



CHAMPIONS TIMELINE

WEEK 1: LET'S GET SOCIAL (DATES)

- Kick-off your campaign with a Sunday social media post about local Scouting. Share Council statistics and an impactful photo.
- Monday social media post announcing your goal to identify Scouting friends who will support local Scouting with a monthly gift. Share the Keepers of the Flame website and the available recognition items.
- Wednesday social media post with why Scouting is important to you and your family with your favorite personal Scouting photo.
- Friday social media post with National Scouting information. Former U.S. Presidents or astronauts that were Scouts, percent of Congress that were Scouts, military and Eagle stats, 20 million families participate in Scouting worldwide, etc.
- Identify 10-15 Scouting friends to personally reach out to this week via phone, email or in-person and invite them to be a Keeper of the Flame.
- **GOAL:** 5 Keepers signed up by Saturday night.

WEEK 2: FACE-TO-FACE FOR THE WIN (DATES)

- On Sunday identify 10-15 Scouting friends can meet with in person this week or prepare to meet with parents at your Unit's meeting (invite them for a parent's meeting). Email, text or call them with invitation to meet.
- Prepare materials to share, support your case and bring pledge forms and pens!
- Ask at least 5 people face-to-face this week to become our newest Keeper of the Flame.
- Remember to keep up on your social media postings this week about local Scouting. Use photographs and post at least 3 times a week why Scouting is important, why we need philanthropic support and the link to the Keepers webpage.
- Email or call at least 5 Scouting friends this week that you weren't able to meet with in person asking them to join Keepers of the Flame.
- **GOAL:** 5 Keepers signed up by Saturday night.





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WEEK 3: HELLO? ANYONE THERE? (DATES)

- On Sunday, send an email to your Scouting network with our Keepers of the Flame video link. Ask for their support by joining Keepers and be sure to include the link.
- This week, call 10-15 Scouting friends or Scouting parents and share local Scouting news and ask for their sustained philanthropic support by becoming a new member of Keepers of the Flame over the phone.
- Review the phone script and make it your own. Be prepared for objections to overcome and have plenty of reasons why they should give! (R2G's = Reasons To Give)
- Remember to keep up on your social media postings this week about local Scouting. Use photographs and post at least 3 times a week why Scouting is important, why we need philanthropic support and the link to the Keepers webpage.
- **GOAL:** 5 Keepers signed up by Saturday night.

WEEK 4: WHO'S LEFT? (DATES)

- On Sunday post on social media that you have just 2 weeks left of your fundraising campaign and invite your friends and family to support Scouting with a sustained monthly gift. Be sure to include photos and the link to sign up. Share the Keepers video this week on social media.
- Think about who you know that loves Scouting and you haven't personally spoken with yet during the past 3 weeks. Identify at least 5 people left in your network that can support with at least \$10 a month and reach out to them with a phone call or invite them to meet up!
- Make follow-up emails and phone calls to anyone you've solicited that hasn't signed up yet.
- Remember to keep up on your social media postings this week about local Scouting. Use photographs and post at least 3 times a week why Scouting is important, why we need philanthropic support and the link to the Keepers webpage.
- **GOAL:** 5 Keepers signed up by Saturday night.





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WEEK 5: ALL HANDS ON DECK! (DATES)

- This is your final week of the fundraising campaign; make it count!
- On Sunday, post to social media that this your final week of the campaign.
- Send 3 emails this week to your network with different messages about why local Scouting needs them. Share photos, personal stories and the link to sign up as a Keeper.
- Remember to keep up on your social media postings this week about local Scouting. Use photographs and post at least every day this week with messages and photos why Scouting is important, why we need philanthropic support and the link to the Keepers webpage.
- **GOAL:** 5 Keepers signed up by Saturday night.

