Giving Times

Issue 2, March 2011

All Boats Rise

Like so many of you, it became evident early in my career that there was a dramatic difference between "Fundraising" and "Soliciting Funds." Any number of people are able to manage a campaign and ask for funds. It takes a true leader however, to raise funds. The difference is in the word "raise."

As fundraisers in the Office of Development and in our local councils, we strive to "raise" much more than currency. With each donor investment, we elicit engagement, find strong leadership, vest donors long term in our Movement, and create sustainable strategies that benefit youth. In essence, we percolate or "raise up" talent and treasure to fulfill Scouting's Mission through fundraising.

As you read the department messages included in this issue, I hope you note that as each raises funds, all boats rise to benefit all aspects of the Movement. Each local council where major donors reside receives substantial benefit from the major gifts being invested through the National Council. When one succeeds, we all succeed.

Here's an example that might bring the point home:

Tim Cooper, Scout executive in the Greater Alabama Council, Birmingham, contacted Perry Cochell in the Office of Philanthropy. Tim shared that a local board member and top community leader had potential to support a significant aspect of the upcoming council capital campaign. Tim requested Perry's assistance in preparing for the ask.

Following research, Perry shared that the prospect had substantial giving potential and all indicators were that a much larger gift with farther reaching impact was indeed possible. Tim agreed to partner in a dual ask to benefit both the local council and The Summit Bechtel Family National Scout Reserve.

Inevitably, the local council received a greater gift than originally anticipated and the donor agreed to support The Summit as well. The council succeeded beyond the original vision – The National Council succeeded, thus benefiting the full Movement – and the donor succeeded, by investing in and creating a legacy within the BSA. He is now active on the National Executive Board and in helping to raise additional support for The Summit. That is fund raising.

As you read further, you will see additional examples of how the Office of Development is here to "Raise All Boats." We encourage your contact and partnerships in the coming months.

Bradley D. Farmer
Assistant Chief Scout Executive
Development

In This Issue

- Building the WOW Factor through BSA Motorsports
- BSA Foundation Raises $2,000,000 for Local Council
- Progress Update from The Summit
- What Philanthropy Means to the BSA

Dates to Remember

- Summit Scout Executive Visit: June 15-16, 2011
- Scout Executive Visit: July 13-14, 2011
- Reconnecting Scouting Alumni Course at Philmont Training Center: August 7-13, 2011

Building the "WOW" Factor through Motorsports

The Chicago Area Council had a goal to find as many community events as possible for its Scouts to participate in where they could go back to their friends and say, "Guess what I got to do because I'm a Scout?" They call it the "incrementally cool" factor: They are making being a Scout THE thing to do, one event at a time.

Last year the Chicago Area Council had more than 300 Scouts attend the IndyCar race at Chicagoland Speedway. They promoted it knowing it would be an event with a high "wow" factor for Scouts. Many of them had never had an opportunity to attend any kind of motorsports race. Getting to meet the Dale Coyne Racing Team and having a Scout car in the race added instant interest for each Scout; it gave them a favorite team and car to root for even if they had never watched an IndyCar race. Scouts commented on how cool the start of the race was, how loud the cars were, and how fast they go. A couple of Scouts even thought they might like to be IndyCar drivers when they grow up.

This event was promoted through the normal Scout channels such as website, monthly eblast, newsletter, and Facebook. Because of the timing of the race in the calendar (last weekend of August), planning began early. The council also negotiated a great family price with the track to make it affordable for Scouts and parents to attend.

The new Motorsports online toolkit for local councils is available now.

If your council is in the vicinity of an IndyCar or NASCAR race, this is the information you will want to utilize. The toolkit will have resources to help your council maximize the benefit leading up to and during race week. Tools will include resources to recognize Scouts, cultivate donors, thank community partners, recruit youth, generate community awareness about Scouting, and explain how to work directly with tracks to provide tickets, schedules, and other important information to your members in advance. For a schedule of the IZOD IndyCar 2011 season, visit **www.Scouting.org/Motorsports**, where you'll find a list of surrounding councils for each race (based on a 100 mile radius).

Kristy Hensel
National Development Office

Exciting New Developments

The new **BSA alumni association** will roll out this year. The association will be a great tool to capture the attention of BSA alumni and re-engage them in Scouting locally. Additionally just before the holidays, NESA sent an updated Eagle Scout database to each local council.

Alumni Award — The new alumni award with its square knot and lapel pin recognition items were released in late February. Councils must have an alumni committee to approve it. Its purpose is to engage Scouters to help their council succeed with an alumni program that mobilizes manpower, which will lead to more volunteers and giving prospects.

NESA Outstanding Eagle Scout Award — This new award is for council NESA committees to work with the Scout executive to honor an Eagle Scout who has gained prominence at the local or regional level. New as of January 1, 2011.

