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# PROJECT SALES MANUAL

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## Foreword

As with any charitable organization, Scouting survives and grows because of gifts from its friends and supporters. In its early years, Scouting got the materials it needed to administer the Scouting program and build camp facilities from the generosity of merchants, manufacturers, and suppliers in that community. Lumber, paint, hardware, and medical supplies were contributed in support of Scouting. New and used office equipment, computer paper, and other supplies always found their way into new and renovated council service centers. It seemed that almost everyone in town tried to help ensure the success of Scouting in that community.

As councils grew, their needs also grew. Councils did a better job identifying their needs, figuring out their costs, and finding donors to help the council purchase the product or service. Sometimes, they received these gifts every year; other times, the gifts were just one-time contributions. But it worked well for capital and operating needs.

This is termed project sales. It continues to grow in size and importance for capital and operating support. In fact, many councils find it as practical and effective to conduct a project sales campaign as to conduct a Friends of Scouting campaign, a special event or activity, or use other council fundraising strategies. Project sales continue to take two forms: gifts-in-kind and specific project support.

### Gifts-in-Kind

Gifts-in-kind -- a council accepts a gift of goods and services, rather than cash. The best gifts are gifts of goods and services that the council would have needed to purchase in any event; these types of gifts provide "budget relief" for the council. But even gifts that are not immediately needed for council purposes can be sold, traded, or kept for future needs (assuming that storage costs, insurance, liability, etc. don't become issues)

### Specific Project Support

Specific project support is where the council identifies and attempts to "sell" specific, line-item costs for a particular program or activity. The costs are separated and written up as a "project" for potential donors (or underwriters, in some cases). This helps donors understand exactly what they're asked to support, and how much it will cost. This, too, is an excellent way to match donor interests with specific needs and expenses that are already a part of a council's operating budget.

All of the sample projects and suggestions for a project sales initiative are the result of input from successful campaigns conducted by local councils across the country. We extend a special thanks to those councils who shared their materials in preparation of this manual.

## **Advantages of Project Sales**

### **Upgrading Current Contributors**

The opportunity to upgrade current contributors is one of the most important reasons to conduct a project sales campaign. Many councils find that some Friends of Scouting donors are interested in giving larger gifts if they appeal to the donors' specific areas of interest. (This assumes that their current low level of giving is not just because the wrong person is calling on the donor.) Thus, the project sales approach is for donors who you think can substantially increase their gifts – if they just had the right motivation.

This is particularly good for donors who may find it easier and cheaper for them to make a large, gift-in-kind contribution instead of a smaller cash gift. For instance, if an office supply store now donates \$100/year to a Friends of Scouting campaign, they may prefer to give the council \$250/year worth of paper. Or perhaps a board member who loves fishing would rather donate to your camp needed fishing equipment that is worth far more than his or her current cash contribution.

### **New Prospects**

Project sales are also very helpful in finding new prospects for council gifts. Potential donors are not simply asked to give cash to the operating budget – they are asked to fund something specific that matches their personal interests and ability to give. Every donor – but especially new donors – want to know where their money goes and what it is used for. If it's used for something of particular interest to the donor – even better.

### **People Will Not Always Contribute**

People will not always contribute to an operating budget through a general campaign. That's obvious, but even some donors who love Scouting feel that their small gifts will just get lost in a big bucket. Those donors need a little more reassurance about their gift and, in particular, want to see it used for a specific purpose or used in a particular program.

"I am not going to give any money to the council just so it can be spent on salaries." Sound familiar? These donors especially see their gift as an investment in Scouting; by seeing how their gift is used, this is their "return on investment."

## **Project Sales Committee**

The council project sales committee should be a subcommittee of the council finance committee – just like the Friends of Scouting, planned giving, special events, and product sales committees. The committee chairman should be able to recruit others with: a) sales abilities b) knowledge of people, and c) project sales skills. The committee should focus on project sales efforts during a specific time of the year. Also select a project sales chairman for each district.

The primary function of the committee is to develop prospects and match them with projects. All prospects for potential projects must be cleared with the council before any of them are approached for gifts. A sample job description follows:

### District Project Sales Chairman Job Description

1. Accept the responsibility of raising a total value of \$\_\_\_\_\_ through budgeted projects.
2. Build an organization by recruiting two to five project sales team members.
3. Attend council information and orientation meetings.
4. Conduct an orientation meeting with district team members to:
  - a) Build a prospect list and identify special interests of prospects.
  - b) Assign prospects and specific projects to team members.
  - c) Provide team members with timetable and project sales materials.
5. Conduct team meetings as necessary.
6. Ensure that the project sales effort keeps on schedule.
7. Arrange for the presentation of recognition items to contributors.
8. Thank team members for their work and accomplishments.

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### Gifts-in-Kind Donations

Gifts-in-kind are items received by councils in lieu of cash. In most cases, these are items that the council would have purchased if they hadn't been donated. A council needs to be certain that all gifts in-kind are budget relief – even if the council doesn't need the donated item, but can sell it or trade it. For example, if the council receives a gift of copier paper, that's budget relief. If the council receives a new printer it doesn't need, but can sell it or exchange it for something else, that's also budget relief.

Local councils are not in the appraisal business. Thus, gift receipts to donors should not state a market value for any gift-in-kind. It is the donor's responsibility to document the value of the gift. It is also the donor's responsibility to properly classify the deduction as either a charitable deduction or a business expense (most companies will claim the latter). The IRS only expects the local council to provide a receipt that shows the date of the gift, and describes the donated item but does not value it.

Items received as gifts-in-kind must be properly reported and journalized by the council accountant, and a report filed by the council bookkeeper for the council audit. The proper procedures are outlined in the Local Council Accounting Manual, available through the Finance Impact Department.

### Additional Gifts to the Council

All too frequently, local councils fail to ask individuals, groups, and companies for gifts of equipment, supplies, and services. Sometimes, this is just an oversight. Other times, it's intentional – councils don't want to ask for an in-kind donation because they'd rather have cash. It's a valid concern, but that's why it's important to ask for gifts that the council needed to buy any way.

Gifts-in-kind are a great way for donors to make additional gifts above and beyond their current cash support. Most in-kind donors make larger gifts than they could (or would want to) give you in cash. Also, when a donor's first gift to Scouting is an in-kind donation, future gifts from that donor tend to become gifts of cash.

In many cases, a gift-in-kind is the best strategy for approaching certain donors. This is especially true if the prospect is in the business of selling products, equipment, or services that your council would otherwise purchase. Another benefit for these donors is that their cost for the product or service is often substantially less than its value. For example, a gift of software valued at \$500 may have only cost the donor \$75.

