

## Module 9: Sufficient Revenue Generation

**Video time allowed**

5:11 minutes

**Facilitator**

Council president or other key council officer with assistance from the Scout executive

**Learning objectives**

This module focuses on fundraising, detailing its importance and the various ways in which funds are generated. It explains the Friends of Scouting program, covers how these funds are used, and shows an example of how an FOS chair is secured. The module also emphasizes each board member's personal financial contribution, and offers alternative ways of giving other than cash. It also details the types of committees that should be created for an adequate fundraising effort.

**After completing this module, board members should**

- Understand the different ways local council funds are generated and how these funds are used.
- Know that alternate gifts, like real estate, budgeted gifts in-kind, and personal property are also very appropriate donations.
- Gain a working knowledge of the Friends of Scouting program and how to solicit an appropriate chair.
- Understand that they personally play a role in fundraising, through their own donations and soliciting others on behalf of their council.
- Understand the roles of the FOS committee, the fund development committee, planned giving and the capital projects on major gifts committee functional properties committee, and the importance of each.

**Materials needed**

- Laptop, projector, and screen
- Council executive board handouts or binders—one for each participant—that can be printed in advance locally from the online appendix
- Whiteboard, flip chart, or overhead projector to facilitate discussion and presentation
- Use local council examples for fundraising campaigns (i.e., Friends of Scouting, etc.).

## ***Introduction of Module 9***

- Explain that in the first parts of this training, we covered organizational structure and financial matters.
  - Now, we're moving on to board member engagement and planning, focusing on sufficient revenue generation.
  - Let them know they'll see a module that not only explains the type of funding available, but the key fundraising roles—and how to recruit the right people to fill them.
  - Obviously, in order to maintain a financially sustainable council, you have to understand where your funding comes from.
  - The Finance Impact Department has a number of sample fundraising campaigns in place to aid with your funding efforts—with the most important of these being Friends of Scouting.
  - Take a look at the module and then we'll talk more about this very important topic.
- 

Show [Module 9](#).

### **Any questions?**

- Ask if there are any questions and address them.

(Estimated discussion time will vary, depending on the board level of experience and participation.)

### **Friends of Scouting**

- Take a moment to re-emphasize the Friends of Scouting campaign and how it works at different giving levels with family, community, leadership, and major givers.

### **“Prospective chair?”**

- The chair of this important campaign is really the key to its success.
- Give an example of a particularly successful chair from your council's past—and explain why.
- Now that you have a better idea of the role the Friends of Scouting chair plays, start thinking of prospects.
- If you have any ideas now, let me know and I'll take them down for future discussion.

Other important forms of revenue generation:

- Project sales
- Grants and foundations
- Capital campaigns or projects
- Planned giving
- United Way
- Camping
- Activities

Go over any appropriate literature—sample brochures, fliers, invitations, etc.—and move ahead.