

# Sample Email to Send Prior to Presentation

*(Recommended to be sent out 30 days prior to the presentation)*

Hi Pack/Troop \_\_\_! I wanted to let you know that we are kicking off our annual Friends of Scouting Campaign for our pack/troop. The Friends of Scouting Campaign, for those of you unfamiliar with it, is the annual giving campaign that helps support our council. The money donated through this campaign helps the Crater Lake Council support our pack/troop in delivering the best program possible for our Scouts. Their support includes:

- Scholarship funds for families that need financial support to join Scouting—no child is turned away for the inability to pay.
- Program support for the full family: girls and boys from kindergarten through 12<sup>th</sup> grade experience a quality value-based leadership program delivered through trained adult mentors.
- Training and mentorship for all adult leaders.
- Maintenance of Camp McLoughlin, Camp Makualla, and two Scout Offices.
- Operation of a Scout store for uniforms, program resources, and advancement materials.
- A nationally-accredited Cub Scout Resident Camp program.
- Year-round staff and volunteers to help provide guidance to units, mobilize volunteers, and invite new families to join Scouting.
- Maintenance and upkeep of the Council website and social media channels to provide the best resources for our Scouting units.

This year, our pack's/troop's goal is \$\_\_\_\_\_. This is based on an average gift of \$75 per Scout. We are hoping for every family in our pack/troop will give. If we meet our goal by April 30<sup>th</sup>, our pack will receive free rank patches and pocket certificates for a year!/troop will receive free rank patches and pocket certificates and Eagle Award Kits for a year!

On \_\_\_\_\_ (date of presentation), \_\_\_\_\_ (name of person giving presentation) will be giving a short presentation about Friends of Scouting. If you would like to give before then, you can go to [www.craterlakecouncil.org/donatenow](http://www.craterlakecouncil.org/donatenow) Make sure to put Pack/Troop \_\_\_ under ADDITIONAL INFORMATION, so we can get credit towards our goal!

To kick off our pack/troop goal, I personally have already pledged, and I encourage you to do so as well. Consider as a family what you feel comfortable giving and know that this is an investment in a program that we all enjoy. In addition to getting FREE RANK ADVANCEMENT for our pack/troop, everyone that donates will receive:

Any pledge: 2024 Friends of Scouting Sticker
Scout Level (\$75.00): 2024 Friends of Scouting Shoulder Patch
Bronze Level (\$250.00): 2024 Friends of Scouting Shoulder Patch (bronze border)
Silver Level (\$500.00): 2024 Friends of Scouting Shoulder Patch (silver border)
Gold Level (\$1000.00): 2024 Friends of Scouting Shoulder Patch (gold border)
Century Level (\$2024.00): 2024 Friends of Scouting Shoulder Patch collection (all 4)

Lastly, check with your employer to see if they will match your gift! Many employers will donate to a non-profit that you volunteer for and will either match your monetary gift or give by hours volunteered. It's a great way to help us get even closer to our goal and double your own investment in Scouting.

I look forward to seeing you on \_\_\_\_\_ (date of presentation) for our Friends of Scouting presentation. Please consider giving a gift that will help Scouting continue for generations and join me in "Investing in GRIT Builders."

Sincerely Yours in Scouting,

(Two weeks prior to the presentation)

Hi Pack/Troop \_\_\_\_!

This is just a quick reminder that our Friends of Scouting presentation is in two weeks on \_\_\_\_\_(date of presentation). So far we have raised \_\_\_\_% of our goal! Thank you to those that have already given. At the presentation, we will have pledge cards for you to fill out. On the pledge cards, you can mark if you want to pledge and pay now or if you would like to be billed monthly, quarterly, or once. Choose what works best for your family and your budget.

Remember, if we make our goal, our pack/troop will get FREE RANK ADVANCEMENT for a year, which means we can spend that budgeted item elsewhere and continue to have a strong program with support from the Crater Lake Council.

Click this link to donate now [www.craterlakecouncil.org/donatenow](http://www.craterlakecouncil.org/donatenow) or come prepared to fill out a pledge card with your donation.

Thank you for supporting this great program we all love!

Sincerely Yours in Scouting,