

Unit FOS Champion: Position Description

Objective of the Campaign:

The Objective of the 2021 La Salle Council Family FOS Campaign is to offer a recent history of supporters and every Family of a LaSalle Council Scout the message of Scouting, and to offer all of them the opportunity to consider giving their support through a 2021 pledge.

Campaign Makeup:

- A 30-day individual contact campaign where each Family of a unit's registered Scout, and a 3-year history of past unit donors, are asked to make a Family FOS pledge
- Units will select their own Unit FOS Champion who will receive a Campaign Kit in the mail with all the tools to make the campaign easy and successful
- Units will conduct their 30-day campaigns in March

The Campaign is designed to achieve 100% Family Participation (100% = Every Family Asked/Every Family Answered - *yes or no*)

Unit FOS Champion Position Responsibilities:

- Recruit additional Unit FOS Champions within your unit, using a "10 Families per Champion" strategy
- Attend the ZOOM Unit FOS Champion Orientation: **Thursday, February 18, 2021***
- Attend the ZOOM 2021 Family FOS Campaign Kickoff: **Sunday, February 28, 2021***
- Attend the ZOOM Update Meetings, scheduled per district, **during March 2021***
- Attend the ZOOM 2021 Family FOS Campaign Finale: **Wednesday, March 31, 2021***
- Achieve 100% Family Participation as defined by the campaign parameters*
- Contact past 3-year history of your unit's donors
- Submit your completed pledge materials to your Field Professional at the end of your campaign
- Receive donor recognition items from your Field Professional and distribute to the donors in your unit

** Required items for your unit to receive the Free Cloth Rank Advancements credit through the Scout Shop.*

Immediate Action Items

Begin recruiting your additional Unit Champions!