talents necessary to meet our leadership needs.

Marketing: we use every opportunity to gain positive exposure for Scouting in general and the Potawatomi Area Council (and our programs) in particular.

Finance & Resources: We are financially sound at all levels of our organization to ensure a strong and sustainable Scouting program.

Governance: Our resources are aligned to best deliver the Scouting program and we identify and implement the best practices available to manage, operate and maximize the impact of our resources on our program.

Administration: We develop and use innovation, technology and training to support our strategic management initiatives. All of our staff, volunteers and customers are connected with the right information in a timely manner through easily available methods.

Leadership and Staff

Potawatomi is led by 50 volunteer board members, who come from education, business, corporations, and community organizations. Youth and volunteers are supported by 12 full and 2 part-time paid staff.

For More Information

Call: 262-544-4881 or visit www.pacbsa.org

2019 Campaign Leadership

Staff Contact Information

Council Friends of Scouting Chairman

Leo Lesch

414.531.9377 / llesch@wradvisors.com

Waukesha/North

John Davis

262.565.7497 / jdavis.scouting@gmail.com

Josh Ritter

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South-East/South-West

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262.436.8406 / Christopher.Wood@scouting.org

Council Staff Advisor

Matthew Winters

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Elmbrook/North-East

Bruce Prange

262.227.6456 / bprange1950@icloud.com

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262.490.7193 / rmayer5815@gmail.com

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262.436.8414 / john.snipes@scouting.org

2019 Family Friends of Scouting Fact Sheet

What is Family Friends of Scouting?

Family Friends of Scouting (FOS) is an annual, council-wide appeal conducted in every Pack and Troop between the months of November and April. The Family FOS Campaign asks parents and families to consider financially supporting the Scouting program in an effort to offset the cost of providing Scouting to their child.

Why is Family Friends of Scouting important?

The true cost of Scouting is greater than the registration fee, Pack and Troop dues and even greater than the fee charged for camp. Family FOS support ensures quality Scouting can happen by supporting the cost of camp upkeep and improvements, training of adult leaders, advancement record keeping, registration, camp scholarships, professional staff guidance and support.

Should every family in my unit give to FOS?

Every family should be given the opportunity to experience an FOS presentation, learn more about the ways in which FOS benefits the program their child enjoys, and consider making a donation dependent on their giving ability. The true cost of support the council provides for each child is about **\$295 annually**.

But I'm a leader and give my time, why should I support FOS, as well?

As a leader, you've dedicated a lot of time and energy to the Scouting program and you believe it can make a positive impact on young people. Family FOS helps make the following resources possible: quality camp property, training for leaders, monthly roundtables, professional support and guidance, and a council service center with resources. When compared with the cost of many other programs young people join, Scouting is relatively inexpensive. Your participation in the Friends of Scouting program is critical to continue a strong Scouting heritage.

What benefits does my unit receive?

Your unit will benefit by knowing that you have low camping costs, quality camping facilities and great customer service because of the funds your families donated to the Potawatomi Area Council.

How do we conduct a successful Family FOS program?

Follow the steps of the presentation preparation within this booklet. Setting a presentation date, time and location are the first steps! Upon completion of the presentation, forward the packet results to the FOS Chair in your District within **THREE BUSINESS DAYS**.

How is the goal determined for our unit?

Your unit goal is based on your 2018 recharter membership and is calculated at \$35 to \$50 per Cub Scout family or \$60 to \$75 per Boy Scout or Venturing family. These numbers represent an average gift for families in those programs. If you have questions, please call your District Executive.

Where does my employer's matching gift or payroll deduction money go?

All money from matching gifts or volunteer hour grant programs are credited directly to your unit's goal.

For additional information regarding the Friends of Scouting campaign, call the Scout Service center to speak with your District Executive at 262-544-4881.

Thank you for supporting the Family Friends of Scouting campaign. Your involvement ensures funds are available to continue quality programs in the Potawatomi Area Council.