## **Council Wish List**

Get the message out there – the council wants in-kind donations. One good strategy is to publish a wish list of items the council wants (e.g., run the list in the council newsletter, or post it to your council Website). Include important services on the list along with the goods, such as auditing, advertising, printing, office cleaning, and yard maintenance services. You may want a separate wish list for summer camp or year-round camp operations. Don't be shy. Also include on the list non-budgeted items that you need or want, but don't have the resources to budget for or purchase (this is why it's a *wish* list).

However you do it, soliciting in-kind donations should become an integral part of a council's total financial strategy.

## **Specific Project Support**

Remember that project sales – through specific project support – should be used to obtain items already in a council's operating budget. But do your best to make sure that the same project is not being sold to more than one donor. It'd be a nice problem to have if two donors want to fund the same item – but it's a problem nonetheless, and a potentially embarrassing one for the council. Once a specific project is sold, make sure this is communicated to council management.

## **Sources of Income**

Specific project support can come from all sources – individuals, organizations, corporations, or even foundations. By focusing on certain items – and identifying their purpose and the program results to be achieved – a prospect interested in this type of program can be approached to underwrite the specific project. Identifying special sources of income, and isolating meaningful parts of an operating budget, are the two primary parts of a special project.

Since one objective of a project sales campaign is to increase support from both current donors and prospects, it is important to make projects sound important and appealing. To you, it may look like a boring line item in the budget; but to a potential donor who understands its program importance and purpose, it can look much more appealing.

## **District Roundtable Gift**

For example, take a volunteer who served as the Cub Scout roundtable commissioner in a district for many years. Maybe he's not as active as in the past, but still makes a small cash FOS contribution. So add up all of the costs related to 12 months of the Cub Scout roundtables. Then put together a special project that includes the cost of providing basic literature to help Cub packs plan their own program, the costs of handouts, the costs of special leader recognition's for attendance, etc. Once the project is written, this individual may even cover the cost of providing Cub Scout roundtables.

## **School Night for Scouting Gift**

Another example might be a service club that wants to see Scouting reach more youth. A relationship with an individual in the club and a well-written project could include all of the expenses related to the council's annual School Night to join Scouting program, from newsletter costs to leader mugs to school fliers to boy-fact surveys, etc. The whole project would focus on the interests of the service club, and have a total cost that corresponds with the financial support abilities of the group.

Project sales through specific project support are increasing in popularity. When donors see a tangible project that they understand, they quickly identify with the project and are more willing to support it.

## Steps to Project Sales

Project sales are flexible in their application. However, there are certain steps they should all follow – shortcuts or inadequate preparation lessens the chance of success.

**Step 1 – List the projects:** Analyze the operating budget and break it down into its component parts. Try to group them by functions. A particular line item may not sound exciting, but visualize its importance related to program and service. List specific projects related to that line item that could be sold.

**Step 2 – Identify prospects:** It is important to list prospects – but be selective. List prospects who already give to Scouting but who may consider giving more. Add to that list new prospects including businesses, corporations, individuals, service clubs, and organizations. Also consider veteran’s organizations, fraternal lodges, professional organizations, religious groups, women’s clubs, or union groups.

**Step 3 – Research the prospects:** Whether its an individual, an organization, or a business, document their interests. Look for hobbies, memberships, and other organizations they support. Look through newspapers, service club newsletters, programs for fundraising events, the local library and, of course, Internet search engines. The best method: talk with the prospects themselves, and find out their interests. Research is perhaps the most important step in a project sales campaign.

**Step 4 – Determine who should make the approach:** Don’t have more than one person call on the same prospect, and make sure the right person calls on each prospect. Carefully control your prospect lists. The best person for the job is the one who knows the prospect, and the best visit is a visit made in person.

**Step 5 – Match projects and prospects:** The better the match, the better the chance of a gift. Ask if the prospect is interested in the project, if the project is within the “gift range” of the prospect, and what the prospect needs to see to support the project.

**Step 6 – Write the proposal:** The proposal should be tailored to the person or business. It should be short and concise, but complete enough to state the problems and remedies the project will address – the price, action steps, and results to be achieved. A special section of this manual is devoted to the details of writing the proposal.

**Step 7 – Make the call:** The procedure of making the appointment, personal appearance, sales pitch, and the closing of the sale are the same as in any selling techniques book.

**Step 8 Follow-up:** When the sale is closed, there is still work to be done. Both proper record keeping and an appropriate thank-you to the donor are mandatory.

## **Basic Principles of Project Writing**

### **The proposal should be neat, clean, and easy to read!**

There should be no typographical errors in your final copy. Always present the prospect with an original. Break up the copy; no one wants to look at a proposal that starts at the top of the page and goes on seemingly forever, unbroken by paragraphs or some other breathing space. Don't use extravagant proposal packaging. Expensive covers suggest that you waste money. If you employ an unusual format, perhaps to attract attention, you risk focusing too much on the format rather than the contents.

### **Write your proposal in English!**

Project writing is not an opportunity to demonstrate your mastery of word jargon. To test the clarity of your writing, have friends or family read your project. Some of the best comments will come from people unfamiliar with Scouting jargon. Staff members may think they know what you mean, or may be less than critical because of your role.

### **Make it brief!**

The proper length of a project is just long enough for you to communicate your message, but not long enough to bore the reader. A well-written, one or two-page project can leave readers hungry for more.

### **Be positive!**

Get ourselves "up" for the project-writing experience. Always keep in mind that you are presenting your prospect with the opportunity to participate in something important. Never call attention to any mistakes or failures your council may have had.

### **Avoid unsupported assumptions!**

Sometimes we say things like, "we believe" when we need to quote facts and experts. Don't forget to tell your prospects about the council or Scouting program – never assume they know what the council is doing or what Scouting is all about.

### **Write the project!**

This will involve a fair amount of individual work and research and input from friends and associates. Do not allow the criticism of others to offend you. Your goal is to have the best possible written project. Review all of the criticism and comments. If it is appropriate, incorporate them in your final draft. Keep in mind that the project proposal is a selling document. It should be convincing, persuasive, and complete.

## Tools for Project Sales

There are several tools that can help support a project sales campaign in a council or district. Following are some of those tools that can be adapted.