Philmont Training Center — August 7 - 13. Reconnecting Scouting's Alumni course. Designed for council alumni and NESA committee chairs and their staff advisers. This is the best possible way to get on track to reach out to registered BSA alumni and adult Eagle Scouts in your council territory, which is likely to lead to them giving their time and/or their dollars to the Scouting program.

The National Development Office (NDO) is raising $6.5 million to support **Hispanic Initiatives**. The revenue will support the 40 local council pilot sites with three Hispanic projects.

The NDO is currently conducting a SWOT of our direct mail and direct response marketing activities in local councils; this will help us identify our strengths, weaknesses, opportunities and threats. Once we learn our current situation and performance in **direct mail** and direct response marketing strategies, we will look for opportunities to increase local council net revenues and donors. The study will be released this spring. Each local council was requested to complete a brief overview of local direct mail and online solicitation strategies in January. Please complete and return your overview, if you have not already. Contact Kristy Hensel 972-580-2107 if you have any questions.

(Continued on Page 5)

BSA Foundation Helps Solicit $2,000,000 Gift for Council

Recently the BSA Foundation helped solicit a $2,000,000 gift to endow the operations of a Scouting district in the Chief Okemos Council headquartered in Lansing, Michigan. A long-time Scouter who had built a successful family business fell terminally ill without ever making provisions to support Scouting through his estate plan. While the family braced for the inevitable, they reflected on how important Scouting had been to their patriarch and knew that a legacy gift for Scouting would provide a fitting tribute. The BSA Foundation was able to tactfully engage the family and develop a fitting case for support for the family's consideration. Our resulting dialogue with family members led to the establishment of a $2,000,000 memorial fund held with the BSA Foundation that perpetually endows the operations of the former Scouter's district along with providing support for camping operations. Additionally, the family will be receiving national recognition since the gift is being facilitated through the BSA National Foundation.

$2,000,000 Gift

How can the BSA Foundation help your council?

The National BSA Foundation supports the Movement and each local council with gifts that grow Scouting. We partner with councils and other stakeholders to identify, cultivate, and solicit major gifts from individuals to councils and the Foundation for local and national Scouting initiatives by leveraging all available resources of the national organization (i.e. facilities, subject experts, and relationships). We provide an array of professional fundraising services as part of a customized gift generation plan developed with each partner based on the prospective donor's interests. The Foundation provides technical information, support, and documents for some of the most effective types of gifts offered anywhere: bequests and estate gifts, donor advised funds, Eagle Scout scholarships, gift annuities, charitable unitrusts and annuity trusts, and many others. The Foundation staff also builds long-term relationships with philanthropic donors, provides national recognition, and deeply engages them to maximize their gifts to Scouting over their lifetimes.

Stacy Huff
Director of BSA Foundation

Who Can I Call?

Our staff is prepared to discuss the development of a customized partnership with your local council to identify, cultivate, and solicit major gifts (generally $100,000 - $5 million) to grow Scouting. Please contact Stacy Huff at 972-580-7812 for further information.

Scouting at the TOP

- Anonymous gift of $25 million for The Summit
- Anonymous gift of $10 million for The Summit
- James G. Justice II gift of $25 million for The Summit
- Department of Defense IRT Program in-kind gift to The Summit
- $2 million to endow operations of a Scouting district and camp in the Chief Okemos Council
- $100,000 donor advised fund established to support a local council in the Central Region

The Summit Bechtel Family National Scout Reserve Progress Update

- Much of 2010 was spent in the design and development phase, with 43 percent of phase 1 construction completed at the end of 2010.
- Specific focus was on grading and clearing areas for the camps, action areas, and special use areas. Adult Camp is 92 percent complete and Camps A, B and C are 60 percent complete.
- We continue to make headway on the various dams that will be built as well as the continued design work on the electrical and water infrastructure.
- In the first quarter of 2011, construction will begin on the roadway system that will run throughout The Summit.
- Design and geotechnical work for the Consol Bridge will continue into the first half of the year.
- Overall project expenditures remained under budget.

The Summit Website and Social Media

The new Summit website is live! Check it out at Summit.Scouting.org. Scouts are encouraged to help Shape The Summit by using the website to let us know what they are looking for. If a Scout or Venturer shares their ideas through the Shape The Summit link on the website they will be entered to win a preview trip to The Summit. Scouts must enter by April 15, 2011. Please help us promote this exciting opportunity to get feedback from those who will experience The Summit. For up-to-the-minute updates on The Summit, follow us on Facebook and Twitter.

Scouts must enter by April 15, 2011.

Department of Defense Partners With Scouting

We are pleased to announce a five-year partnership with the Department of Defense's Innovative Readiness Training Program (IRT) to deploy Army, Navy, Air Force, and Marine Combat Engineer Reserve and National Guard units to The Summit Bechtel Family National Scout Reserve for specific construction missions.