BEFORE the presentation

1. Attend the Council FOS Kickoff

2. Review Materials

(Materials below are available for presentations)

FOS Unit Packet:

- ◇ Blank FOS brochures
- ◇ Blank control sheet
- ◇ Unit Recognition information
- ◇ Unit Labels
- ◇ Presentation booklet
- ◇ Sample Script
- ◇ Council Fact Sheets
- ◇ Limited Edition "Camp Long Lake" Shoulder Patch

Supply Pack: (Available at the service center)

- ◇ Extra Friends of Scouting brochures
- ◇ Calculator, pens, Cards & Shoulder Patches
- ◇ Donor Recognition flyers
- ◇ Extra Council Fact Sheets & Sample Script

3. Contact the Unit

Confirm: presentation date, time & location

- ◇ Ask to have the presentation after the flag ceremony
- ◇ Encourage the unit to send out an email blast before the event (sample included in the packet)
- ◇ Make sure physical arrangements are adequate
- ◇ Test all equipment prior to doing the presentation
- ◇ Promote the unit's Incentive Program goal and the benefits of the program. *Information on the Incentive Program are included in this packet.*

4. Day of the Event

- ◇ Pick up the pie from the Service Center or have your District Executive drop one off.
- ◇ Confirm you have everything you need.
- ◇ Send a reminder email the unit leader to be prepared for your arrival.

Contact your District Executive or Friends of Scouting Chair with additional questions.

AFTER the presentation

Record all donations on the unit control sheet

- ◇ Utilize the unit roster to contact families that did not return a pledge card to ask for their support.
- ◇ Ask den leaders, Scout leader and committee members to assist in follow up calls.
- ◇ Subsequent collections are encouraged to be turned in regularly.

What is next?

Turn FOS packet in to the PAC Service Center

- ◇ Please make sure initial presentation donations are turned in to the District FOS Chair or your District Executive within THREE BUSINESS DAYS. (If needed, your District Executive will gladly arrange to pick up your packet.)
- ◇ To prevent delays, please DO NOT HOLD your packet until all monies are collected.

On every pledge card, make sure they have:

- ◇ District name, unit type and number
- ◇ Parent, guardian or donor's name; not just the Scout
- ◇ Home address
- ◇ If applicable, record employer info for matching gifts
- ◇ Unit FOS coordinators should follow-up with everyone else within two weeks of the presentation

Unit Recognition Levels!

- ◇ One free cloth rank advancement per rank, once your unit makes their goal, until March 1, 2020

Sample Warm-Up Letter to Unit Donors

(Date)

Dear Parent:

You and your family are invited to join us at your (Blue & Gold/Court of Honor), scheduled on (Date/Time/Location). We are very proud of the boys' achievements and extremely appreciative of all the parental involvement.

During the (Blue & Gold/Court of Honor), a volunteer from (community) will briefly discuss the annual Friends of Scouting (FOS) campaign which helps underwrite the cost of Scouting for all involved. We thought it might be beneficial to send out this letter in advance so you are aware and will give some thought into your course of action.

Each year, our Scout unit is asked to support the administrative side of Scouting. The Potawatomi Area Council currently supports 2,500 volunteers who develop and enrich the lives of 6,000 boys and girls, ages 6 through 20, from across the council. The council provides numerous benefits to all of our youth and adult volunteers including:

- ◇ Potawatomi Area Council ranking in the top 10% of councils NATIONWIDE five years in a row
- ◇ Operation of an excellent camp with consistent top accredited ratings which provides outstanding activities and programs to our youth.
- ◇ Professional guidance and support which mobilizes several hundred volunteers in our immediate area who work with the children from our community.
- ◇ Free supplemental accident insurance for all registered youth and adults.
- ◇ Free primary liability insurance for all registered volunteers.
- ◇ Camp scholarships and uniform assistance to families.

Friends of Scouting provide these benefits and many more to our children, as well as numerous at-risk youth throughout our service area. Our Pack/Troop Goal for FOS this year is \$_____.

When we achieve this one goal through support from parents like you, our Scouts will receive free rank advancements, council camp program rebates and priority registration on council and district event for the year. The scouting organization annually spends in excess of \$295 per youth. Compared to most activities like hockey, basketball and even piano lessons, Scouting is a great investment and truly a bargain. Following the FOS presentation, you will be asked to financially support Scouting.

We hope all parents will consider a gift and turn in their pledge card during our (Blue & Gold/Court of Honor).

Please remember, any gift is greatly appreciated.

Thank you for your support of Scouting.

Sincerely,

Pack/Troop Committee

Dear Scouters:

Recently, your unit held a Friends of Scouting presentation. I want to thank all of the parents who made a donation to support the Potawatomi Area Council. In these challenging economic times, the youth of the Boy Scouts of America in the Potawatomi Area Council needs your financial support more than ever. This program is rich in the development of character and leadership, community service, getting outdoors, and having FUN in the process. Our local camp facilities, leader training, service center, and many other local resources are made possible from Friends of Scouting donations. Your support allows the council to keep Scouting strong and affordable not only now but into the future.