### Project Sales Project Sales Writing Worksheet

ESPECIALLY PREPARED FOR \_\_\_\_\_ (prospect) \_\_\_\_\_

A PROJECT FOR \_\_\_\_\_ (project) \_\_\_\_\_

PARAGRAPH on aims and objectives of Scouting:

PARAGRAPH on elements of Scouting that help accomplish aims and objectives:

STATEMENT of a problem that is preventing the accomplishment of this element:

PARAGRAPH on specific items and money needed to solve this particular problem:

PARAGRAPH respectfully requesting help and expressing appreciation for consideration:

RECOGNITION AND PUBLIC RELATIONS benefit to donor:

ACCEPTED BY \_\_\_\_\_ AMOUNT \$ \_\_\_\_\_ BY DATE OF \_\_\_\_\_

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**District Project Sales**  
**Prospect List**

**Service Clubs**

- Rotary
- Kiwanis
- Lions
- Optimist
- Civitan
- Exchange
- Jaycees
- Toastmasters

**Veterans' Organizations**

- American Legion
- Veterans of Foreign Wars
- Daughters of the American Revolution

**Specialty Clubs**

- Garden clubs
- Archery clubs
- National Rifle Association
- Conservation clubs
- Horse shows
- Knight of Columbus

**Fraternal**

- Masons
- Elks
- Oddfellows
- Moose
- Eagles

**Unions**

- United Auto Workers
- Fraternal Order of Police

**Businesses**

- Department stores
- Restaurants

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## District Project Sales Prospect Research Guide

Use this form to record data about your prospect before you develop the written proposal. Please telephone or visit with people who know your prospect and try to gather answers to some of the following questions.

Name of prospect \_\_\_\_\_

Title \_\_\_\_\_ Current \_\_\_\_\_ Past \_\_\_\_\_

Address to be used for contact purposes \_\_\_\_\_  
\_\_\_\_\_

Telephone: Business \_\_\_\_\_ Home \_\_\_\_\_

Relationship(s) to Scouting \_\_\_\_\_  
\_\_\_\_\_

Hobbies and special interests \_\_\_\_\_  
\_\_\_\_\_

What size gift could be requested \_\_\_\_\_

Past financial support to Scouting \_\_\_\_\_

Who should ask for gift \_\_\_\_\_

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**District Project Sales Campaign  
Timetable**

Date	Activity	Person Responsible	Attendance
12/1	Prepare project sales list	Scout executive	
1/15	Recruit district project sales chairman	District finance chairman	
1/31	Brief/train district project sales chairman	District executive	
2/15	Recruit district project sales team members	District project sales chairman	
2/20	Match team members to select projects	District project sales chairman	
2/28	Kick off project sales campaign	District project sales chairman	Entire project sales team
3/15	Hold first report meeting	District project sales chairman	Entire project sales team
3/31	Hold second report meeting	District project sales chairman	Entire project sales team
4/15	Hold final report meeting	District project sales chairman	Entire project sales team
4/20	Clean up and thank yous	Entire project sales team	

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# GIFT-IN-KIND AND PROJECT SALES SELECTION FORM

Item No. \_\_\_\_\_ Quantity: \_\_\_\_ District Name \_\_\_\_\_ Worker Name \_\_\_\_\_

Item Description:

\_\_\_\_\_  
\_\_\_\_\_

Please Check ONE       Gift-In-Kind       Project Sale

Name of Individual \_\_\_\_\_ Title \_\_\_\_\_

Name Of Company \_\_\_\_\_

Address

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Business Phone (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ Fax Number (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

### Field Staff Use

This donation is in support of a budgeted expense. Amount \$ \_\_\_\_\_

Account Number \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

Project Cleared By Finance Division \_\_\_\_/\_\_\_\_/\_\_\_\_ (date)      Event / Staff Advisor Approval: \_\_\_\_\_ (initials)

### To Be Filled Out By Donor

Value of Donation By Donor\* \$ \_\_\_\_\_ Bill or Invoice attached \_\_\_\_\_

Cash/Check Donation - Amount: \$ \_\_\_\_\_ Check No. \_\_\_\_\_

Gift to Be: \_\_\_\_\_ Picked Up \_\_\_\_\_ Delivered on \_\_\_\_\_ (date)

Send Appropriate Recognition       No Recognition Needed

Signature of Donor: \_\_\_\_\_ Date \_\_\_\_\_

**\*Value of Donation must be provided by donor. (Usually the current, market value of the product).**

**WHITE:** Return to Finance Dept. when project completed (Item Received) **YELLOW:** Retained by Campaign Manager when project completed (Item Received) **PINK:** Submitted to Finance Dept. when filled out by donor (Pledge) **GOLDENROD:** retained by the Finance Dept. when project and prospect cleared

## Sample Project Sales Wish Lists

Following are sample lists of project sales items taken from local council operating budgets and capital needs lists. These lists are to help local councils develop their own lists of project sales needs for inclusion in a project sales brochure or council wish list.

A list developed by a council should contain the quantity and cost related to each item. For example, there is a need for 30 black 1-1/2 inch, three-ring notebooks. The council budgets \$4.79 per notebook. The \$4.79 figure per notebook should be included in the list along with a total cost of \$143.70 for the 30 that are requested. The more detailed the list of items, the better you are communicating your needs.

The list could be arranged by program area: local council service center, administration, Camp Big Lake, training, activities, etc. The list could also be arranged by product type: office supplies, lumber, hardware, services, and so on. Either way, use your imagination, be as complete as possible, and be certain the items budget relief.

### Council Service Center Wish List

#	\$	#	\$
			Paper 20#, 8.5" x 11", assorted colors
	Paper, 20#, 8.5" x 11", white		Paper, 20#, 8.5" x 14", assorted colors
	Paper, 20#, 8.5" x 14", white		Paper, 20#, 11" x 17", assorted colors
	Paper, 20 #, 11" x 17", white		Envelopes, # 10 white
	Three-ring binders, 1/2", black		Paper clips, small
	Computer paper, single copy, white		Ink pens—blue and black, fine point
	Computer paper, two-copy, white/pink		Sheet protectors, 8.5" x 11"
	Manila file folders, three-cut		Medium-tip markers, assorted colors
	Ultra-fine felt-tip pens, assorted colors		Adhesive notepads, assorted sizes
	Wide-tip markers, assorted colors		Regular adding machine tape, 2 1/2"
	Telephone message pads		Staples, standard chisel point
	Ruled pads, 8.5" x 11", white		Correction fluid, white
	Masking Tape, 1/4" and 1/2"		Pencils, No. 2
	Correction fluid, yellow, blue, and pink		Computer labels, 1" white
	Computer paper, HP LaserJet,		Lawn service
	Adding machines, with LED display tape		Snow removal service
	Building janitorial service		Envelopes, 9" x 12", clasp
	Envelopes, No. 10, left window		Facsimile machine, any model
	Envelopes, 11-1/2" x 14-1/2", clasp		Glue sticks
	Markers, highlighter, yellow		Hanging file frames, letter-size
	Rubber bands, assorted sizes		Paper towels, one-ply, white
	Toilet tissue, two-ply		Flip chart pads, 24" x 36", white
	Trash can liners, 55-gallon size		Fluorescent tubes, 36", 50 watt
	Light bulbs, assorted wattage		

