2020 Friends of Scouting Campaign Calendar

December 1\textsuperscript{st}  
All campaign leadership recruited  
(Overall Chair, Family Chair, Community Chair)

Dec 1\textsuperscript{st} – Dec 15\textsuperscript{th}  
All Family FOS Presenters Recruited

December 20\textsuperscript{th}  
Community Campaign Captains Recruited

January 1\textsuperscript{st}  
100\% of Family Presentations Scheduled

January 31\textsuperscript{st}  
Friends of Scouting Kick Off  
(Target 20\%  
(TBK Bank Sports Complex)

February 26\textsuperscript{th}  
1\textsuperscript{st} Campaign Report (In Person)  
(Target 40\%)

March 25\textsuperscript{th}  
2\textsuperscript{nd} Campaign Report (Call-In Report)  
(Target 60\%)

April 23\textsuperscript{rd}  
3\textsuperscript{rd} Campaign Report (Gala Dinner)  
(Target 80\%  
(Friends of Scouting Community Impact Gala)

May 27\textsuperscript{th}  
Final Campaign Report (In Person)  
(Target 100\%)
Friends of Scouting 2020

Friends of Scouting is the Illowa Council’s annual fundraising appeal, which solicits Scouting families and local community businesses. The Family campaign targets Scouting families with presentations for every unit. The community campaign solicits individuals and businesses throughout the community. The Council goal for 2020 is $380,000.

<table>
<thead>
<tr>
<th>How Money is Spent</th>
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<tbody>
<tr>
<td>$100,000 to run and maintain Camp Loud Thunder. This is the portion of camp expense not covered by camp revenues.</td>
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<td>$25,000 for “Camperships” including $8,000 to provide assistance to underserved Scoutreach youth.</td>
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<td>$65,000 for Membership Support, which includes printed materials for units as well as posters, yard signs, flyers, and stickers for Scout Talks and recruitments as well as mileage reimbursement to staff in support of these events.</td>
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<td>$61,500 for youth &amp; volunteer recognitions, including patches &amp; t-shirts for events.</td>
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2020 FRIENDS OF SCOUTING INCENTIVES

**Individual Recognitions**

$195 Family Level  
2020 Friends of Scouting Council Strip Patch (see next page)

$300 Leadership Level  
2020 FOS CSP, 2020 Coin (see next page), 1 Ticket to the FOS Community Impact Gala

$500 Patron Level  
Leadership level plus additional ticket (2 total) to the FOS Community Impact Gala

$750 Life Level  
Patron level plus recognition in the FOS Community Impact Gala program

$1,000 Golden Eagle Level  
Life level plus your name added to the Golden Eagle Plaque at the Council Service Center

$2,000 Platinum Eagle Level  
Golden Eagle level and an upgrade to full table at FOS Community Impact Gala

**Friends of Scouting Community Impact Gala – Thursday, April 23, 2020**

The FOS Community Impact Gala is an annual event attended by Scouts, Scouters, community partners, business supporters and others who are interested in investing in the youth of the Illowa Council. The dinner is a catered affair that provides the opportunity to contribute directly to Scouting in the 13 counties in Western Illinois and Eastern Iowa. The event will feature great food, fun, live auction, silent auction and an inspirational program.
2020 FRIENDS OF SCOUTING INCENTIVES

FOS $195 Family Level includes:
2020 Illowa Council FOS Council Strip Patch
NEW Patch Series that Highlights
Camp Loud Thunder and the Scout Oath!

FOS $300 Leadership Level includes above and:
2020 Courteous Coin that Highlights the Thunder Forge
Blacksmith Program at Camp Loud Thunder

For $75 you can purchase this FOS Center Patch to proudly display your 2020-2024 Camp Loud Thunder/Scout Oath CSP Patch Series. Proceeds from this FOS Center Patch will directly support Scoutreach, the Illowa Council’s commitment to making sure that all young people have an opportunity to join Scouting, regardless of their circumstances, neighborhood, or ethnic background.
2020 FRIENDS OF SCOUTING INCENTIVES

Unit Incentives

**Cub Scout Packs** that complete the following 3 requirements will receive a $10 per Scout discount for Cub Scout Day and Cub Scout Resident Camp at Camp Loud Thunder.

1. Schedule your Friends of Scouting Presentation with your district for sometime before April 15, 2020.
2. Have 75% of your families participate by turning in a pledge card by April 15, 2020. (Pledge cards with a $0.00 or “No Thank You” on the card count toward this goal.)

**Scouts BSA Troops** that complete the following 3 requirements will receive a $10 per Scout discount for Scouts BSA Resident Camp at Camp Loud Thunder OR Free Rank Advancement Patches (*Scout, Tenderfoot, Second Class, First Class, Star, & Life* *excludes Eagle*) from May 1st, 2020 through December 31st, 2020 with proper documentation.

1. Schedule your Friends of Scouting Presentation with your district for sometime before April 15, 2020.
2. Have 75% of your families participate by turning in a pledge card by April 15, 2020. (Pledge cards with a $0.00 or “No Thank You” on the card count toward this goal.)
What to expect during a presentation

- Short and to the point (3-5 min) presentation which will include a personal story, a brief overview of Friends of Scouting, 50 years of the Illowa Council and how the money is spent.
- We will ask each family to consider a $195 donation, which is the cost to provide scouting to one youth for a year.
- We will share incentives for the unit and individuals as well as the unit goal.
- We will emphasize that it is a Pledge and that there are multiple payment options.
- We will encourage matching gifts and “Dollars for Doers” programs, which are highlighted in the new brochure.
- We will ask for all cards to be returned. A $0 card will let us update our records and not contact the person again. It counts towards the 75% participation requirement.
- We will draw a pledge card from all those returned to award a Illowa Council cooler to one lucky family.
- We will inform the Cub/Scoutmaster or Unit Coordinator if the Unit made their goal at or after the event.
- We may leave a small stack of pledge cards with Unit Coordinator for follow up.