I would still like to encourage all of our parents to watch the Recap video ([HYPERLINK](#)).

If you would like to make a pledge online ([HYPERLINK](#)).

Thank you for your support of Scouting.

Sincerely,

Pack/Troop Committee



ATTENTION UNIT LEADERS-MATCHING GIFT INFORMATION

Increase the power of your volunteer hours and dollars through employer Matching Gifts.

- ◇ Not sure if your company participates?
- ◇ Check with your company Human Resources Department. Online or paper applications accepted.
- ◇ Matching Gift General Information is available in the FOS packets, survival packs or at the council service center.
- ◇ This is an easy way for your unit to receive additional funds to help reach your 2017 Goal.

Matching Gift General Information

Legal Name: Potawatomi Area Council, Boy Scouts of America, #651
(Do not include unit number in organization name, but in “purpose of gift”)

EIN#: (CALL Joan: 262-436-8411)

804 Bluemound Road

Waukesha, WI 53188

Tel (262) 544-4881

Fax (262) 544-5357

Matching Gift Contact:

Name: Connie Bielinski

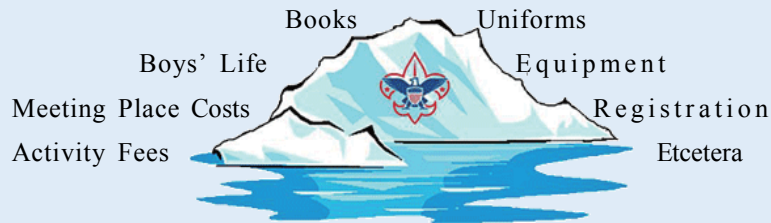
Direct: (262) 436-8419

Email: connie.bielinski@scouting.org

THE “TRUE” COST OF SCOUTING

“The Iceberg Analogy”

What you see above the water is only about 20% of what Scouting provides to your members



But there is a whole lot more below the waterline!

Volunteer and Staff Training

Training opportunities for more than 2,350 volunteer leaders, every year.

Postage

Mailing to leaders, parents, and youth members.

Insurance

General liability and accident insurance to protect our youth, volunteers, staff and property.

References, Publications & Resources

Everything from program planning kits to membership materials to calendars, and camping guide-books.

Service Center

Utilities, insurance, repairs and care for our headquarters.

Recognition

For leaders who attend training, volunteer for special projects, and help out in many roles throughout Scouting.

Trailhead

The council quarterly newsletter; to keep you informed of what is going on in Scouting.

Website: www.pacbsa.org

To learn more about events, the council and programs.

Unit Program Calendar

And many other items provided to help you plan your weekly program.

Camp Long Lake Equipment

Campsites, Tents, cooking equipment, vehicles, canoes, motorboats, rowboats, shooting sports, swimming area, maintenance supplies, STEM material, welding material and equipment repair and replacement.

Charter Fees

For every Scouting youth, leader, and unit.

Administrative Needs

Postage, computers, and linking up to National Systems, printing, copier and folding machines.

Camp Promotion

For Camp Long Lake, Swamp Fox, River Rats, Day Camp and more.

Support Staff

For registration, publications, and program support.

Professional Staff

12 full-time and two part-time staff members work with volunteers to organize new units, build community relationships, manage fundraising, counsel unit leaders, work with membership recruitment, provide advice and assist with diverse camp and programs structures.

Audio Visual Supplies

Used in training, camp promotion, activities and much more.

Camp Ranger

To keep your beautiful camp up to national standards.

2019 FOS Matching Gift Information

Enclosed is a list of employers that have offered matching gifts. We have tried to include those employers that we are aware of their matching gift programs, however we do not contend that this is a complete list. If your employer is not listed, they may still provide matching gifts and we would ask that you consider inquiring with your HR professional to find out more information.

If you find an organization that is currently omitted, we would love to get more information so that they may be included for future campaigns.

We appreciate the time your family invests in Scouting and thank you for your generosity in considering helping to financially support our programs for the youth in our community!

Thank you!

Companies Included

Waukesha Electric

Assurant Health

Cooper Industries, Ltd.