## Council Camp Big Lake Wish List

Antifreeze, 55-gallon drum  
Liquid chlorine  
Rope ½" sisal or hemp  
Toilet tissue, single-ply  
Lumber, pressure treated  
Fuel oil, No. 2 grade  
Fire extinguisher, 5# ABC  
Paper napkins, dinner-size  
Ladders, step, 6'  
Camp leader guidebooks  
Arrows, 26" target  
Arm guards, full-length  
Rifle targets, 22.-long rifle  
Camp staff training books  
Cold cups, 5-ounce  
Plastic forks, knives, spoons  
Tents, BSA two-man wall  
Bales of straw  
Garden hoses, 50'  
Axes, BSA Plum  
Tents, 36 two-man backpacking  
Catsup, 6-10  
Whole kernel corn, 6-10  
Swim fins, BSA issue  
America flags  
Trading post display case, glass  
Fuel tank, 2,000 gallon  
Spin-cast rods and reels, BSA issue  
Barbed-wire fencing, 2 miles  
Medical forms, BSA required  
Corn brooms, large  
Portable generator, 100V  
Storage trailer, 6' x 10'  
Chain saw  
Jumbo water-cooler containers  
Masks with snorkels, BSA issue  
Shop rags, bale  
Paint sprayer, airless  
Shovels, long-handled  
Garbage cans with lids, 55 gal.  
BB guns, single-shot  
Boat motor, 5 hp  
Horse saddles, youth-size  
Bicycle helmets, youth and adult  
Motor oil, 10W30  
Rope, 1/4" sisal  
Binder twine  
Paper towels, 12-count roll  
Gasoline, unleaded  
Stain, oil base, dark brown  
Plastic bags, heavy-duty, 30 gallon  
Asphalt shingles, brown  
Ladders, extension, 18'  
Archery targets, 24" and 48"  
Bows, 20# straight  
Finger guards, glove style  
Ammunition, .22-long rifle  
Plates, 9", heavy duty  
Paper bowls, 6"  
Foam cups, 6-ounce  
Dining flies, BSA 12' x 20'  
Life jackets, BSA issue  
Shovels, standard  
Tent stakes, BSA 12"  
Tires, 1-1/2 ton truck  
Plastic wrap, 2,000 ft. roll  
Handicraft tools, miscellaneous  
Volleyball net and ball  
Camp promotional brochure  
Table tennis table, staff lounge  
Telescope, for astronomy  
Railroad ties, 8'  
Folding table, 8'  
Lawn mower, 20"  
Cotton mops, various sizes  
Mini storage barn 10' x 10'  
Charcoal, 20# bags  
Coolers, 10 and 20 gallon  
Podium for chapel  
Truck battery  
Plywood, 1/2", exterior

## Council Operations Wish List

### Membership Growth

#	\$	New-unit organization kit	#	\$	Boy-fact survey cards
		Re-chartering kits			School night fliers
		Roundup recognition awards			Together-we-organize dinner
		Chartered organization materials			Explorer Impact Plan meeting
		Youth-at-risk materials			Learning for Life fees
		Guidance counselor's luncheon			<u>Boys' Life</u> samples
		Annual program planning kit			Learning for Life teacher recognitions
		Boy-fact survey cards			Annual program planning kits
		School night fliers			
		Together-we-organize dinner			
		Career interest survey forms			
		<u>Boys' Life</u> samples			
		New leader start-up literature			

### Scouting Show/Scoutorama

#	\$	Printing of program	#	\$	Printing of tickets
		Special guest reception			Posters and signs
		Promotional brochure, four-color			Top ticket sales prizes

### Publications/Printing

#	\$	Monthly council bulletin, 12 issues	#	\$	Council's annual report
		Religious program covers			Welcome wagon brochure
		Annual dinner program			Camp promotional brochures, four-color
		Merit badge directory			Eagle dinner programs
		Annual program planning calendar			Year-round camping manual
		Council program notebooks			FOS brochures, four-color
		FOS enrollment cards			Council endowment recognition program

**Leadership Development**

#	\$	TV with DVD, 13-inch screen	#	\$	<u>Woods Wisdom</u> program helps
		Quarterly roundtable program			Commissioner field books
		helps material			
		Merit badge counselor training			Wood Badge scholarships
		material			
		Cub Scout leader training			Boy Scout leader training
		materials			materials
		Adult leader training awards			CPR training materials
		Training certificates			Roundtable recognition items
		Patrol leader training materials			Summer camp staff training
					materials
		Commissioner training materials			Youth Protection training
					materials
		Overhead projector with stand			TV/VCR cart, wheeled
		Annual staff planning conference			Youth-at-risk special training
		Fast Start videos			Venturing president training

**Advancement/Recognition**

#	\$	Eagle Scout award presentation	#	\$	Eagle recognition dinner
		kits			
		Distinguished Eagle award			Merit badge directory
		FOS recognition plaques			FOS plaque engraving
		BSA veterans awards			Silver Beaver Award
		Cub Scout Leader Training Award			Boy Scout Leaders Training Award
		Scouter's Key			Bronze Bighorn Award
		NESA memberships			District Award of Merit
		Advancement report forms			

**Activities**

#	\$	District camporee ribbons	#	\$	Council high-adventure program
		District dinner programs			"All Out for Scouting" awards
		Klondike derby award			Council mini-jamboree weekend
		Philmont trek scholarships			Webelos Scout weekend
		Mom-and-Me weekend			
		National Summertime Pack Award			
		Fishoree awards and supplies			
		District camporee patches			
		Annual council recognition dinner			

### Learning for Life

#	\$	#	\$
	Teacher recognition luncheon		Program aides compensation
	Member fees		Classroom handouts/materials
	Student activity materials		Student recognition
	Career awareness speaker recognition		Student survey forms

### Cub Scout Day Camp

#	\$	#	\$
	Softball and bats		Volleyball and net
	Coolers, 10- and 20-gallon		Day camp T-shirts
	Volunteer staff recognition items		Dining flies, BSA issue
	American historical flag set		Handicraft tools, miscellaneous
	Construction cones, bright orange		Bows, straight, 10# and 15#
	Arrows, 26", rubber tip		Archery arm and finger guards
	Hay rope, 2", 100'		Soccer balls

### Sample Gifts-in- Kind Wish Lists Council Service Center (non-budgeted items)

#### ScoutNet Needs

Computer:

Hardware System:

(list details)

Software System:

(list details)

Printers:

(list details)

