



STRATEGIES FOR A SUCCESSFUL W. D. Boyce Family Society Unit Day of Giving

Your "Day of Giving" is picked to be a single day - or perhaps a weekend, or even a week - during which a strong, concerted effort will be made to reach all of your unit's potential Family Society members.



This is similar to the "Day of Giving" approach used by many non-profits, colleges and universities. It's a way of focusing attention and resources in a short period of time, rather than fundraising efforts stretching out over weeks, months or even all year long. This is an evolution of our former Friends of Scouting campaigns, with the primary difference being the move to sustainable monthly giving rather than seeking larger annual donations.

Supporting information from the Council can be used ahead of time to help communicate the need and the benefits associated with the Family Society. Unit social media accounts, emails and flyers sent home with Scouts can be effective means of communication.

During the Day of Giving, an adult member of the unit will ask unit families and other adults associated with the unit to become sponsors. This can be done by a personal email, phone call, text message or other means.

Seven Key Points to Keep in Mind:

1. The local unit selects the day/weekend/week that works best for YOU.
2. Work with your district Family Society chair to determine how best to use resources for the campaign.
3. Let your unit families KNOW in advance about the Day of Giving, the Family Society.
4. Prepare to answer questions and share the positive impact Scouting can have on our youth.
5. Simply ask families/individuals to visit wdboyce.org and click the green Family Society button to donate.
6. There's no need to ask how much they will give, collect donations or ask for credit card information.
7. Communicate with your District Family Society Chair to keep informed of your success and unit totals.

WD Boyce Family Society Tool Kit (Items without links are coming soon!)

- [PR sheet with link for online giving](#)
- Videos ([Master video](#), plus shorter segments and "[Becoming A Sponsor](#)" video)
- Email and Social Media Ads
- Suggested scripts, emails and texts which you can modify to suit your needs

WHO TO CONTACT

Crossroads: Dean Stiebner 309-830-4016 pdstiebner@outlook.com

Heartland: Dee Walker 309-397-4679 delores.k.walker@gmail.com

Lowaneu: Ken Pisarczyk 815-228-7338 kenchem@comcast.net

Wotamalo: Ken Rose 309-397-6030 knd.rose1@gmail.com

District Goals for 2021

Crossroads \$20,500

Lowaneu \$4,100

Heartland \$25,150

Wotamalo \$7,100