The partnership represents a significant in-kind gift, which includes full time personnel, use of military construction equipment, fuel, vehicle maintenance, development of permanent structures, and completion of a wide variety of civil engineering based projects during 2011 and continuing work through 2016.

Eric Tarbox
Project Arrow

The purpose of civil-military programs like the IRT is to improve military readiness while simultaneously providing quality services to local communities. These programs are a long military tradition of leveraging training to benefit both units and their home communities. They are strongly supported by the Department of Defense, Congress, states and communities.

Scout Executives Invited to The Summit

On Wednesday and Thursday, June 15-16, 2011, and July 13-14, Scout executives are invited exclusively to an on-site tour of The Summit as well as an opportunity to experience some of the program elements that Scouts will enjoy, such as rafting, zip lines and climbing. This will be a unique opportunity to learn about The Summit and catch the energy and vision of this exciting project.

Legacy Donor Report and Grant Writer Joins Project Arrow

Matt Dukeman joined Project Arrow to serve as our legacy donor report and grant writer. Matt served on the Cascade Pacific Council staff in Portland, Oregon, and the Inland Northwest Council staff in Spokane, Washington. He brings experience in grant and donor reporting as well as high-adventure experience from his years on Philmont staff, including working with the Order of the Arrow Trail Crew program. We are excited to have Matt as part of our team.

What Philanthropy Means to the BSA

As the Boy Scouts of America launches into its second century of Scouting, it is critical that the organization provide dynamic and relevant programs for today's youth and has the financial means to ensure these local and national initiatives are well funded for future Scouts. The Summit will be a model for other national and local Scouting programs in offering cutting-edge adventures that resonate with youth and operate with a positive cash flow. Endowment funding for local councils and the national office is becoming increasingly important as we see changes in the philanthropic environment from diminishing United Way support to cultural changes in major corporations.

Perry Cochell
Office of Philanthropy

Prepared. For Life.™

Office of Philanthropy Role in the BSA

The Office of Philanthropy provides a team of specialists and support staff trained to work with philanthropists on gifts of $5 million and more to secure necessary funding for the future of Scouting. This team works worldwide to access the comprehensive resources needed to cultivate and achieve gifts at this level. Since its establishment in November 2009, the team has secured more than $170 million for The Summit and more than $85 million for local council funding.

2011 Funding Objectives

Funding emphasis areas:

- The Summit
- Local council support
- National initiatives
- National properties

Key funding emphasis is placed on The Summit through the year 2012. During 2013, the team will begin to transition to funding support for high-priority national initiatives and properties. The Office of Philanthropy will work in conjunction with local councils on pre-selected cases valued at $5 million or more for local council and national needs.

The Team

The Office of Philanthropy is managed by Perry Cochell and is currently comprised of a development team including Chasity McReynolds, Derek Bechtel and Karen Paz; a production team including Tammy Taylor, Shelley Hill, Michaela Tevis, and Shelley Sheldon; and administrative staff including Kristen DeFaller and Sophia Williams.