Computer desks

#### Council Office:

Conference tables

Chairs

Executive desks

Bookcases

Telephone systems

Dry erase boards

File cabinets

Storage cabinets

Copier machine

Postage machine

Printing press

Lawnmower

Snow blower

Standing lamps

Door mats

Service counters

Adding machines

Refrigerator

Stove

Freezer

Cooking utensils

Pots and pans

Dishwasher

Coffee pots (small)

Coffee pots (10-gallon)

Glass window stenciling

Wall decorations

Frames for pictures

Sprinkler system

Extension cords

Staff cars

Mobile partitions

TV/DVD display unit with case

Overhead projector and stand

Carousel projector and stand

Projector screen

Podium (standing and table top)  
Microwave  
Carpeting  
Maintenance services  
Heavy duty loading dolly  
Dressing room facilities  
Asphalt resurfacing  
Outdoor marquee sign  
Supply storage cage-wire  
Paint for parking spaces  
Landscaping  
Mailbox  
Flagpole with lighting  
USA and state flag

Storage facility  
Fireproof safe  
Fax machine  
Electric pencil sharpener  
Electric stapler  
Digital camera with case  
Curtains  
Handicapped accessible ramp (ADA)  
Paint and wallpaper  
Computer projection unit  
Van  
Scout shop furnishings

**Camp Big Lake (non-budgeted items including capital needs)**

Canoes  
Rowboats  
Paddles  
Oars  
Sailboats (small boat)  
Nylon rope 2,000 ft.  
Conference tables  
Dining hall chairs  
Commercial size mixer  
Commercial size ovens  
Walk-in freezer  
Tractor with brushhog  
¾ ton truck  
1-1/2 ton flatbed with hydraulic lift  
Horses  
Stable  
Corral  
Picnic tables (6-8 person)  
Rifle range  
Archery range hay baled targets  
Screen  
Rangers house  
Outdoor lighting  
Telephone poles (treated)  
Handicraft facility  
Campfire rings  
Kiva (campfire area)  
Maintenance warehouse  
Commercial kitchen  
Dirt bike trails  
Boat docks (pier and floating)  
Lifeguard towers  
Aquatics shed  
Camp intercom system  
Mobile radios

Desks  
Lumber for decking  
Trading post  
First aid lodge  
Scoutcraft lodge  
Camp office headquarters  
OA lodge hut  
Indian teepees  
Camp leaders cabins  
Staff cabins  
Volleyball sand pit  
Basketball asphalt court  
Leadership development facility  
Outdoor environmental center  
Fishing lake area  
Boating lake area  
Stocking fish in lake  
Landscaping  
Dining hall facility  
Restroom facilities (men and women)  
Showers (youth and adult)  
Nature center  
Outdoor training area  
Chapel  
Computer center  
Staff recreation area  
COPE course (high and low course)  
Camp entrance gate and sign  
Swimming pool  
Handicapped accessible ramps  
Family camping area  
Cub Scout day camp area  
Civil defense equipment  
CPR equipment  
Cots

Mattresses  
Standing troop site bulletin boards  
Water tank  
Water pumps and hoses  
Gravel for roads  
Bridges  
Telephone system  
Electrical system  
Dumpsters  
Campsite trash containers  
Fencing (wire and barbwire)  
Beach sand

Cub World  
Food storage  
Hiking trails with signs  
Camp signs  
Wood tent platforms  
Emergency equipment  
Glass display cases

# Sample Proposals

## Sample Project #1 Audiovisual Equipment

**Especially Prepared for: (Name of Corporation)  
(Year) Training Program  
A Project of (suggested \$ amount)**

Well-trained, qualified leaders are the key to the delivery of a quality Scouting program and deserve the utmost priority to assure the successful accomplishment of Scouting's mission: developing in youth qualities of leadership, citizenship, self-reliance, and fitness.

Requisite for exceptional training programs is an up-to-date visual aids inventory of slides, films, and projection equipment.

Sight! Sound! Color! Images move on the screen and a message is burned into the memory of the audience. What's going on? A group of Scouters is being shown a visual aid. They are being exposed to the most powerful persuasive tool available. Their eyes and ears are absorbing the message, and they are being entertained. The visual aid is at work.

Visual aids focus attention on points to be remembered and supply clear answers to special problems. People of all ages are more attentive when they see a point illustrated--they understand it more quickly and remember it much longer than through the hearing process alone.

Volunteer unit leaders exemplify Scouting's principle of service to others. The truly excellent unit leader goes beyond merely implementing the program and seizes opportunities to convert the program into valuable learning experiences. To many youth, then, the unit leader is the Boy Scouts of America.

The key to delivering Scouting's "promise"--an exciting program of fun and adventure in the out-of-doors that teaches self-reliance and stresses the value of contributing as a part of a team, lies in the volunteer training program. Requisite for an exceptional training program are up-to-date visual aids, inventory of slides, films, and projection equipment.

A grant from the (name of company) will provide the funding necessary to assure a first-rate audiovisual library for the (name of council) Council--a project of vital importance which will guarantee the availability of quality up-to-date equipment and visuals.

**Sample Project #2**  
**Camp Scholarships for Scouts with Disabilities**

Especially Prepared For: (Name of Foundation, etc.)

The (council name) Council runs a special camp, Camp (name of camp) each summer for (number of) youth with mental and physical disabilities. Camp (name of camp), organized and guided by a committee of professionals with extensive backgrounds in specialized care, receives its name from the special one-on-one attention each camper receives during his weeklong stay. This camp, open to all disabled boys from 8 to 21 years of age, will be held (date) through (date) at a Boy Scout camp near (location). Arts and crafts, music, horseback riding, swimming, nature, and gold-panning are a few of the many exciting activities available through this program.

Many youth with disabilities have never had the opportunity to participate in a summer camp type program, nor leave the confinements of their institutionalized walls, and because of the (\$ amount) camper fee per boy necessary to cover the cost of food, insurance, transportation, program materials, etc., many will not be able to attend without your financial assistance. We have (number of) young men who need scholarships to attend Camp (name of camp) this year. Will you please consider giving your financial support to make this unique experience available to them? Our council newsletter and an article in the (name of publication) would link (name of foundation)'s name to community service for the handicapped youth.

Our goal is to help improve the lives of these special campers by providing an outdoor experience not normally available to them. We hope that (name of foundation), as a vital and dynamic service organization, will support this program.

Gift: \_\_\_\_\_ Camp Scholarships

Cost: \_\_\_\_\_

**Sample Project #3**  
**Summer Camp Program Manuals**

Especially prepared for: (Name of Foundation)

A project of (suggested \$ amount)

The Scout camping program of the (council name) Council provides Scouts one of the finest opportunities to grow and mature, for the first time perhaps, on his own away from home in his relations with others in his mastery of building confidence and self-respect, and in sharing and cooperating in a camp community.

