

Sample Messages

Annual Campaign – Unit Giving

Here's EXAMPLES of REPEAT asks – but make it personal to your unit:

Dear Friends of <Unit>,

As we go into the final week, our fundraising for the Invest In Character Campaign has 10 donors and over \$1,300 raised! Let's finish strong and reach our goal before the month is done.

If you are thinking of giving now is the time. Please consider a donation however small to keep Scouting strong and show our unit's support. We just need a few more donors!

Click the link to go to our donation site:
<https://fundraise.givesmart.com/vf/26COL/<unit page here>>

Thanks for your support!
SM

Dear Parents,

I recently circulated a request for your assistance in funding support for the Cradle of Liberty Council. Fortunately, some of you responded but they are still well short of their fundraising goal. If you responded to the call, thank you! If you were either not able to respond at the time or it simply fell off your radar screen, please consider acting now! Other units of a similar size in our district have run similar campaigns this year and managed to raise ~\$7000 each. The money goes to funding the council – they do not receive any money from the National Scouting America organization, so everything they do comes from these donations.

This year we have started off well with parents, alumni, and a few Scouts giving but we need more. If you are considering making a donation, now is the time to do it! Would you be willing to donate to help demonstrate we care about the quality of Scouting in our district and council?

Click the link to go to our donation site:
<https://fundraise.givesmart.com/vf/26COL/<unit page here>>

Thanks for your support!
Cubmaster Joe