Exciting New Developments *(Continued from Page 2)*

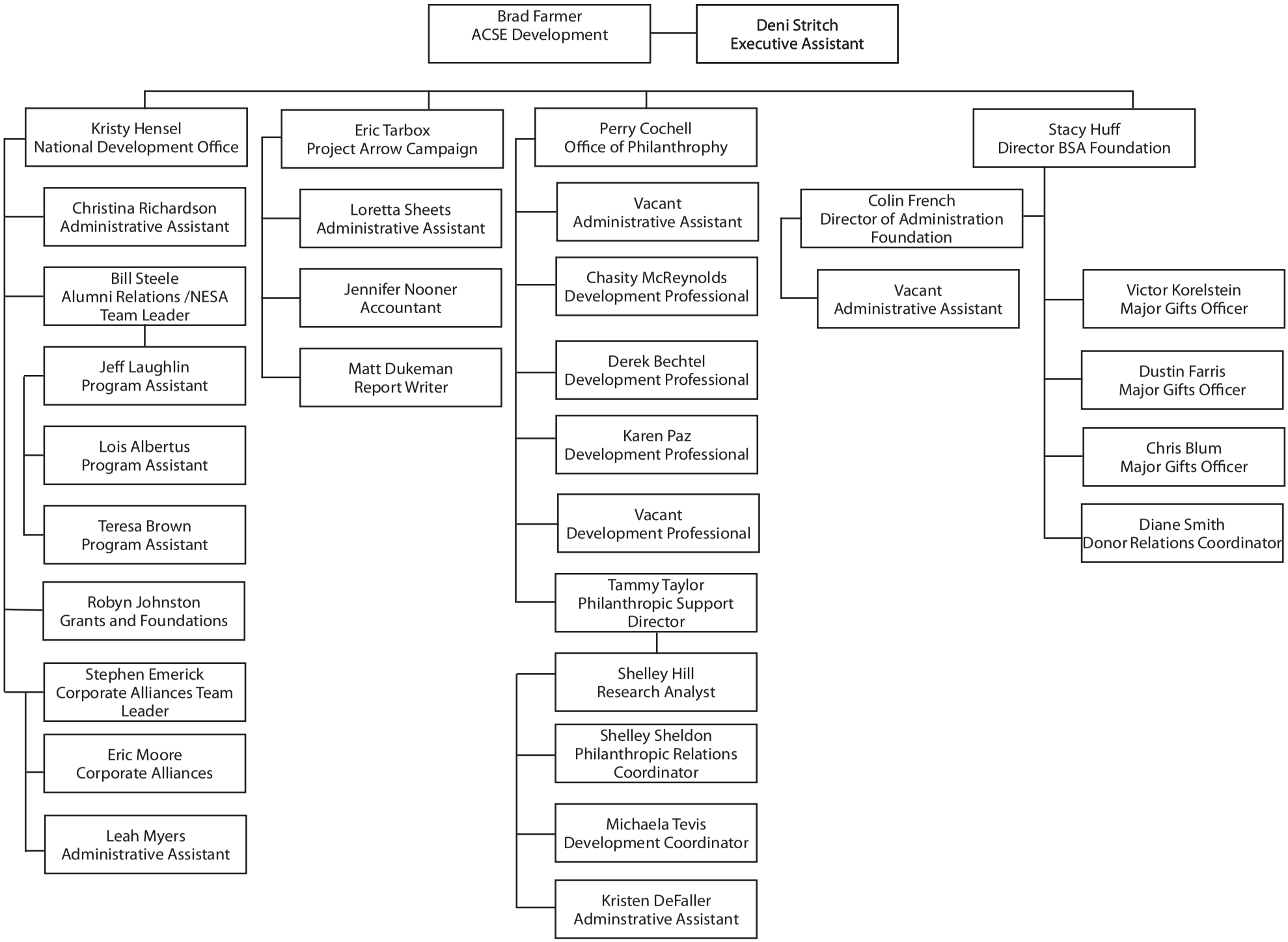
Our goal is to raise $30 million in sponsorships for the jamboree in 2013. Have a national company in your back yard with an interest in a national Scouting partnership? Let us know! Local councils may benefit directly if you have any corporate relationships you're willing to help us cultivate.

New Exciting Partnerships

EpiPen: We're proud to announce a $250,000 sponsorship of the BSA by EpiPen. This sponsorship will help us create resources that will help you and your adult volunteers increase awareness about the importance of Scouts feeling secure in sharing information about possible life-threatening allergies with their peers and Scout leaders, and by helping them have the proper education and training necessary to take action if needed.

Lowe's: Through a generous national grant from the Lowe's Foundation, local councils will receive grants to pass on to Life Scouts working on their Eagle Scout projects. The formal announcement of the grants and guidelines will be made in the coming weeks.

Vehicle Donation Program: Look for an upcoming announcement on a new vehicle donation solution for local councils. This will be an optional opportunity for local councils and will provide a "best in class" charity vehicle donation program for local council donors.


Brad Farmer
ACSE Development
Deni Stritch
Executive Assistant
Kristy Hensel
National Development Office
Christina Richardson
Administrative Assistant
Bill Steele
Alumni Relations /NESA
Team Leader
Jeff Laughlin
Program Assistant
Lois Albertus
Program Assistant
Teresa Brown
Program Assistant
Robyn Johnston
Grants and Foundations
Stephen Emerick
Corporate Alliances Team
Leader
Eric Moore
Corporate Alliances
Leah Myers
Administrative Assistant
Eric Tarbox
Project Arrow Campaign
Loretta Sheets
Administrative Assistant
Jennifer Nooner
Accountant
Matt Dukeman
Report Writer
Perry Cochell
Office of Philanthrophy
Vacant
Administrative Assistant
Chasity McReynolds
Development Professional
Derek Bechtel
Development Professional
Karen Paz
Development Professional
Vacant
Development Professional
Tammy Taylor
Philanthropic Support
Director
Shelley Hill
Research Analyst
Shelley Sheldon
Philanthropic Relations
Coordinator
Michaela Tevis
Development Coordinator
Kristen DeFaller
Adminstrative Assistant
Stacy Huff
Director BSA Foundation
Colin French
Director of Administration
Foundation
Vacant
Administrative Assistant
Victor Korelstein
Major Gifts Officer
Dustin Farris
Major Gifts Officer
Chris Blum
Major Gifts Officer
Diane Smith
Donor Relations Coordinator