In these busy times, many activities compete for a youth's interest and hard-earned savings. Some activities are less wholesome, and others are downright dangerous. Scouting needs to inform, encourage, enthuse, and excite a boy to choose to go to camp with his troop and experience the fun of the outdoors. This calls for a thorough summer camp promotion campaign – notices, flyers, charts, and reports – and a camp savings card to teach boys about thrift and "paying one's own way." This important service is part of the (council name) Council's budget and needs to be raised from community resources.

Your support of this program will help us bring boys to camp where they can learn about the true American way of life--sharing, helping, leading, and growing.

**Budgeted Expense**

Camp Program Manuals \$\_\_\_\_\_

Camp Bank Savings Cards \$\_\_\_\_\_

Total \$

Accepted by: \_\_\_\_\_

Amount: \$\_\_\_\_\_ By date of: \_\_\_\_\_

**Sample Project #4**  
**District Roundtable Materials**

Especially prepared for: (Name of Prospect)

Youth in Scouting need fresh, active, meaningful things to do in safe environments to retain their interest and stimulate their growth in learning life skills. Monthly roundtable meetings provide Cub and Boy Scouting volunteer leaders with the latest ideas and techniques to keep their positive youth gang meetings and activities interesting and beneficial.

In addition, these leaders have the opportunity to share mutual concerns about youth and ethical situations in their meetings and outdoor environmental programs. They also have their own enthusiasm “recharged” with new ideas for sharing in the mentoring and experiential learning that takes place.

Materials and supplies are constantly needed to demonstrate, train, identify, promote, and distribute at the roundtable leaders meetings.

Items needed this year include:

US flag and standard \$  
Electric coffee-maker \$  
First-aid kit, large \$  
Rental fees for meeting rooms \$  
Printing and postage for bulletin \$  
Literature (BSA) for donation \$  
Total: \$

Accepted by \_\_\_\_\_ Amount \_\_\_\_\_  
Signature \_\_\_\_\_ By date of \_\_\_\_\_

## **Sample Project #5 Exploring Program Career Interest Surveys**

### **Executive Summary**

Every young person who seeks and hopes for the best in life must have vision, make a design, and pursue a purpose. These are requirements beyond dispute. They form the dynamics of achievement.

There is nothing more important to a young man or a young woman than finding the answer to the question: "What am I going to make of my life?"

The goal of the (Takeany Council), Boy Scouts of America is to serve young people and their families by fostering the development of strong values centered toward life skills. Exploring is designed to challenge and strengthen the lives of high school students by helping them investigate vocations and careers in high school-aged, coed programs.

(Takeany Council) serves more high school youth than any other organization through this type of program. More than (# of youth) are involved in Exploring. The increasing number of young people joining Exploring and the need to expand our outreach to other youth has seriously impacted the council's ability to fund this program.

The combined objective of the Exploring program is to provide quality career information and experiences to an increasing number of high school youth. The program aims to meet this objective through expanded opportunities for participation in careers with trained adult role models. The core of the Exploring program continues to focus on positive values, mentoring, conflict resolution, interdependence, peer counseling, employability, and service to others.

The (name) superintendent of schools (name of community) strongly believes that Exploring reinforces young adults' potential for pursuing career opportunities when he says, "(use quotes from superintendent)."

The (Takeany Council) collaborative effort with local high schools revolves around annual surveys of more than (# of youth) in (# of schools). The survey is designed to assess student career and hobby interest and counseling needs. Results indicated that by far the most frequently mentioned need was assistance in making future educational and vocational plans. Although this is a substantial need, this need is not effectively being met by school guidance counselors. In fact, it is estimated that young people annually receive less than 10 minutes of vocational guidance.

The survey results will indicate to Exploring staff and school personnel how best to meet the needs of high school students. The (Takeany Council) takes the information and designs programs for Exploring. For example, because (name of career) was the number one career choice in the survey, a series of recruitment meetings was scheduled at particular (name of career) businesses to form posts (group of interested young adults) focused in their field. By joining a (name of career) post, students are better able to explore the (name of career) industry and career paths within that field.

The most important benefit to youth participating in Exploring is the “hands-on” experience the program provided. Programs are not designed to be lectures but rather a learning-by-doing experience at the work site. Where possible, the Explorer is provided a chance to get actively involved. The actual process of being hooked up to an EKG machine or developing pictures, for example, have a greater impact than just hearing about it.

All methods are vital ingredients to providing an exciting and flexible method for adults to interact with young people as they prepare for their future roles in society. Because Exploring is helping prepare tomorrow’s work force, we hope you will see an appropriate giving opportunity in this program. Your financial support will ensure continued support to high school students in our communities. For these reasons, we respectfully seek special consideration of the (XYZ Foundation) for a gift of (\$ amount) to further the work in this crucial area of development.

**Sample Project #6**  
**Gasoline for Summer Camp**  
**A project of (\$ amount)**

Takeany Council

Boy Scouts of America

Especially prepared for \_\_\_\_\_

The (Takeany Council) of the Boy Scouts of America serves more than (# of ) young people annually in the (# of counties) area surrounding (name of town). To support these youth members with a quality outdoor program, your council owns and operates two summer camp facilities (name of facilities and location of each).

Last summer, these two camp properties served (# of Boy Scouts) and (# of Cub Scouts). In addition, the camps were used by an additional (# of young people) during the off season from the (# of communities). This additional usage included schoolchildren who participated in a supplemental outdoor education program.

To maintain these two properties on a year-round basis, the (Takeany Council) owns and operates two backhoes, three tractors, two pickups, one flatbed truck, and two school buses. This vehicle operation requires more than (# of gallons) of unleaded gasoline annually.

In order for the (Takeany Council) to continue to provide a quality camping program, we respectfully request a gift of 1,000 gallons of unleaded gasoline at a value of (\$ amount).

Accepted by \_\_\_\_\_ Amount \$ \_\_\_\_\_

Signature \_\_\_\_\_ By date of \_\_\_\_\_

**Sample Project #7**  
**Learning for Life High School Program**

Especially prepared for (name of prospect)

**Learning for Life High School Program**

Local business leaders have made it clear that the education of tomorrow's workforce is fundamental to the future of (name of community or council area). The senior high school program for career knowledge and experience called Learning for Life helps prepare young adults to make informed career choices. This program brings business and professional people from numerous career fields into the classroom to share their vocation with students, and brings students to the workplace for hands-on experience.

The program operates on a school-year basis and consists of 35 workshops, monthly career seminars, and worksite-based career experience, highlighting educational requirements, career responsibilities, typical workdays, and other avenues one might pursue in that specific career field. The presenters portray an honest picture of what a student needs to do now to prepare for a particular career choice, both in the classroom and at the work site.

