

FRIENDS OF SCOUTING CAMPAIGN Overcoming Objections to making a Unit Presentation

It is possible that you may encounter resistance by the unit leader to scheduling a presentation in the first place. You must do whatever you can to allow the Unit members the opportunity to make the decision for themselves how they can support Friends of Scouting. Here are some helpful hints to overcome that leader's objections.

- ⇒ Be knowledgeable of the purposes for "family level" Friends of Scouting.
- ⇒ Have the proper person ask the unit leader for his or her unit presentation date.
- ⇒ Explain the need to tell the "Council services and support" message to Scout families.
- ⇒ Explain the need to create awareness and educate Scout families about the bigger picture of what Scouting is all about.

Most common objections, and appropriate answers.

Objection: Our families can't afford it or just aren't interested.

Response: Every member deserves the opportunity to give. A presentation is needed to deliver the message and let each family decide for themselves.

Objection: Our unit is too new.

Response: All the more reason for a presentation, less for the money collected and more for the education and awareness of Council services to the new Scout families.

Objection: We pay for summer camp. Why do I need to donate further?

Response: The fees charged for Council camps are only a fraction of the total cost of owning and maintaining the properties and running programs. Your usage fees are subsidized by Friends of Scouting donations so when you donate you are just paying back for benefits you already received.

Objection: If the Council didn't have all those high-priced executives, they wouldn't need so much money. We hardly ever see our D.E.

Response: Our district executive works closely with the members of the district committee and commissioner staff coordinating their efforts in serving your Unit. By working through these volunteers he or she is able to multiply his or her effectiveness. He or she spends a lot of time in the community contacting community leaders, explaining the Scouting program, and enlisting their support. Your District Executive is on call anytime you need assistance or guidance, and is just a phone call away. By the way, have you ever considered giving your employer a contribution because you believe in your company? Your District Executive did. He or she is a Friend of Scouting.

Objection: The parents in my unit don't want to give.

Response: It has been our experience that, when the needs of the Council are explained, many parents are willing to make a financial contribution. We are just asking for the opportunity to tell the story and then let the parents make their own decision

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- Objection:** We don't want to bother the parents--we'll write you a check from the Unit treasury.
- Response:** The objective of the Family Friends of Scouting is to educate and inform the parents about our Council's program and financial needs. This can only be accomplished when we have the opportunity to make our brief presentation. This is not a hard sell presentation. No one will be put on the spot and embarrassed. The money in the Unit treasury was raised by the boys and parents to help underwrite the Unit's program expenses.
- Objection:** We pay dues to the Pack (Troop) each year. Why should we give more?
- Response:** The dues that you paid to the unit is used within the Pack or Troop for programs, badges, and books. This money stays in the unit. Part of the fee may go to your youth's Boy's Life subscription. Part of that fee was used for the \$33.00 registration fee sent to the National Office. None of your annual fee goes to Connecticut Yankee Council. The Family Friends of Scouting campaign gives families the opportunity to support the Connecticut Yankee Council, whose job is to support their youth.
- Objection:** I give through the United Way at work and check the box specifically for the Boy Scouts. That counts the same as Friends of Scouting right?
- Response:** No, the allocation to the Council from the United Way budgeted annually and not increased by a direct donation. Generally, if you put your dollars toward Scouts, the corresponding amount of others' dollars is subtracted. The net benefit to the Council is the same either way.
- Objection:** We pay the council an operations fee, doesn't that cover the Friends of Scouting donation?
- Response:** No, in 2016, the Executive Board of the Council decided to adopt an annual operations fee of \$24.00 per youth member and \$12.00 per adult member, effective with each unit recharter. The operations fee was designed to supplement the other fundraising efforts of the Council including popcorn, friends of scouting, various community recognition events, and to help ensure that Connecticut Yankee Council remains a financially sustainable organization into the future.