**2020 Friends of Scouting PRE-Presentation Email**

To the parents and guardians of [Unit/Number],

At our upcoming [Event] on (Date), our unit will host our annual *Friends of Scouting* (FOS) presentation. This is the one time each year when all families are invited to make a tax-deductible contribution to support Scouts locally in the Seneca Waterways Council.  This letter contains some information to help you understand what the FOS program supports for our unit, and why we ask for everyone to participate.

Our [Pack/Troop]’s 2020 *Friends of Scouting* goal is [$]. This goal is based on previous participation and the total number of Scouts in our [Pack/Troop]. Please consider how much your Scout has already benefited from their Scouting experience, and what they can look forward to in the future. Here is your opportunity to make a difference, for your child as well as other children in our community.

I would like to address some frequently asked questions:

* Don’t my annual dues support Seneca Waterways Council?
  + Our dues only cover the BSA national registration fee, Boy’s Life (if your child receives it), and any additional dues you pay stay within our unit. Not one cent of our annual dues goes to the Seneca Waterways Council’s true cost of delivering Scouting to families in our community. 35% of the Council’s direct support comes from generous Scouting families through the FOS campaign. *In fact, without the investments that we make, Scouting couldn’t exist.*
* Where does my *Friends of Scouting* donation go?
  + Operating costs and maintenance for our three Council Camps: J. Warren Cutler Scout Reservation, Camp Babcock-Hovey, and Massawepie Scout Camps. The camping fees we pay are subsidized, and would be much higher without FOS support.
  + District & Council youth programs and activities including Merit Badge University, Klondike, camporees, summer/day camps, and others.
  + Adult leader training, including one-on-one training with packs and troops as well as council-level volunteer training initiatives.
  + Liability insurance for protection of all members and chartered organizations.
  + Expansion of STEM-based learning, and social & practical life skills.
  + Camperships (camp scholarships) for Scouts and families in need.
  + Camp staff training: our camp staff are trained to provide fun and safe activities for our youth while adhering to youth protection guidelines.
  + Career exploration programs for over 1,400 young people.
* How much does the Council need?
  + The Council annually invests over $196 per Scout in its programs and services, so we ask families to consider giving this amount.
* What if I cannot pledge at the recommended donation level?
  + We understand that our families have different means. Please keep in mind that any amount that you can donate will help keep Scouting viable and local in our community. If you cannot invest this year, please still turn in your pledge envelope so that the Council can track pledges and refrain from contacting you accidentally.
* Does our [Pack/Troop] benefit from my pledge?
  + Yes, we can qualify for *Friends of Scouting* Platinum Unit recognition, provided we raise our FOS goal by certain deadlines:
    - Platinum Level Unit: Meet certain criteria and raise our goal by **May 31st.**
* *FREE cloth rank advancement through 12/31/2020*
* *FREE tent camping at any council property through 12/31/2020*
* How do I donate?
* You will receive a FOS pledge card at the presentation. To maximize our unit benefits, I ask that you be prepared to make your donation at that time.
* You can make your Scouting investment in one of three ways:
  + - **Donate**. You can write a check, charge it to your credit card, or pay in instalments over the course of the year. Just $18.00 a month (about $0.50/day) covers the cost of one Scout.
    - **Make a pledge**. Making a pledge means you’d prefer to be billed later this year for your donation.
    - **Give online.** You can donate online **NOW** at [www.senecawaterways.org/give](http://www.senecawaterways.org/give). Be sure to type in [District name] District, and enter our unit number in the “Notes” field. This will ensure our unit gets credit for your gift.
    - Make sure to share the link with your friends and family!
* Is my donation tax-deductible?
* Yes. Acknowledgment of your donation will be provided by mail before the next tax season.

Please remember that your generous gift will ensure the continuing impact of Scouting in our Council. Whatever investment you can provide makes a huge difference in the lives of sons and daughters like ours in the Rochester and Finger Lakes communities. On behalf of [Pack/Troop #], thank you for your support!  If you have any questions, please feel free to contact me.

Yours in Scouting,

(Unit FOS Coordinator)