The senior high school Learning for Life program continues to be an excellent complement to (name) High School's career guidance program. Again this year, the (council name) Council has been asked to continue this service. To meet the financial requirements for the senior high Learning for Life program at (name) High School, the (council name) Council respectfully requests the following contribution:

\$300 per classroom \_\_\_\_\_ classrooms \$ \_\_\_\_\_  
Miscellaneous program expenses (itemized as needed) \$ \_\_\_\_\_  
Total \$ \_\_\_\_\_  
Accepted by \_\_\_\_\_ Amount \$ \_\_\_\_\_ Date \_\_\_\_\_

**Sample Project #8**  
**Learning for Life Program**

Especially prepared for (name of prospect)

**Learning for Life Program**

Learning for Life has been developed to reach a maximum number of students with a program that instills and reinforces basic ethical values and positive character traits. This is accomplished in a nontraditional community outreach program for targeted schools in (name of specific community, school district, Scouting district, or council).

Developing desirable character traits is highly compatible with the goals of education. Character development is a lifelong process, with its roots firmly planted in childhood. Learning for Life, through classroom curricula, field trips, and other experiential activities, fosters practical and ethical values among students in kindergarten through high school such as:

- \* Action learning experiences
- \* Grade-specific and age-appropriate activities
- \* Activities that support the school's curriculum
- \* Activities that support critical and creative thinking
- \* Ethical decision making
- \* Interpersonal relationships.

Learning for Life is a classroom-based program incorporating special curricula and program activities through a unique partnership between the (council name) Council and the (name of school district or board of education).

Your grant can provide this important advantage to (number of) students in (name of specific area as detailed in first paragraph).

\_\_\_\_\_Classrooms participating at \$300 per classroom. All costs inclusive.

\$ \_\_\_\_\_

Total \$ \_\_\_\_\_

Accepted by \_\_\_\_\_ Amount \$ \_\_\_\_\_ Date \_\_\_\_\_

**Sample Project #9**  
**Monthly News Bulletin**

Especially Prepared for (name of Prospect)

The Scouting program celebrates its success as the largest youth organization in the country because of the involvement of adult volunteer leaders. These volunteers are organized on a local basis in a defined territory referred to as a "council." The council serving the (Anytown) is the (Takeany Council).

The Takeany Council currently serves more than (# of young people) in the (Anytown) metropolitan area. These young people are encouraged to grow to their fullest potential under the able leadership of nearly (# of adult volunteer leaders).

To maintain a good flow of information to these volunteers, the (Takeany Council) publishes a monthly newsletter called the "(name of newsletter)." The cost to publish and mail this newsletter to the (# of volunteers) is (\$ amount) per month.

The Takeany Council respectfully requests you to consider sponsoring one month's cost of its newsletter. The issue you sponsor will carry a special feature article about your company and appropriate recognition for your financial support.

One month of the (name of newsletter) = \$\_\_\_\_\_

Accepted by \_\_\_\_\_ Amount \$\_\_\_\_\_

Signature \_\_\_\_\_ By date of \_\_\_\_\_

**Sample Project #10**

**School Night for Scouting  
Boy Scouts of America**

**School Night for Scouting  
(Corporate Sponsor)**

Each fall, the Boy Scouts of America conducts a membership roundup for new members. The focal point for this membership drive is the School Night for Scouting. As a result of this one night in (month), over (number) new boys and their parents will join the Tiger Cubs (first grade) and Cub Scouts (second through fifth grades) in their neighborhood schools throughout the (number of counties) served by the (council name).

The council requests a (suggested \$ amount) grant to underwrite the cost for:  
(number) Tiger Cub and Cub Scout recruiting flyers (\$ amount)  
(number) Recruiting posters to be displayed (\$ amount)  
(number) New leaders guides for den leaders (\$ amount)  
(number) Shipping tags, reminder notices (\$ amount)

Each recruiting item provides an opportunity for the corporate sponsor's name and logo to be displayed noting their support of the Boy Scouts of America and the program it provides for young people.

We appreciate your consideration for this proposal.

Accepted by \_\_\_\_\_ Amount \$ \_\_\_\_\_  
Signature \_\_\_\_\_ By date of \_\_\_\_\_

## Sample Project #11

### Funding First Grade Teacher Packet Introduction to Tiger Cubs

The Boy Scouts of America has been involved in youth development and education since its beginning in 1910. Today over 4 million youth and young adults are registered in the Scouting program. In the (council name), we currently have partnerships with (# of educational chartered organizations) in (# of school districts, communities, towns, or counties).

The Scouting program was created with the belief that youth need positive role models, positive peer influences, and constructive activities to counter the negative influences they face. Scouting teaches youth life skills, building relationships with family and each other, values and ethics how to tell right from wrong, self-reliance, patriotism, and the importance of duty to God, country, other people, and oneself.

Tiger Cubs, BSA is the earliest educational level in Scouting a boy can join. It is a school-year program for first grade (or 7-year-old) boys and their adult partners that stresses simplicity, shared leadership, applied learning experiences about the community, and family understanding. Each boy/adult team meets for family activities, then twice a month all the teams meet for Tiger Cub den activities. Currently (council name) serves (# of Tiger Cubs) in (name of schools, communities or towns, counties, or council).

Scouting and schools have a long tradition of working together on behalf of young people and families to help recognize this important relationship. We would like to provide a special packet for first grade teachers introducing them to Tiger Cubs, BSA (see attached packet).

The packet includes 33 positive self-esteem student stickers, 30 special Tiger Cub paw name cards, and a four-color folder outlining the 17 "Big Ideas" of Tiger Cubs. The packet introduces the classroom teachers to the benefits of the program. The cost of each packet is \$\_\_\_\_\_.

As fall membership drives begin, first grade teachers will play an important role by helping to encourage boys in the classroom to attend an informal open house briefing meeting. At these sessions, students and parents will meet with the volunteer leaders and get a chance to see why Tiger Cubs, BSA is so special in strengthening families and building better communities and to become a part of the program.

The (council name) respectfully requests that (name of funding prospect) consider a gift of (# of packets needed X \$ amount) for first grade teacher packets Introduction to Tiger Cubs, BSA in (name of schools, communities or towns, or council).

Thank you for supporting our educational partnership with schools in helping youth to achieve their full potential through participation in Tiger Cubs, BSA.

Total cost: \$\_\_\_\_\_ Amount: \$\_\_\_\_\_  
Accepted by: \_\_\_\_\_ Date \_\_\_\_\_

**Sample Project #12**

**Tentage for Summer Camp**  
**A Project of (\$ amount)**

TAKEANY COUNCIL

BOY SCOUTS OF AMERICA

Especially prepared for \_\_\_\_\_

The (name of camp) is a (# of acres) Boy Scout camp located in (name of area). Scouts first began camping at (name of camp) in the summer of (year), and many traditions of outdoor learning and adventure have been handed down through the years.

