



Family Presentation Sample Script:

"Hello everyone. I appreciate you giving me a few minutes to talk about Scouting in the Old Hickory Council!"

"Today, I'm asking you to make the best investment you can find anywhere ... investing in your children and Scouting. This brochure will help me show why investing in Scouting is important."

"You can see that we have an sturdy oak tree in the middle of our brochure, it is a great representation of what Scouting is and shows there are many great things happening below the ground that create strong roots for Scouting to flourish." Costs can be a major focus when it comes to our children's extracurricular programs – whether it be basketball, soccer, dance, or even Scouting. Typically, we just see the overall impact to our checkbook. I want to go over a few of the items that we see both above the surface and below as it relates to Scouting.

In the branches, we see the Unit Fees, the Council Fees, Camp Fees, *Scout Life* costs, Uniforms, Equipment Fees, Activity Fees and Scout Handbooks.

If you look inside your brochure, you can see a bunch of things just below the surface.

Pick 4-6 of the items that are important and highlight to the unit.

So as you can see by our tree there are many, many things that happen out of sight in Scouting that require financial support to provide this strong foundation for your Pack/Troop to thrive.

"And all of this is provided with 100% local funding from people like you, me, and other Scouting supporters. There are NO federal or Scouting American National Council funds that support local Scouting. Your registration and unit fees help pay for this unit's activities as well as national registration and insurance. But the funds needed to make our local Scouting program successful come through fundraising and supporters like you and me. And all the money raised here stays here in the Old Hickory Council for local Scout programs."

Please feel free to insert a personal story that reinforces the importance to invest in Scouting.

Please keep this to no more than 2 minutes

"So, **WHAT** does Scouting cost? The quality Scouting programs serving our 2,800 Cubs, Scouts, and Explorers costs approximately \$185 per Scout.

- Almost one-third of the money that makes Scouting possible comes from local fundraising efforts. This includes this presentation, support by local companies and foundations, and product sales.
- The remaining funds come from camp rental and event fees. The breakout of where our funds come from and how they are spent is in your brochure."





Scouting America

Old Hickory Council

"Here's how you can help provide a great Scouting experience for your child:

- Contribute \$180 to help support your Scout for a year. That's just over \$15 a month invested in your child's leadership development and Scouting's lifelong benefits to your child.
- If you can contribute above the support of your Scout, consider supporting two Scouts at \$370.
- ANY gift to support Scouting is greatly appreciated." \$100, \$75, \$50, Etc.
- If you are unable to support this year, please write \$0.00 or unable to support. If you don't, our team will be following up with letters, e-mails, and phone calls.

"Your contribution is the only way we can deliver a quality Scouting program, so please fill in your pledge card now. All gifts are appreciated and remember, as a qualified charity, your contributions to Scouting are tax deductible. Since we will be holding follow-up phone-a-thons, please take the time now to complete your card. If you are unable to pledge, please mark that on the card and return it."

Your pledge card is easy to complete.

- Just fill in your total annual pledge on the pledge line.
- Please note that payments can be made via credit card, check or cash.
- We encourage you to look at the Golden Eagle Club. This will automatically deduct \$XX from your credit/debit card monthly. This reoccurring gift will continue year after year or until the card expiration date and/or you choose to cancel. In the event of expiration dates – we will contact you and ask if you would like to renew. This will auto-renew yearly. I can't tell you how many organizations I support this way. It allows me to support organizations without the burden of a large payment coming out of my checking account and I do not miss the monthly fee that equates to a trip through McDonalds. It also provides me a hassle-free option, so I do not have to worry about writing a check monthly. Folks are still able to support in ways they have in the past – just another option for our supporters!
- If you don't have any means to pay tonight, you can simply make a pledge and we will bill you. Just fill in the preferred billing period on the line provided.
- Pledges can even be paid in installments.
- If they give online, please fill out a pledge card so they do not get the letter or call immediately after the event. We can also verify they put in the pledge and invoice them if necessary.

So please complete your card now. The Scouts will walk around the room to collect your cards. And let's give the Scouts who helped me this evening a round of applause. **Thank You** for all you do for Scouting and for investing in your son/daughter and Scouting!

AT THE END OF PRESENTATION OR EVENT:

Thank you to all the families that were able to support us and help deliver the promise of Scouting to your community. Tonight, we were able (use one or all that apply):

- 1) Give total amount raised from the previous year EX \$1000 in 2025
- 2) Report if increased over previous year, by the difference EX. \$1500, an \$500 increase!