GE Healthcare

First Weber Group

US Bancorp

Harley Davidson—Wisconsin

Waukesha Electric

Subsidiary of:	SPX Corporation
Foundation #:	21850000
Information updated:	12/16/11
Contact:	Not Available
Phone:	(877) 877-2089
Email:	spx@easymatch.com
Matching Gift Guidelines URL:	https://secure2.easymatch.com/SPX
Minimum Amount Matched:	\$100.00
Maximum Amount Matched:	\$20,000.00
Total per employee:	\$20,000.00
Gift Ratio:	1:1

Procedure: Employee donor logs into the matching gift website and submits the master request to the program administrator's office. Donor's charitable institution is contacted by the administrator to acknowledge the gift.

2019 FOS Matching Gift Information

Assurant Health

Subsidiary of: Assurant Health
Foundation #: 90270000
Contact: Mr. Rob Guilbert
Phone: (414) 299-7702
Email: Not available
Matching Gift Form URL: Company Intranet
Minimum Amount Matched: \$20.00
Maximum Amount Matched: \$2,500.00
Total per employee: \$2,500.00
Gift Ratio: 1:1

Procedure: Employee donor sends form with gift to recipient institution, authorized officer certifies and returns to company for match.

Cooper Industries, Ltd.

Subsidiary of: Cooper Industries, Ltd.
Foundation #: 2620000
Contact: Not available
Phone: (888) 209-8600
Email: cooper@easymatch.com
Matching Gift Form URL: <http://forms.matchinggifts.com/CooperIndustries.pdf>
Minimum Amount Matched: \$35.00
Maximum Amount Matched: \$2,000.00
Total per employee: \$2,000.00
Gift Ratio: 1:1* with potential for 2:1

Procedure: Employee donor sends form with gift to recipient institution, authorized officer certifies and returns to company for match.

US Bancorp

Subsidiary of: U.S. Bancorp
Foundation #: 3500000
Information updated: 3/27/12
Contact: Not Available
Phone: (866) 243-6925
Email: usbank@easymatch.com
Matching Gift Form URL: <http://forms.matchinggifts.com/USBankForm.pdf>
Matching Gift Guidelines URL: <https://www.easymatch.com/USBancorpGive/>
Minimum Amount Matched: \$50.00
Maximum Amount Matched: \$1,000.00
Total per employee: \$1,000.00
Gift Ratio: 1:1

Procedure: Employee donor sends form with gift to recipient institution, authorized officer certifies and returns to company for match. Employee donor logs into the matching gift website and submits the master request to the program administrator's office. Donor's charitable institution is contacted by administrator to acknowledge the gift.

2019 FOS Matching Gift Information

First Weber Group

Subsidiary of: First Weber Group
Foundation #: 13990000
Contact: Mary Grunow
Phone: (608) 443-2280
Email: foundation@firstweber.com
Matching Gift Form URL: Company Intranet
Minimum Amount Matched: \$50.00
Maximum Amount Matched: \$250.00
Total per employee: \$250.00
Gift Ratio: 1:1

Procedure: Employee donor sends form with gift to recipient institution, authorized officer certifies and returns to company for match.

GE Healthcare

Subsidiary of: GE General Electric Foundation
Foundation #: 3890000
Contact: GE Foundation
Phone: (800) 305-0669
Email: gesupport@cybergrants.com
Matching Gift Form URL: <http://www.gefoundation.com/matchinggifts>
Minimum Amount Matched: \$25.00
Maximum Amount Matched: \$50,000.00
Total per employee: \$50,000.00
Gift Ratio: 1:1

Procedure: Employee donor logs into the matching gift website and submits the master request to the program administrator's office. Donor's charitable institution is contacted by administrator to acknowledge the gift.

Harley Davidson - Wisconsin

Subsidiary of: Harley Davidson Volunteer Program
Foundation #: 15001123
Information updated: 1/27/12
Contact: Sarah Tanner
Phone: (414) 343-8724
Email: sarah.tanner@harley-davidson.com
Matching Gift Form URL: <http://forms.matchinggifts.com/HarleyDavidson.pdf>
Minimum Amount Matched: \$100.00
Maximum Amount Matched: \$1,000.00
Total per employee: \$1,000.00
Gift Ratio: 0:0

Comments: Minimum of 20 hours of services = \$100 and \$5 for each additional hour with a maximum of \$1,000 per employee or a \$2,000 cap per organization per year.