The program at (name of camp) emphasizes troop camping where a local Scout troop reports to camp as a group and remains that way throughout the week. The camp provided the basic BSA-issue two-man wall tent, a wooden tent platform, and folding cots for every two campers. These tents, shared with a buddy, then become a Scout's safe outdoor environment for his weeklong camping experience.

For many years now these tents have deteriorated due to use and exposure to the weather. They are in need of replacement. The (Takeany Council) is in the process of replacing a total of (# of tents) each year during the next (# of years).

The cost to replaced tentage for a patrol of eight Scouts is (\$ amount), or (\$ amount) per tent. The (Takeany Council) would be pleased if you would consider purchasing the (# of tents) needed to house a patrol of (# of campers).

(# of BSA issue wall tents) @ (\$ amount)

Accepted by \_\_\_\_\_ Amount \$ \_\_\_\_\_

Signature \_\_\_\_\_ by date of \_\_\_\_\_

## Sample Project #13 Training Volunteer Scout Leaders

### Scouting's Aims and Objectives

The purpose of Scouting is to instill values and otherwise educate youth in the life skills that they will need to reach their fullest potential.

Scouting's mission reflects the fact that Scouting has always been, first and foremost, an educational movement – a movement that supplements and complements other educational institutions, a movement that enhances what a youth learns elsewhere, be it at school, church, or home. Scouting's mission also reflects Scouting's interest in the total development of a young person. This is spelled out in its aims, motto, oath, and law.

Because Scouting believes in the total development of the person, this theory is not only applied to youth but the leaders who serve them. Why? To ensure that all who are involved in Scouting receive the training, development, and support they need to reach their fullest potential not only as leaders but as individuals.

### Purpose

Boy Scouting is a volunteer-delivered program. Given this fact, how does a Boy Scout council ensure its mission is carried out? The integrity of the program maintained? The quality of experience ensured? The answer: Through the training and development of its leaders.

### Program Methods

Through a specially designed series of courses, leaders in each age-appropriate program of Boy Scouting are trained to perform their duties as leaders as well as in the leadership and group interaction skills necessary to be successful and ensure a quality experience for all those involved. In (date), over (number of) adults and (number of) youth were trained in their responsibilities. Potentially, (number of) adults and (number of) youth could be reached annually if enough training courses and materials were made available to leverage this valuable volunteer resource.

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### Request

In order to appropriately train the (number of) adults and over (number of) youth expected to participate in leadership roles in the coming program year, training materials are needed. The total cost for these training materials is (\$ amount). (A detailed budget is attached.)

With these facts in place and hopes in mind, the (council name) Council requests consideration for funding the provision of training materials to its adult and youth leaders for the (date) program year.

Accepted by \_\_\_\_\_ Amount \$ \_\_\_\_\_  
Signature \_\_\_\_\_ by date of \_\_\_\_\_

**Sample Project #14**  
**Volunteer Adult Leader Recognition**

The (Takeany Council) of the Boy Scouts of America serves nearly (# of youth) and (# of adult leaders) across the (# of counties) surrounding (name of community). With programs for boys and young men ages 6-20, and a coeducational program for girls and young women ages 14-20, the Takeany Council is the largest youth-serving organization in the (name of community) area.

As part of the council's recognition program, we provide awards to deserving adult volunteers. This recognition includes awards for training and tenure, as well as outstanding service to the council or its districts through the Silver Beaver Award and District Award of Merit.

The Takeany Council respectfully requests your financial support for the following adult volunteer leader recognition items:

- Adult Leader Training Awards \$
- Adult leader veteran awards for tenure \$
- District Award of Merit \$
- Silver Beaver Awards \$
- Total:

Accepted by \_\_\_\_\_ Amount \$ \_\_\_\_\_  
Signature \_\_\_\_\_ by date of \_\_\_\_\_



**Prepared. For Life.®**

**BOY SCOUTS OF AMERICA  
Fund Development Department  
SUM-322  
1325 West Walnut Hill Lane  
P.O. Box 152079  
Irving, Texas 75015-2079**

**Sample Project #15**  
**Youth Rank Advancement Awards**  
**Boy Scouts of America**  
**Youth Rank Advancement Awards**

Especially Prepared for (name of prospect)

Cub Scouts and Boy Scouts throughout the (Takeany Council) earn badges to recognize their accomplishments. The number they earn is astounding, but of even greater importance is what that badge represents in knowledge gained for each boy in (Anytown County).

This past year, Cub Scouts earned (# of Wolf, Bear, Webelos, and Arrow of Light awards). To earn all of these badges, the young person had to complete more than 60 requirements. This calculates to well over two million individual opportunities for parents and leaders to have a meaningful encounter with boys to help them grow, learn, and improve their self-esteem. These Cub Scouts will come to realize that there are many caring and nurturing adult role models in their lives.

Boy Scouts earned (# of Scout, Tenderfoot, Second Class, First Class, Star, and Life) rank awards this past year with an average of 10 requirements per rank. These requirements included community service projects, leadership growth opportunities, and demonstration of living the Scout Oath and Law, and skill accomplishments. In addition, these Boy Scouts also earned (# of merit badges), which placed them face-to-face with experts in both career and hobby fields. Statistics show that six out of 10 Scouts first learn of their lifelong career choice through the merit badge program.

The Eagle Scout Award, Scouting's highest award, was earned by (#) (Takeany Council) Scouts last year. This is an achievement that only two percent of all Scouts nationally will earn. The reputation and significance of this achievement is acknowledged with the highest respect.

Young boys will grow into responsible young men when caring and nurturing adults become involved in their lives. The advancement program of the Boy Scouts of America is a means to accomplish that end.

The (Takeany Council), in its desire to help volunteer Scout leaders carry out an exciting advancement program, will spend (\$ amount) to underwrite the cost of the rank advancement in Cub Scouting and Boy Scouting. This includes the presentation of a handsome Eagle Scout presentation kit. We sincerely believe that this special rank advancement project is one reason the (Takeany Council) has one of the highest densities of youth served anywhere in the country.

We would like you to consider providing (total \$ amount) toward the cost of this special project. In recognition of your support, we would be pleased to insert a special congratulatory note in the Eagle Scout presentation kits addressed to the Eagle Scouts from you. In addition, your support will be featured in our monthly newsletter that is delivered to (# of adult volunteer leaders).

Accepted by \_\_\_\_\_ Amount \$ \_\_\_\_\_  
Signature \_\_\_\_\_ by date of \_\_\_\_\_