

# 2021 Family FOS: Campaign Overview

## Objective:

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.

## Overview:

The 2021 Family FOS Campaign is a unit driven 30-day direct-contact campaign. A Volunteer(s) from each unit will be recruited, trained, and equipped to serve as their own unit's Family FOS Champion(s). The Unit Champion(s) will be equipped with two lists that will be issued in a customized Call Kit. The first list will be of the Families of that unit's current roster of Scouts. The second list will be of the past two years of that unit's donors. The Unit Champions will be asked to complete both of their call lists with a 30-day time frame.

Each unit will be awarded a unit ribbon and free cloth rank advancement emblems (patches) throughout 2021 for completing two criteria. The first of the criteria is to have recruited at least one (1) Family FOS Unit Champion. The second is to achieve 100% Participation from their list of Families of that unit's current roster. 100% Participation is defined as receiving an FOS pledge answer, *yes or no*, from each Family on the current unit roster list (100% = Every Family Asked/Every Family Answered.) The campaign will be broken into two 30-day drive phases; the month of February will be Phase I, the month of March will be Phase II.

## Call Kits:

The customized Call Kit will include:

Greeting Letter, Kit Contents List, Instructions, Dates of Meetings, Thank You, Call Scripts, Family Pledge Tracker Card(s), Past Donor Pledge Tracker Card, Recognition Item, Infographic Sheet.

The Call Kit will also include a gift for the Unit Champion(s): a special FOS Council Shoulder Patch with design features only available exclusively for Unit Champions. The Call Kits will be issued via mail in time for Unit Champions to receive prior to a ZOOM Family FOS Campaign Kickoff Meeting.

## Chairs and Champions:

District Family FOS Chairs and Family FOS Unit Champions should recruit their own teams. A good recruitment strategy is to assign leadership to groups of ten. *e.g. A Family Chair in a 50-unit district should recruit a team of 5 helpers and a Unit Champion in a 30-Scout unit should recruit 3 helpers.* Chairs, Champions and their teams will receive training, updates, and direction via zoom meetings throughout the campaign.