_____ Service Unit

2012-2013 Family Giving Campaign Timeline

Be prepared — plan the action dates for your campaign.

Please send a completed copy to the Fund Development Department by November 30, 2012.

	DATE	ACTIVITY
☐		**Remember To Discuss Campaign Specifics With Your Service Unit Manager (SUM).**
☐		***Set the start and end dates of the your campaign.*** Set the start date after your Troop Chair training dates. The whole campaign should take 4-6 weeks, depending on the size of your service unit. Allow 2-3 weeks for families to make a donation and give their donation back to troop chairs - be mindful of troop meeting schedules/holidays.
☐		Dates you and/or the SUM will discuss importance of Family Annual Giving with Troop Leaders at leader meetings and via emails targeted to leaders before and during the campaign. Use talking points on pages 4 & 5. 1._____ 2. _____ 3. _____
☐		In advance, set three dates for emails/reminders to leaders encouraging their discussion with parents on importance of Family Annual Giving. 1._____ 2._____ 3._____
☐ ☐		**DON'T WAIT—START NOW** ***Announcement/Email to all Troop Leaders to request names of Individual Troop Chairs.*** You need to know who the Troop Chairs will be before your campaign starts. So ask early before your campaign begins. You will need to train your Troop Chairs on the way you will run the campaign and let them know what you want them to do. The Troop Chairs will be your link within the troop to help you deliver the message of family giving. **You Need to Know their name – address - email - and telephone number.** **Keep a list. Make sure each troop has a designated Troop Chair - Speak with your SUM & Troop Leader if no one is designated from each troop.**
☐		***Email the Troop Chairs the dates(s) of your Family Annual Giving training meeting(s).*** Try to make them at a time when most can attend. If a Troop Chair cannot attend—please try to set an alternate date to meet with her/him individually. This is an important campaign and we need each troop to participate.
☐		**Date of Family Annual Giving Meeting with Troop Chairs** (must communicate date directly to individual Troop Chairs - copy the Troop Leaders so they are informed). **At the meeting:** 1. Distribute a supply of Family Campaign Donation Brochures for each troop family, 2. Use talking points on pages 4 & 5 - create info sheet you can give each Troop Chair, 3. Give Troop Chairs an email address so they can reach you with questions, 4. Ask Troop Chairs not to open family envelopes—donations are private and must not be discussed with Troop Chair or within the service unit, 4. Make the dates donations should be returned very clear.
☐		**Date to Send Email Reminders to Troop Chairs** (ask them to remind families to donate, and to remind families when to return envelops to chairs).
☐		**Date by which Troop Chairs should return Family Campaign envelopes to you.**
☐		***Make Deposits Into TD Bank as you receive information***
☐		***Send material to council Fund Development Department - deposit slips, family donation brochures, credit card sheets, bookkeeping forms, etc.***