



Thank you for volunteering to serve as a Scouting Heroes Champion for 2018. Your role is pivotal in communicating the importance and value of our efforts to support Scouting locally. The Scouting Heroes Campaign is the lifeblood of Scouting's fundraising efforts. Each year parents, volunteers, Scouting alumni, friends and business patrons donate time, energy and financial resources to this much needed yearly campaign. Annual Giving provides the budgetary support for numerous improvements to our properties, expansion of Scouting programs into new markets and increases the chance that every young person in our community will benefit from the impact of Scouting.

The information below is intended to help you “the Champion/Presenter” communicate information about the campaign and ask individuals to step up and participate. As a Champion you should allow yourself 5-7 minutes to communicate the information below. Please try and limit your presentation to this timeframe as both parental and youth attention span is limited. We encourage you to practice, have notes, and even record and time yourself prior to making your first presentation. It is important for you to communicate personally with the unit leader of your assigned units. Review the outline below as there is information/commitment to action you will need to receive from your unit leader in order for your presentation to be successful. This pre-work is equally as important as the presentation itself.

1. Start with a very brief personal introduction...
  - My name is...
  - I’m a member of the xxxxx District
  - Tonight I’m here to share some information about our Scouting Heroes campaign
  
2. Ask the audience who is your favorite hero? (Take a moment to think...)  
(What characteristics make someone a hero?)
  - Dependable/Reliable
  - Caring about the greater good
  - They make a difference in their community/world
  - Selfless
  - Come to the rescue
  - Extraordinary things done by ordinary people
  - Servant Leadership
  
2. What defines a Scouting Hero?
  - Supporting our Scouts
  - Sharing knowledge, skills, and resources
  - Becoming educated and trained
  - Registering as a leader
  - Wearing the uniform to lead by example

3. We know that there are Scouting Heroes in this room tonight in (Pack/Troop/Crew) # \_\_\_\_\_
  - Because of these Scouting Heroes...  
(List off a few accomplishments/achievements the unit is most proud. You will have gotten this from communicating with the unit leadership in advance)
  - At this time we would like to acknowledge those individuals who are registered as Direct Contact Leaders and Committee Members with (Pack/Troop/Crew) # \_\_\_\_\_
  
4. Highlight out Scouting Heroes...
  - Share a personal story of true heroism by a Scout...
  - Share a recent Boys Life Magazine "Scouts in Action" story...
  - Share a recent Heroism Award recipient story from our Council
  - If possible, tie the story to a value of the Scout Law (values drop)
  
5. Transition to call for Action...
  - No Hero does it alone....
  - Heroes aren't born they are created/formed...
  - Heroes are products of their environment...
  - For these heroes (point to youth present) the journey is just beginning....
  
6. One of the things we admire most about our heroes is that they take action...
  - Tonight we **challenge** you to do the same... by **stepping forward** and **taking action** to **join** our League of Scouting Heroes...
  - Thank a Scouting Hero in your unit through your contribution...
  - Thank a Scouting Hero from your youth through your contribution...
  - Provide the life changing experiences Scouting affords to one our Outreach youth through your contribution...
  - Over the next several minutes you will have the opportunity to review our Scouting Heroes brochure and determine how you can be a hero
  - What would a superhero contribute?
  - It costs about \$250 a year to provide Scouting to a youth in our community...
  
7. You will notice a few youth Scouting Heroes (with capes) who will help me by collecting our brochures.
  - Please take the next several minutes to fill out the tear off card in your brochure.
  - When you are done please fold your card in half and one of our Scouting Heroes will collect your card.
  - (This is a great time for the unit leader to make a pre-arranged individual lead gift)
  - Share the recognition items Scouting Heroes cape and patch...
  
8. Thank you for helping to empower our youth to be the Heroes of tomorrow...
  
9. Because of Heroes like you (tonight, today, this afternoon) we raised \$xxxx.
  - It is not to late to contribute and join The League of Scouting Heroes...